

# GIF

## CARLOS GUERRA

### Our mission

**The Greater Internet Freedom (GIF) program is a global program that works to preserve an open, interoperable, reliable and secure Internet**

By extension, protects the individuals, civil society organizations, media outlets and vulnerable groups who rely on it to realize fundamental freedoms. Through its dual objective of enhancing digital security for civil society and media and increasing citizen engagement in Internet government, GIF considers and supports a diverse range of elements that impact Internet freedom.



**HOLA!**

# JORGE RODRIGUEZ NIETO



Senior Consultant & Partner

*design*thinkersgroup*spain*



[@trendstudies](#) [@DTGSpain](#)



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**DAY 1**

<b>Time</b>	<b>Activity</b>
<b>9:00:00 AM</b>	<b>Welcome &amp; intros</b>
<b>9:15:00 AM</b>	<b>Challenges and Teams</b>
<b>9:20:00 AM</b>	<b>Empathy Keynote</b>
<b>9:45:00 AM</b>	<b>Reframing our challenges</b>
<b>10:00:00 AM</b>	<b>GIF System Mapping &amp; Ideation</b>
<b>10:30:00 AM</b>	<b>GIF System Prototype</b>
<b>10:50:00 AM</b>	<b>Action Plan Concept keynote</b>
<b>11:00:00 AM</b>	<b>COFFEE BREAK - Ms &amp; Mr Congeniality</b>
<b>11:30:00 AM</b>	<b>Vulnerability and Collaboration Keynote</b>
<b>12:00:00 M</b>	<b>Vulnerability and Collaboration TrustDrive Game</b>
<b>12:15:00 M</b>	<b>International Skills Bank Workshop</b>
<b>12:30:00 PM</b>	<b>DELICIOUS LUNCH</b>
<b>14:00:00 PM</b>	<b>How trust works - 3 elemnts</b>
<b>14:00:00 PM</b>	<b>Action Plan conversations</b>
<b>15:00:00 PM</b>	<b>Nairobi Treasure Hunt - Social Assignement</b>

**DAY 2**

<b>Time</b>	<b>Activity</b>
<b>8:30</b>	<b>Open doors, coffee and mingle</b>
<b>9:00:00 AM</b>	<b>Welcome and Recap from day 1</b>
<b>9:30:00 AM</b>	<b>Team canvas</b>
<b>10:30:00 AM</b>	<b>Process and Service Design intro keynote</b>
<b>10:45:00 AM</b>	<b>Service Ideas for the system members</b>
<b>11:00:00 AM</b>	<b>DELICIOUS COFFEE BREAK</b>
<b>11:30:00 AM</b>	<b>Systems Design Workshop</b>
<b>12:00:00 M</b>	<b>System Services Blueprints</b>
<b>12:30:00 M</b>	<b>DELICIOUS LUNCH</b>
<b>1:30:00 PM</b>	<b>Service Market -World Cafe</b>
<b>2:30:00 PM</b>	<b>Network Action Plans Workshop</b>
<b>3:00:00 PM</b>	<b>DELICIOUS COFFEE BREAK</b>
<b>3:30:00 PM</b>	<b>Take away cards - Learnings and conclusions</b>
<b>4:00:00 PM</b>	<b>Closing and Follow up program</b>
	<b>Group Pictures and Drinks</b>

# WELCOME & INTROS

To common wall

5 minutes to write your own  
5 minutes to read all cards



## Intro Card

Name Jorge Rodriguez

Country Spain / Colombia

Position

Facilitator



Portrait

### Common quote

Innovation is a state of mind

I don't eat at night

*designthinkersgroup*spain

You can contact me by



+34661328326



@trendstudies @DTGSpain



@lainnovationkitchen

How do you think this network will contribute to your work?



I am already learning a lot about Life on the internet, internet rights, and internet freedom and the great work everyone does here, but I want more!!!

What do you want to learn this week?



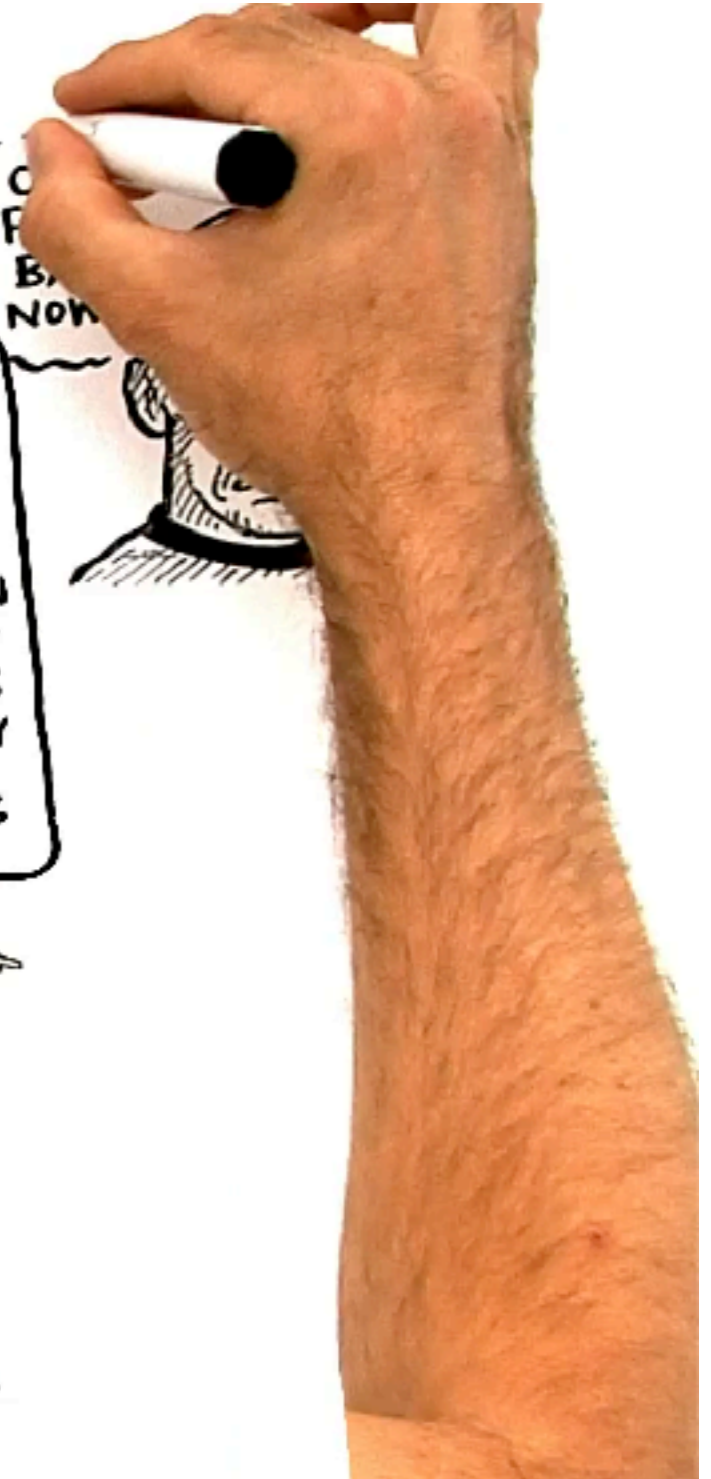
Cyber security, internet freedom, Kenya, Nairobi, Africa and the wonderful people in this network.

