creant Europa

CLICKTIVISM UNLEASHED

The handbook



Co-funded by the European Union

Author’s Note

This is a guide for how young people and youth workers can work with digital activism based on the activities held during the Clicktivism Unleashed project developed by Creant Europa. The guide includes the main things learned during the project, the techniques and tips that worked, the sessions and activities conducted, and examples and experiences from the campaigns and discussions.

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CHAPTER 01

Group Constitution

The participants were tasked with establishing a shared group constitution, anthem and logo for the project. This was done to create an early onset feeling of community within the group, while also establishing clear agreed on boundaries between the participants.

The constitution was created by dividing the participants into small groups of 2-3 people where they were tasked with coming up with expectations and boundaries they had from their peers in the project. They then took turns sharing these boundaries in the big group while discussing as a whole as to agree on general boundaries to share throughout the project.

The anthem and logo were created separately by diving into smaller groups of participants, with the rules as to how to create these being completely open in order for the participants to build a sense of ownership over the project and community between each other.

CHAPTER 02

Fundamental Activity Template

The vast majority of activities included a base foundation to optimize learning, creativity, and discussion during each topic. Each activity was held within a time period of 90 minutes.

1. ## Introduction

The topic is introduced to the group of participants by the facilitator; the base ideas are covered while trying not to put biases into the participant regarding the subjects that are to be discussed.

2. ## Group Work

The participants are split into groups of around 4-6 people per group. The topic is discussed by splitting the areas of the topic and giving each group a separate area to explore and present to the wider group.

The way of discussing the topic can be varied to keep the interest of the participants, such as;

- Researching the subject and presenting the main ideas of it.
- Preparing for a debate, each group taking a stand and taking turns debating it with another group.
- Creating a creative showcase of the subject, either through theater, videos, or other alternatives.

3. ## Presentation

All participants meet back into the big group, and each group takes turns presenting their topic to the other groups, explaining the intricacies of their subject and opening up for questions from other participants at the end of their presentation.

After all groups have presented, the facilitator may further elaborate on the topic if important parts were left out of the group presentations.

CHAPTER 03

Campaigns of love and hate

During the project, participants discussed disruptive and offensive tactics against institutions or adversaries, and tactics for emotional and narrative support for communities. The facilitators, by the use of role-playing and real case scenarios they made them practice how effective different offensive or defensive tactics could be useful. In the current section it will be explored two different kinds of mechanism that the participants found effective

3.1) Disruptive and pressure-based mechanisms:

- Targets an institution's public image and the trust placed in it through parodies, "hashtag hijacking," and memes, aiming to alienate sponsors and allies.
- Attacking revenue streams through boycotts by making the target's position financially unsustainable.
- Leveraging open-source intelligence and the dissemination of leaked internal documents to strip away institutional secrecy, generating pressure for journalistic investigations.
- Isolating the target by cutting off their distribution channels through mass reporting or cyberattacks, thereby compelling platforms to remove their accounts.

3.2) Support and resilience mechanisms:

- Using social media algorithms to provide visibility into the lived experiences of marginalized people
- Creating high-trust environments, ensuring psychological safety, confidentiality, and protection from harassment.
- Combats threat-induced fatigue and algorithmic despair by fostering emotional resilience through the sharing of everyday happiness and cultural pride.
- Protecting frontline organizers from isolation and burnout by orchestrating mass expressions of gratitude
- Preserving the shared memory of injustices and community struggles by creating digital archives or interactive maps before the rapid news cycle erases them.

CHAPTER 04

Memes and Digital Activism

During the project the participants discussed the different ways of how memes can be used for activism and policy change. Considering the topic being subjective and nuanced, it was brought up in different ways to garner different perspectives and opinions.

Some of the ways that the topic was covered;



A speed dating activity, where two participants were partnered up to discuss questions such as “can memes change policies?” and “do memes influence what people think?” for 1-2 minutes, changing partners for each question at the end of the timer.



During activities where the participants were tasked to create a campaign or movement the task of creating memes was often included to spark discussion and reflection regarding how memes can fit around political ideologies and spark interest in a topic.

CHAPTER 05

Participant Led Activities

After having been introduced to different topics regarding digital activism as well as different ways of introducing these through activities, the participants were tasked with creating their own activities and facilitating them based on loose topics given by the facilitator.

> Each team was given a time slot of 90 minutes where they were given close to full agency regarding how to run their activity. The result of this led to clear real world experience for creating and facilitating activities, as well as how to activate and educate people. There was a clear excitement among them about being allowed to channel their creativity, which led to a varied methodology used by the participants.

Some examples of activities were;

01 Participants being divided into teams and given different topics surrounding toxic online behaviour and the task of creating a video showcasing a digital infrastructure that could address their topic. This video was then shown to the big group of participants while explaining the topic and idea addressing it.

02 Participants being divided into teams and given a topic to create a campaign around, including designing an instagram page, steps of implementing the campaign, and main motto/manifesto. This material was then shown to the big group while explaining the idea behind the campaign.

03 Participants being divided into groups, given a topic/digital tool surrounding disinformation and fake news, and tasked with creating a theatrical performance about the problems surrounding their topic and how they could be addressed.

CHAPTER 06

Campaign creation day

The Erasmus group focused on designing activism campaigns addressing six critical global issues, with the core requirement that each project clearly define its specific context.

01

The participants explored **Housing Speculation**, analyzing how investment funds and corporate landlords displace working-class residents by converting long-term housing into short-term tourist rentals or holding units empty to manipulate the market.

02

They also tackled **Algorithmic Labor Exploitation**, discussing how gig economy platforms use opaque metrics and dynamic pricing to trap workers in precarious conditions while evading formal labor regulations.

03

Another key theme was the **Erasure of Public Memory**, which examines how reactionary administrations systematically dismantle the historical memory of marginalized groups by removing physical memorials and institutionalizing revisionist narratives.

04

Furthermore, the groups discussed the **Privatization of Public Space**, highlighting how municipalities transfer the control of streets and squares to private entities that deploy hostile architecture to physically exclude vulnerable populations.

05

The campaign topics also covered **Militarized Borders**, examining how high-income regions outsource surveillance to private defense contractors who use drone swarms and biometric databases to track migrants and coordinate illegal pushbacks.

06

Finally, they addressed **Telecom Complicity in Atrocity Cover-Ups**, exposing how multinational telecommunications conglomerates actively facilitate internet blackouts to help state militaries hide mass violence in exchange for protected corporate market access.

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