NO MINOR FUTURES

CAMPAIGN BRIEF
READ ME

This media brief is shared with anyone who wants to join the No Minor Futures’ campaign to advocate for digital solutions to be developed for and by children and adolescents.

You can tune in to the campaign between Aug 15th and Sep 12th on JAAKLAC’s Instagram and Twitter. Each week we’ll be updating new recommendations and materials.

Here you will find an introduction to the NMF’s activities, campaign strategy and resources.
NO MINOR FUTURES

SHARE
How are younger generations benefiting from digital technologies? How are they being harmed by these?

For answering this question it is relevant to know that children are one third of people online globally. This sharp representation even doubles in countries from the so-called ‘Global South’, the Majority World. Tech companies target younger generations as trend setters and they are even defined as ‘Generation AI’.
Adult-centric solutions are throttling our futures by overlooking children’s voices in tech developments and digital policies. This renders into misrepresentations of children’s experiences and overriding their right to participate in matters that will affect them lifelong.
No Minor Futures is a global education campaign about the benefits and harms of Artificial Intelligence (AI) for children. It aims at showcasing pathways for governments, tech developers, researchers and activists to collaborate with children and adolescents towards fairer digital futures. The campaign is supported by the Mozilla’s Creative Media Awards.
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- Problem
- Mission
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- JAAKLAC
- Do It Together

STRATEGY

## NMF is a multimedia educational and collaborative campaign to highlight the voices and visions of adolescents.

Between March and August we connected the knowledge of adolescents and organisations from different regions. We created animated character stories, podcasts, and a social media campaign through a series of online workshops (Oficinas) designed to Share, Learn, and Do! About NMF’s campaign. Learn more.
## Research and advocacy for Critical Digital Education and Youth Participation.

NMF is coordinated by JAAKLAC iniciativa, a non-formal organization of mainly Latin American scope coordinated in collaboration with young people, educators and civil society organizations. Projects have been supported by LACNIC, Tactical Tech, Derechos Digitales and Mozilla. [More info](#)
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DO IT TOGETHER

+ Teen Spirit participants
+ Youth influencers
+ Fix the Code
+ Derechos Digitales
+ Data & Society
+ WILD FI
+ Hyperaudio
+ Adéṣínà Ayènì
NO MINOR FUTURES

DO!
SPEAKING UP!

## Basic info

+ Between 15th to September 12th.
+ Instagram and Twitter.
+ Sharing each week the different NMF’s character stories, podcast recordings and educational materials.
+ Rising awareness learning about the various problems and solutions on AI and youth globally.
Consideration

Share your views after learning from NMF’s videos, podcasts and educational resources.

Conversion

Encourage key stakeholders to access the NMF’s multimedia resources in our website.

Advocacy

Ask key stakeholders about current or future projects co-creating digital solutions with children.

We’ll update the media kit with recommendations to make social media publications. These will be dedicated to different topics and actions to engage with your audience and stakeholders.
TUNE IN

## Share

Your opinions, projects and organisations on digital technologies and AI in relation to children and adolescents.

Tag @jaaklac and #NoMinorFutures and use the materials from our Media Kit with videos, gifs, images and Instagram story templates.

Post in English and in your local languages.
## Connect with key stakeholders

Enable a dialogue about balancing children’s protection and participation in digital solutions.

Tag local, regional or global governments, tech developers, researchers and activists. Please follow Mozilla’s Community Guidelines

Encourage volunteers others to remix and translate our resources under Creative Commons licence 4.0.
## Collect information

Undertake activities to measure metrics of likes, comments, saves, reach and impressions of all the content committed to in this contract.

Take screenshots and track the evolution through our campaign.

Contact us if you have questions on how to moderate discussions.
THANK YOU