What can you teach to others?



Innovation  
Service design  
Human centred design  
Design thinking  
Spanish  
Fried eggs with honey recipe

# EMPATHY



# EMPATHY

**My life is about**

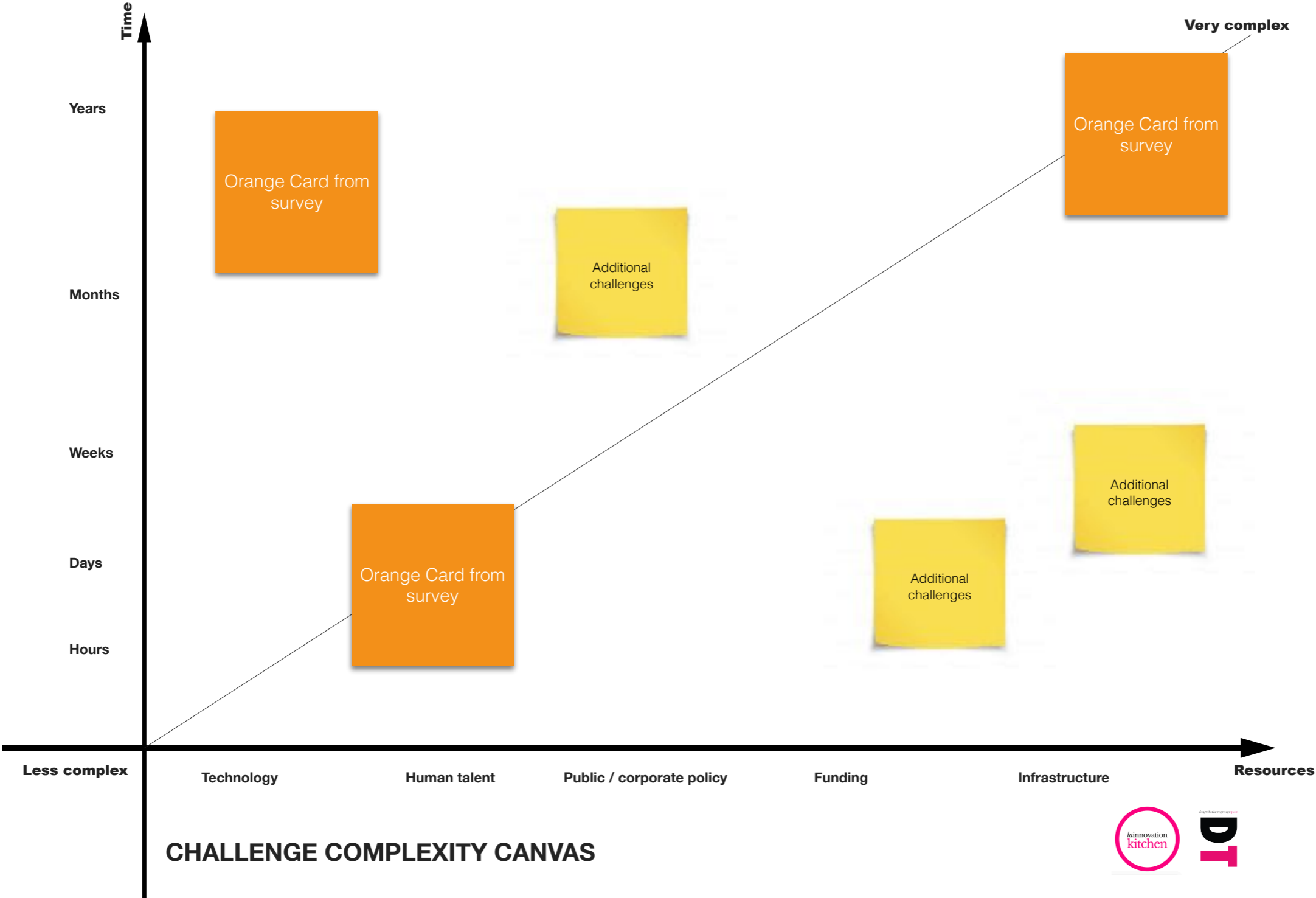
**ME**

# CHALLENGES & TEAMS

15 minutes



Discuss challenge complexity in the canvas





# REFRAMING OUR CHALLENGES

Share discoveries (1 spokesperson per team)

15 minutes  
Team wall



HMW CARDS

NAME: \_\_\_\_\_

designthinkersgroupspain



## HOW TO USE IT?

Fill in the blanks taking into account the idea of the project, the challenge, the context in which it lives, the users it wants to reach and their particular needs.

