

**Stephanie Hankey**

Co-founder and Executive Director, Tactical Technology Collective, Brighton, UK



Stephanie has been working to strengthen the use of technology by civil society in the global South for the last decade, initially working with the Open Society Institute establishing their Technology Support for Civil Society Program and for the past six years with Tactical Tech. Stephanie has a background in information design; worked as a creative director and producer for a number of London-based multimedia companies, and was editor-in-chief of Pulp, a bi-weekly youth magazine. She has a Masters in Information/Interaction Design from the Royal College of Art (London) and a certificate in campaigning and lobbying.

[www.tacticaltech.org](http://www.tacticaltech.org)**Information Design for Advocacy and Campaigning**

Abstract:

This paper will examine the role and importance of visualizing information for advocacy and campaigning purposes.

Context: Many advocacy organizations around the globe work in information-heavy campaigns which entail collecting and disseminating complex information and data sets. Strategizing on how best to disseminate information to their constituents, communicate with governments and others around the globe, and keep track of complex and diverse datasets can prove to be a great challenge. Information design is a powerful tool for advocacy, outreach, research, organization and education.

Through this paper, we will present:

- a. Inspiring examples of information design that is relevant to advocacy and campaigning. Our recently published booklet on information design is highly resourceful in this regard.
- b. The relevance as well as the increasing need for the use of information design by organizations and individuals who are engaged in various campaigns, especially in the global South. NGOs and advocates too often find the information they want to communicate, either buried in long reports full of professional jargon and statistics, or overlooked in an endless stream of media releases. Whether communicating to the public, staff, donors or government officials, visualizing information can help NGOs communicate with more impact, increase accessibility, and present issues powerfully.
- c. The methodology and the associated challenges that Tactical Tech undertakes and faces while working with various rights advocates on information design. Advocacy organizations often lack the confidence as well as the techniques for creating visual stories. The idea behind visualizing information for advocacy is to encourage advocacy organizations to think creatively about how best to present the data they have. This does not entail dealing with complex tools or software but rather very simple tools and techniques that can greatly improve the way information is presented.