*Team members*

**HOW MIGHT WE HELP** \_\_\_\_\_

Persona, user or specific client

**TO** \_\_\_\_\_

*Cook better*

need or goal to achieve taking into account pains of the persona

**SO HE/SHE CAN** \_\_\_\_\_

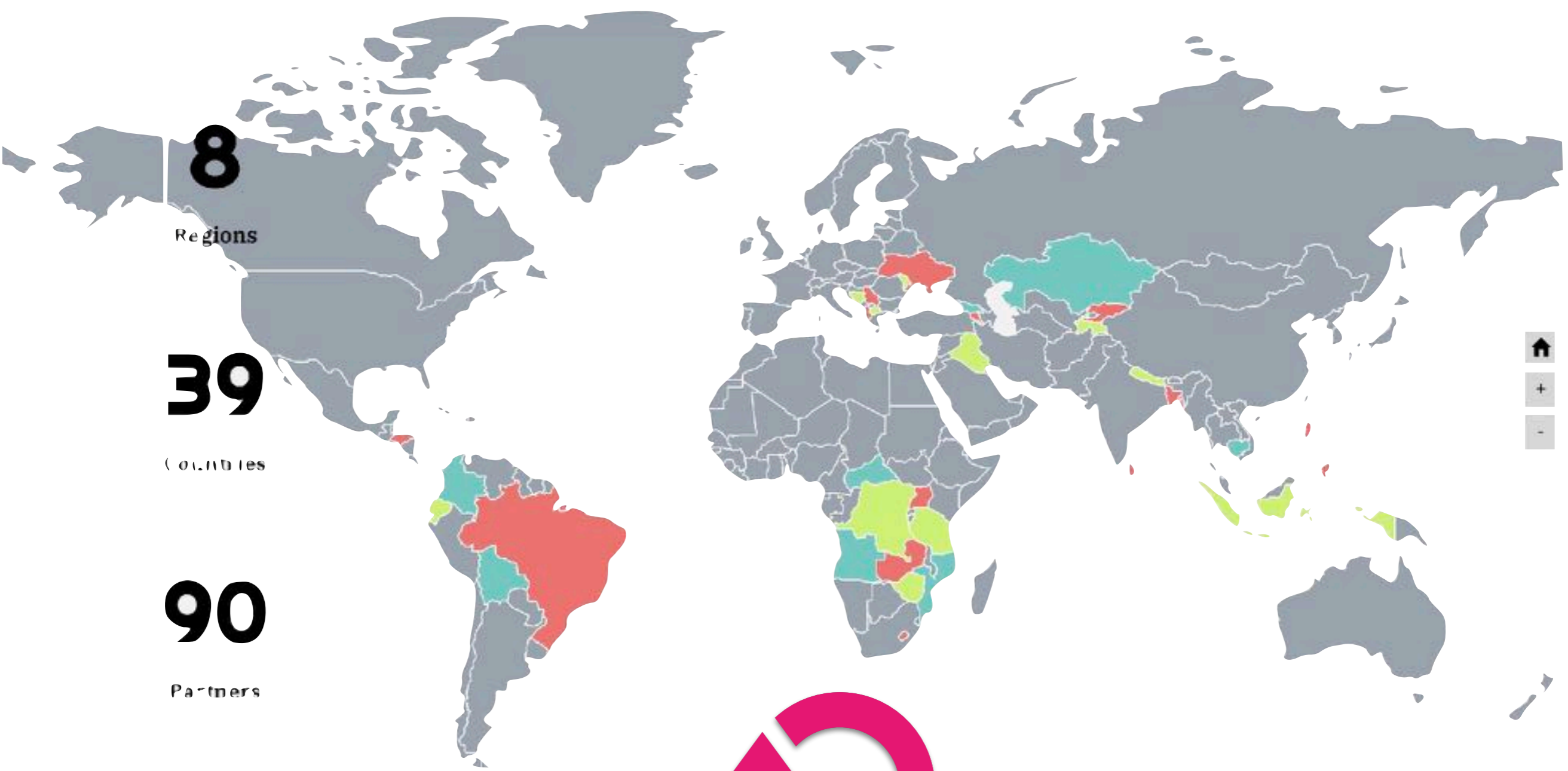
*Feed well their communities*

Individual or collective result or benefit

# GIF SYSTEM MAPPING

Identify people and organizations in the map

15 minutes  
Team wall



**8**

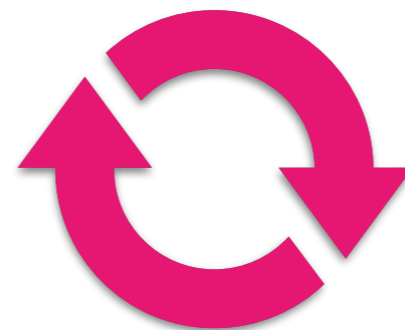
Regions

**39**

Countries

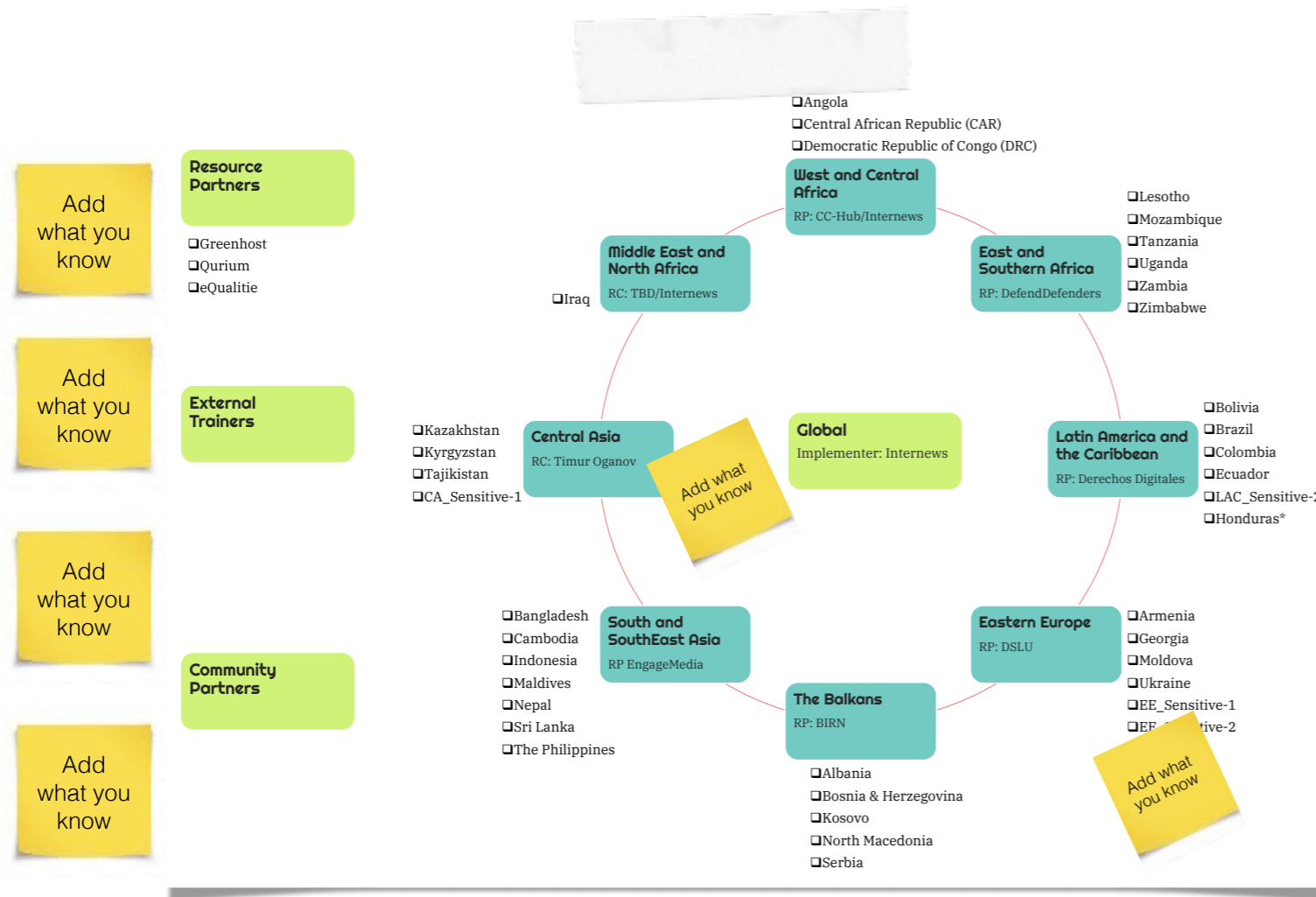
**90**

Partners



# GIF SYSTEM MAPPING

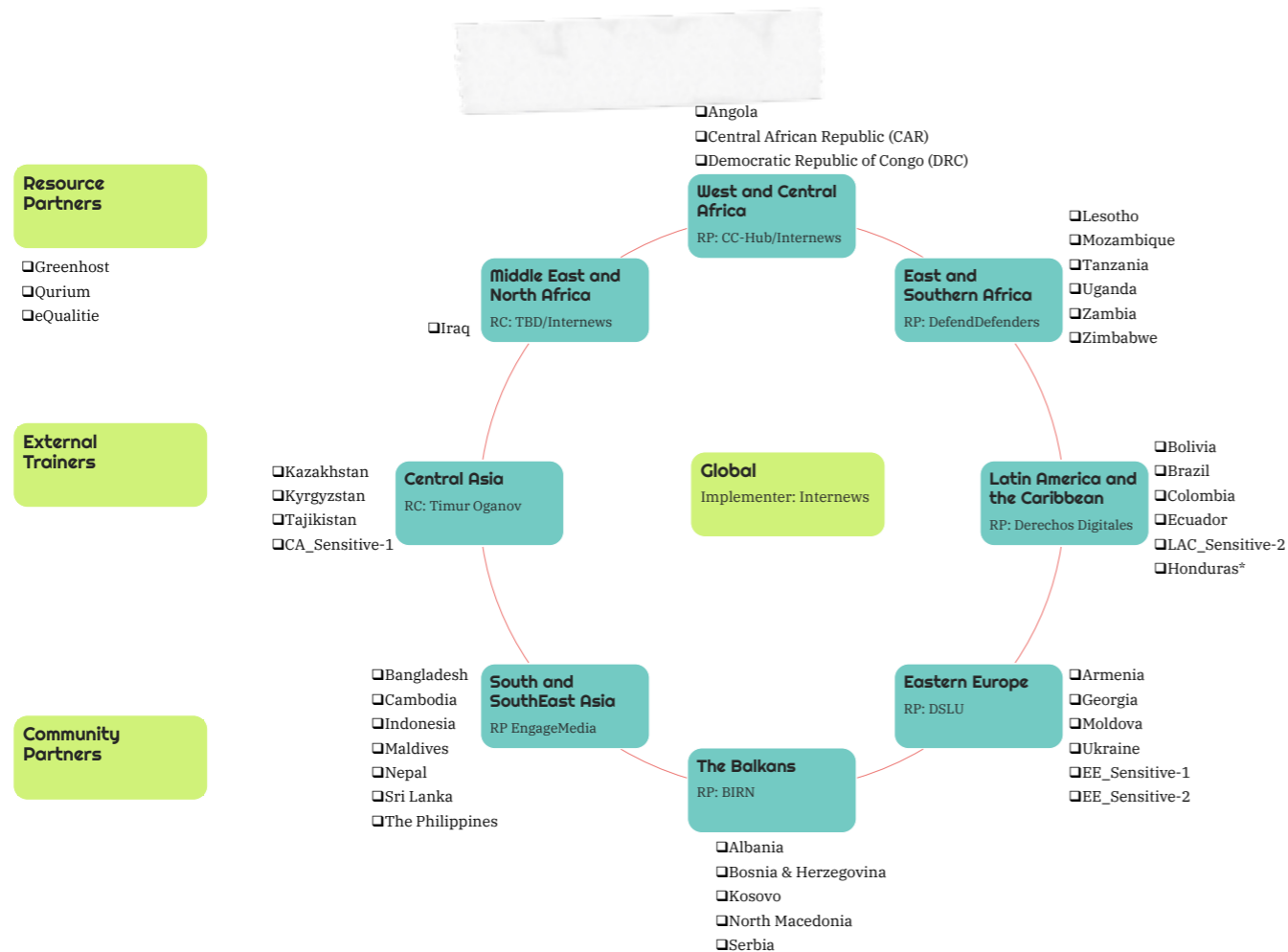
15 minutes  
Team wall



1. Add what you know
2. Once you finish place it on the wall.
3. Go check others
4. Share discoveries (1 spokesperson per team)

# GIF SYSTEM PROTOTYPE

20 minutes  
Team station



1. Place the system map on the table
2. On top of them create 3d value exchange relationships or flows in the system.

# GIF SYSTEM PROTOTYPE

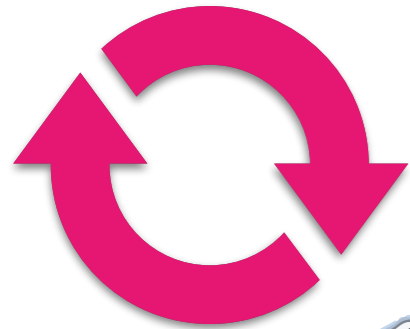
1. Place your system map on the table
2. On top of them create 3d value exchange relationships or flows in the system using the prototyping materials
3. Share

15 minutes  
Team station

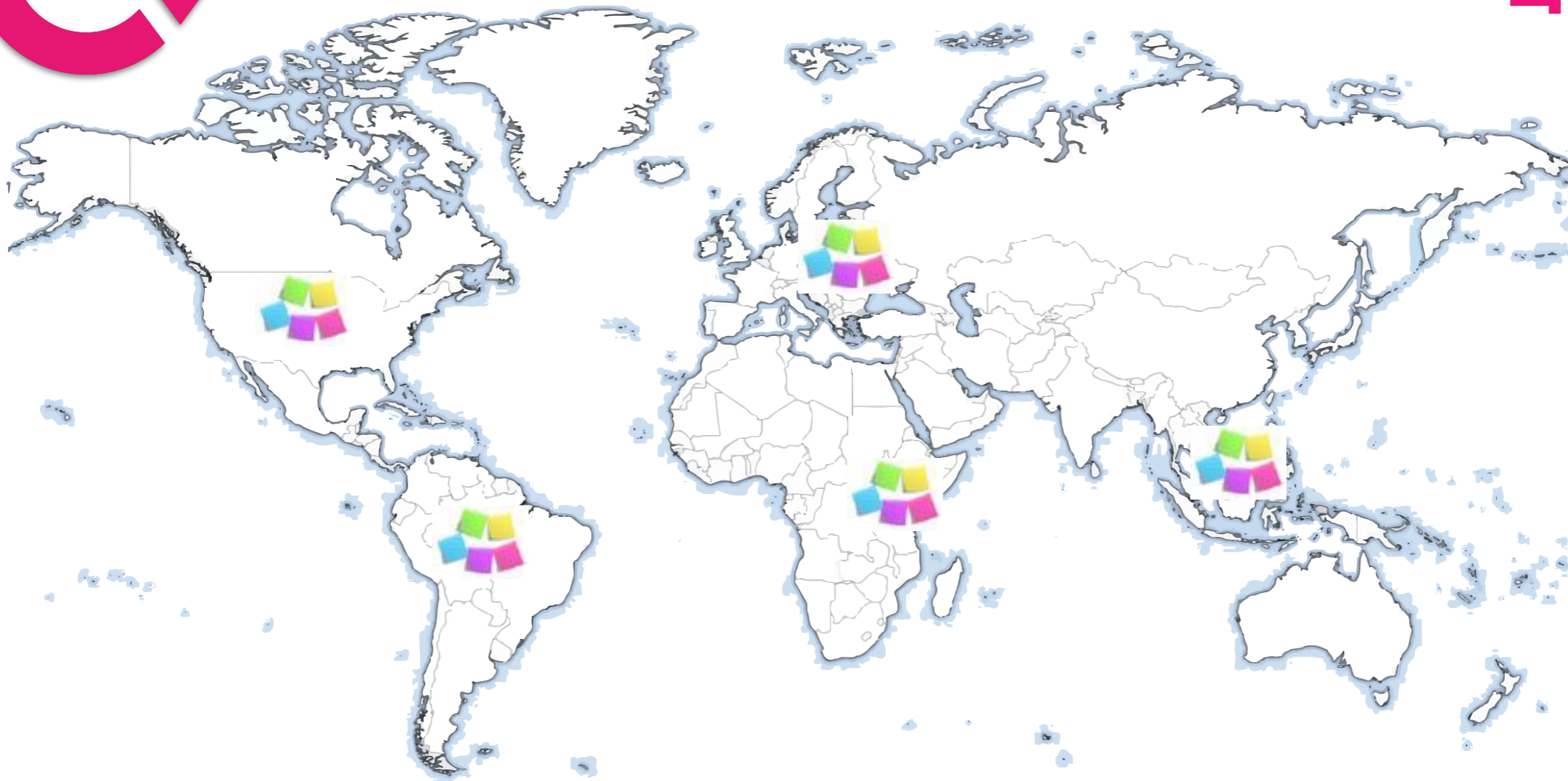


# INTERNATIONAL SKILLS BANK

Share discoveries (1 spokesperson per team)



15 minutes  
To common wall



# WHAT IS AN ACTION PLAN?

## Action Plan



# ACTION PLAN PART I

You can steal ideas from the common wall!

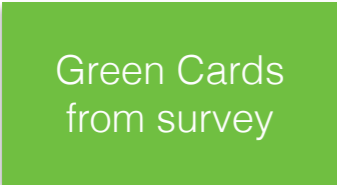

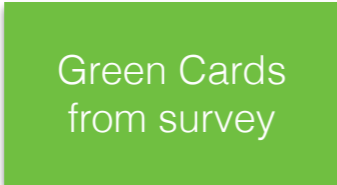

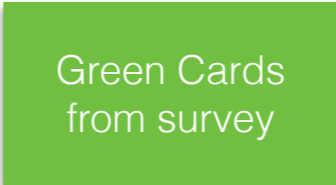

**Share discoveries (1 spokesperson per team)**

45 minutes  
Team wall



## ACTION PLAN



<b>Objectives</b> Goals you want to achieve	<b>Strategies</b> Plans to carry out activities and achieve the objectives.	<b>Activities</b> Specific actions to achieve the objectives	<b>Results</b> Specific changes that are achieved through projects.	<b>Resources</b> Inputs necessary to carry out the projects.	<b>Evaluation</b> Analysis of the performance and success of the projects
  	  	  			





# VULNERABILITY & COLLABORATION

## KEY IDEAS

“Vulnerability is about sending a really clear signal that you have a weakness or deep desire and that you could use help”

*Jeff Polzer, Prof . Organisational Behaviour, Harvard University*

“Vulnerability is less about the sender than about the receiver, The second person is the key to start collaboration”

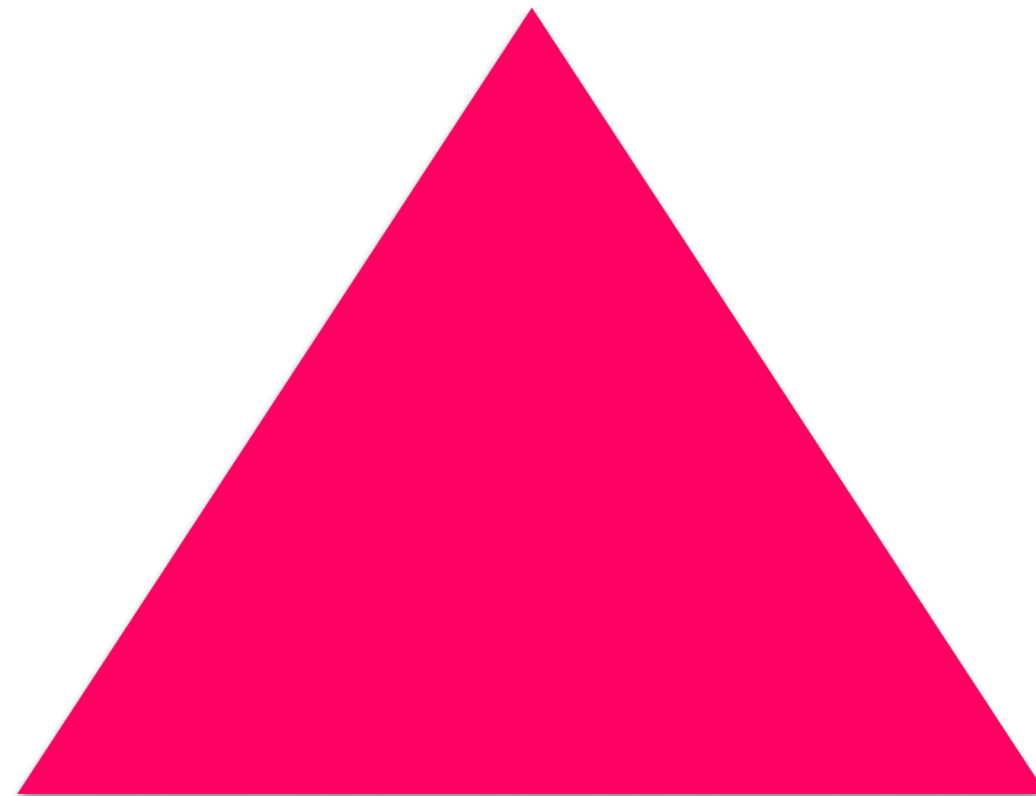
*Jeff Polzer, Prof . Organisational Behaviour, Harvard University*

# HOW TRUST WORKS

By Frances Frei, Harvard Business School

Perception of Authenticity Honesty

Be 100% you with no fear, represent difference with kindness and grace



Rigor in Logic

Start with your point and then provide evidence

Empathy towards you

Offer your time and distraction to someone

# HOW TRUST WORKS

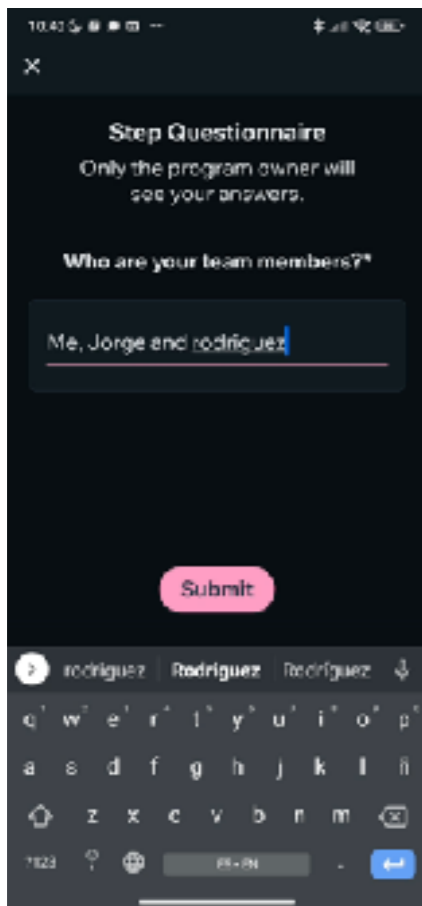
By Frances Frei, Harvard Business School



# THE NAIROBI TREASURE HUNT

## 2. Pick an option to explore Nairobi

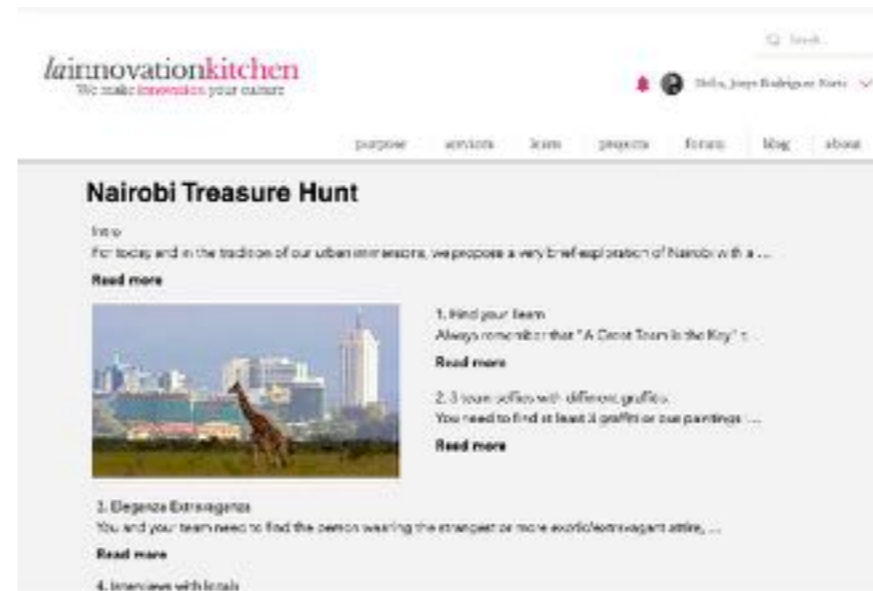
### Interactive



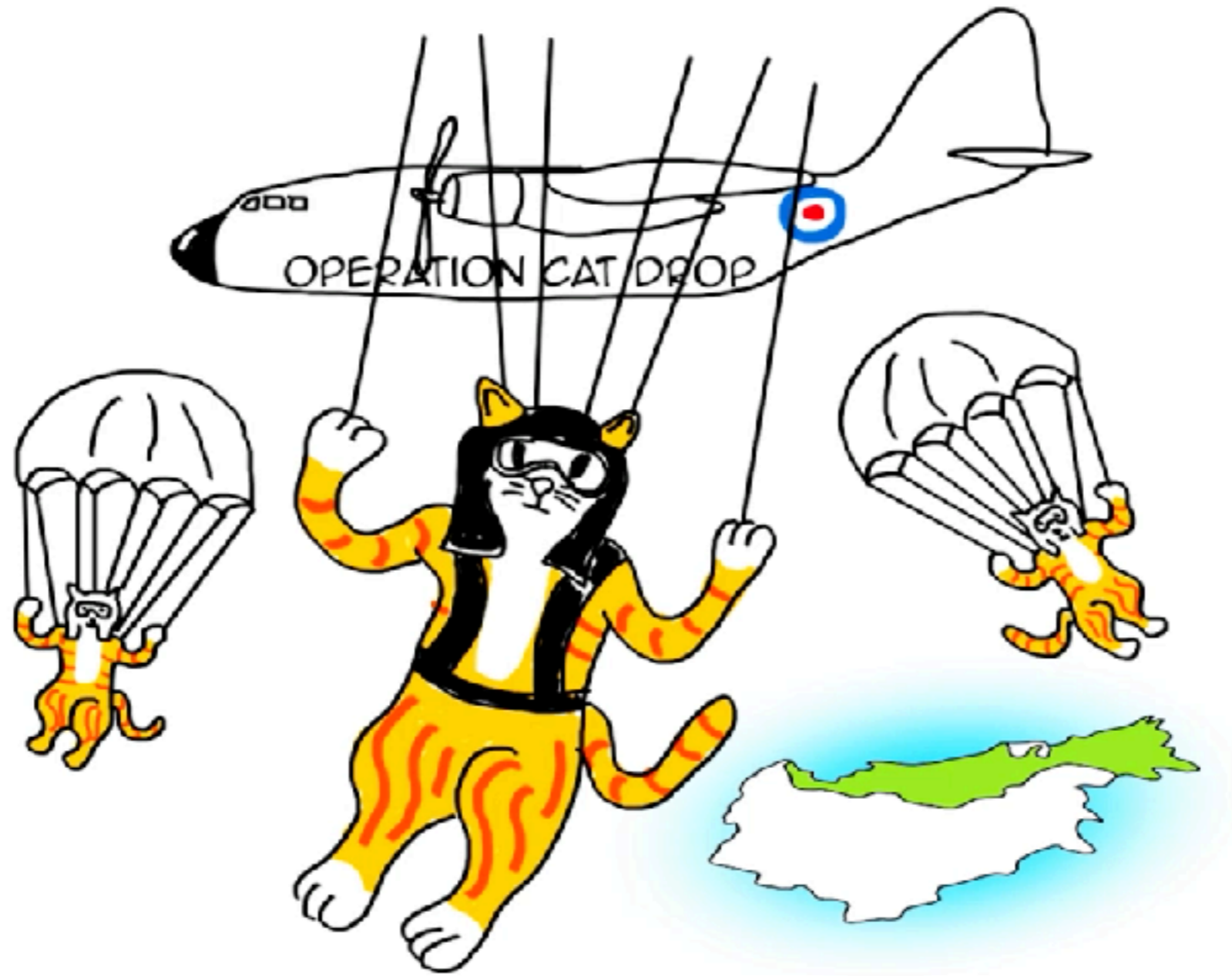
A screenshot of a mobile application interface. At the top, it says "Step Questionnaire" and "Only the program owner will see your answers." Below this is a question: "Who are your team members?\*" with a text input field containing "Me, Jorge and Rodriguez". A pink "Submit" button is at the bottom. A keyboard is visible at the very bottom of the screen.



### Landing Page



# A SYSTEMIC APPROACH TO SERVICES



# GIF SYSTEM SERVICE BLUEPRINT

60 minutes  
Team wall



STEPS		BEFOREHAND <small>Notice, understand, be triggered.</small>	USING THE SERVICE <small>Decide to use, first use, further use, help with problems.</small>				AFTER USE <small>Relationship building, stimulating re-use, end of use.</small>
USERS	ACTIVITY <small>What does the user do in this step?</small>	What happens before the service may take place	Step 1 Call for help	Step 2	Step 3	Step 4	How to close it After it is solved?
	TOUCH POINT <small>What do the user and employee use for this? (folders, form, membership card, etc.)</small>	Where does it happen? Who can help?	Step 1 Where can help be requested? Email? Signal? Call?	Step 2			Where and how can we share the results or solutions?
	ACTIVITY <small>What happens here? (what does the employee do, what does the application do, etc.)</small>	What is the common situation?	Step 1 How can /should the response be made?	Step 2			When and how should this solution be shared?
<b>BEHIND THE SCENES</b>							
BACK OFFICE	INTERNAL PROCESSES <small>What do your employees or systems do behind the scenes?</small>	What can the GIF network do to provide support? Who?	Step 1 Who does what inside GIF?	Step 2			Who will have access to this solution inside GIF?
	EXTERNAL PROCESSES <small>What happens in the eco-system?</small>	What can others do to provide support?	Step 1 Who does what outside GIF?	Step 2			Who will have access to this solution outside GIF?
TO DEVELOP		What needs to be made?	Who needs to be involved? Doing what?	Step 2			How can this support be provided inside and/or outside GIF?

# Monitoring and Evaluation at GIF

Goal: Expand digital security capacities, data awareness, and activism critical to Internet Freedom (IF) into broader human rights agendas and civil society initiatives at the local level

O1: Enhanced digital security for civil society and media

IR 1.1.1 - Increased capacity of CSOs, media outlets, and individuals in both preventative and responsive digital security approaches  
 IF 2.2-3 - # of organizational digital security audits conducted  
 IF 2.2-4 - % of organizations with substantially improved digital security knowledge after an organizational digital security audit  
 C 1.1.1 - # of individuals or organizations receiving digital security support  
 IF 2.2-1a - # of individuals trained on digital safety techniques

IR 1.1.2 - Increased number of local digital security experts able to advance digital security capabilities of CSOs, media organizations and individuals  
 IF 2.2-2a - % of participants (individuals) reporting improvements in digital safety practices after training  
 C 1.4.1 - # of events that enable knowledge sharing and awareness raising on Internet freedom issues.  
 C 1.4.2 - # of technical capacity building materials created and disseminated for digital security practitioners

IR 1.2.1 - Increased adoption of digital security strategies by civil society and media, with an emphasis on vulnerable groups  
 IF 2.1-2a - # of human rights defenders receiving emergency support or impact mitigation  
 IF 2.1-2b - # of CSOs receiving emergency support or impact mitigation

IR 1.2.2 - Increased accessibility of digital security approaches to non-technical individuals  
 C 1.4.2 - # of capacity building materials created and disseminated for the general public

O2: Increased citizen engagement in Internet governance

IR 2.1.1 - Expanded Internet freedom community that includes non-traditional partners at local, regional, and global levels  
 C 1.5.1 - # of individuals educated on digital rights topics  
 C 2.1.1 - % of participants reporting improvement in digital rights knowledge after training  
 C 1.4.2 - # of capacity building materials created and disseminated for the general public

IR 2.1.2 - Multi-stakeholder networks are involved in Internet governance  
 C 1.4.1 - # of events that enable knowledge sharing and awareness raising on Internet freedom issues.  
 C 1.5.3 - # of Internet freedom fellows engaged because of GIF assistance  
 C 1.5.4 - # of contributions assisted by IF fellows because of GIF assistance  
 C 1.5.5 - # of consensus building processes resulting in an agreement where fellows have contributed

IR 2.2.1 - Strengthened advocacy efforts to improve legal and regulatory environment  
 IF 4.1-1 - # of USG Internet freedom-supported reports published

IR 2.2.2 - Increased integration of Internet freedom into national level advocacy efforts and public discussion  
 IF 3.1-1 - # of advocacy interventions supported by the USG Internet Freedom award  
 IF 3.2-1 - # of CSOs that engage in advocacy with national, regional, or international governance bodies  
 IF 3.1-3 - % of local CSOs implementing improved advocacy strategies



# FINAL ACTION PLANS

How can the GIF community provide internal solutions  
Who will do what?

30 minutes  
Team wall



## ACTION PLAN



<b>Objectives</b> Goals you want to achieve	<b>Strategies</b> Plans to carry out activities and achieve the objectives.	<b>Activities</b> Specific actions to achieve the objectives	<b>Results</b> Specific changes that are achieved through projects.	<b>Resources</b> Inputs necessary to carry out the projects.	<b>Evaluation</b> Analysis of the performance and success of the projects
<div data-bbox="263 948 499 1181" style="background-color: yellow; padding: 10px; margin-bottom: 10px;">What needs solution</div> <div data-bbox="263 1250 554 1483" style="background-color: orange; padding: 10px; margin-bottom: 10px;">Orange Cards from survey</div> <div data-bbox="230 1528 581 1774"> <p><b>HOW MIGHT WE HELP</b> _____  <small>Persona, user or specific client</small></p> <p><b>TO</b> _____  <small>need or goal to achieve taking into account pains of the persona</small></p> <p><b>SO HE/SHE CAN</b> _____  <small>Individual or collective result or benefit</small></p> <p><small>designthinkersgroupspain / INNOVATIONLABS</small></p> </div>	<div data-bbox="642 948 878 1181" style="background-color: yellow; padding: 10px; margin-bottom: 10px;">How it is solved</div>	<div data-bbox="1026 948 1262 1181" style="background-color: yellow; padding: 10px; margin-bottom: 10px;">Solutions</div>	<div data-bbox="1366 948 1575 1181" style="background-color: yellow; padding: 10px; margin-bottom: 10px;">Improvements</div>	<div data-bbox="1679 948 1915 1181" style="background-color: yellow; padding: 10px; margin-bottom: 10px;">Who will do it?</div>	<div data-bbox="2079 948 2315 1181" style="background-color: yellow; padding: 10px; margin-bottom: 10px;">How can we know it went well?</div>

# SERVICE MARKET - WORLD CAFE

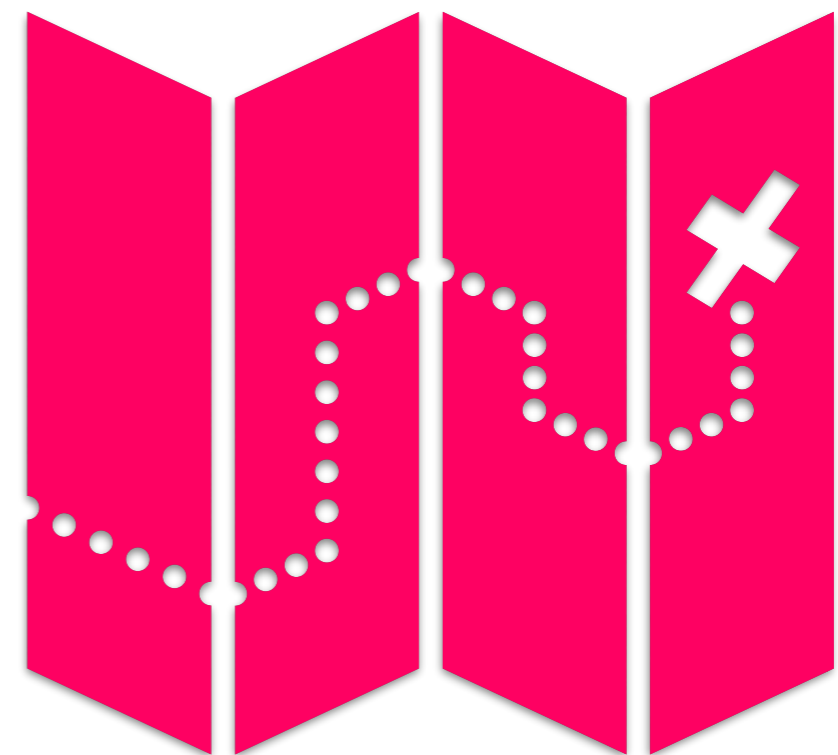
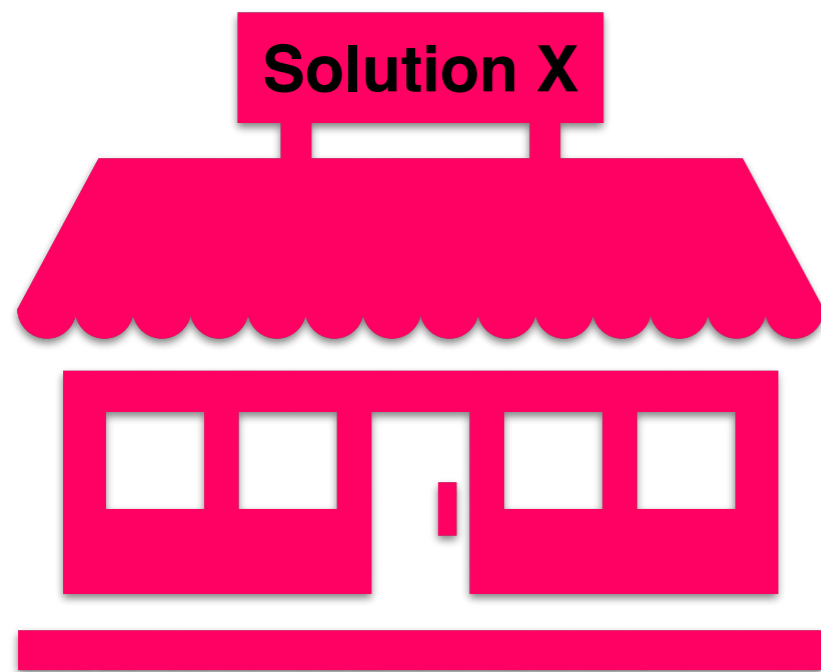
Share and offer your Solution!

Get and give feedback

30 minutes  
Team stations



How does Solution X work?



# FINAL ACTION PLANS

How can the GIF community provide internal solutions  
Who will do what?

3 minutes / team  
Common wall



## Share your plans (1 spokesperson per team)

### ACTION PLAN



Objectives <small>Goals you want to achieve</small>	Strategies <small>Plans to carry out activities and achieve the objectives.</small>	Activities <small>Specific actions to achieve the objectives</small>	Results <small>Specific changes that are achieved through projects.</small>	Resources <small>Inputs necessary to carry out the projects.</small>	Evaluation <small>Analysis of the performance and success of the projects</small>
<p style="text-align: center;">What</p> <p style="text-align: center;">Orange Cards</p> 	<p style="text-align: center;">How</p>	<p style="text-align: center;">Solut</p>	<p style="text-align: center;">Impro</p>	<p style="text-align: center;">Who</p>	<p style="text-align: center;">How</p>



**Group Picture + Drinks?**

*design*thinkersgroupspain