



NO MINOR FUTURES

CAMPAIGN BRIEF

NO MINOR FUTURES

- + Mission
- + Problem
- + Do It Together
- + Speaking Up!
- + Advocacy Journey
- + Tune In
- + JAAKLAC iniciativa

MISSION

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. Visit NMF's website.

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PROBLEM

Adult-centric solutions are throttling our futures by overlooking children's voices in tech developments and digital policies.

Children are one third of people online globally. Tech companies target younger generations as trend setters and they are even defined as 'Generation AI'.

This renders into misrepresentations of children's experiences and overriding their right to participate in matters that will affect them lifelong.

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DO IT TOGETHER

For our NMF's project we collaborated with youth and organisations to create animated stories, podcasts, workshops and a social media campaign:

- + Teen Spirit
- + Young influencers
- + Fix the Code
- + Derechos Digitales
- + Data & Society
- + WILD FI
- + Hyperaudio
- + Adésínà Ayeni

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SPEAKING UP!

- + The campaign is launched between August 15th to September 12th.
- + On Instagram and Twitter.
- + Sharing each week various NMF's character stories, podcast recordings and educational materials.
- + Following an advocacy journey to raise awareness and learn about problems and solutions on AI and youth globally.

ADVOCACY JOURNEY

Awareness

How much do we understand about the benefits and harms of digital technologies and AI?

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.

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TUNE IN

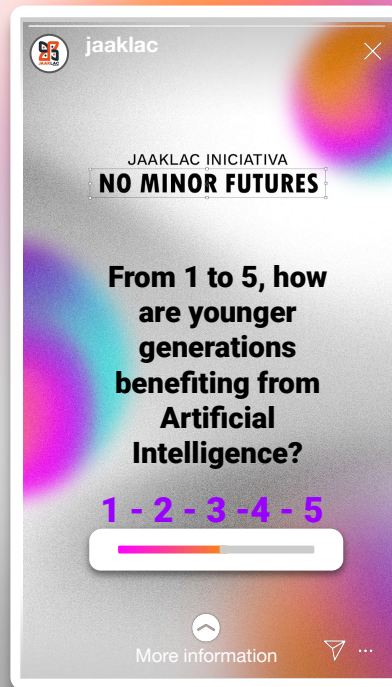
- + Use the materials from our MEDIA KIT with videos, gifs, images and Instagram story templates.
- + Enable a dialogue about balancing children's protection and participation in digital solutions.
- + Tag local, regional or global governments, tech developers, researchers and activists.
- + Post in English and in your local languages.
- + Follow Mozilla's Community Guidelines. Contact us if you have questions.

EXAMPLES

NO MINOR FUTURES

1. Awareness

Ask questions to your audience and share your opinions. You can create a video or create a poll on Instagram or Twitter.



Instagram templates [here](#).

* If available, include data or research from your country or region.

Post in your local languages too!

EXAMPLES

NO MINOR FUTURES

2. Consideration

Share NMF's multimedia resources.

Which ones you enjoyed the most?
How did these change your opinions?



Links to the:

[Animated stories](#)

[Podcasts](#)

[Video bites](#)

[Blog](#) | [Mozilla's press release](#)

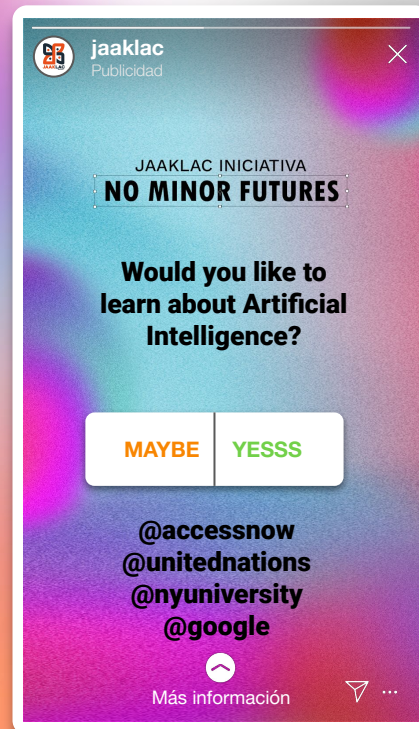
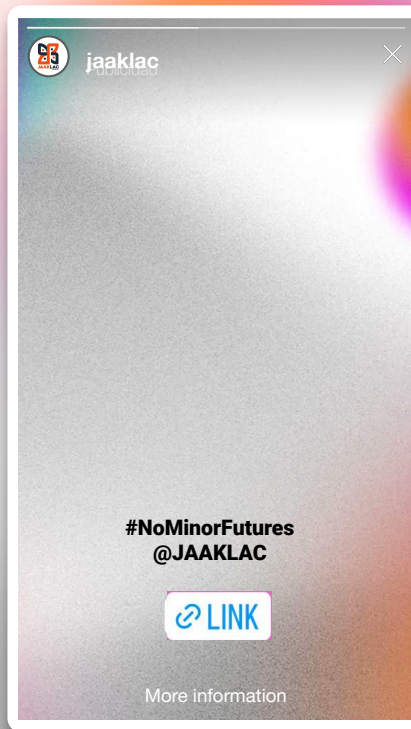
Tag the Teen Spirit and Young influencers to amplify!

EXAMPLES

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3. Conversion

Invite key actors to access NMF' resources: government programmes, tech companies, universities or civil society organizations.



EXAMPLES

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4. Advocacy

Ask key actors which initiatives they develop about children and digital technologies, current or past.

You can hide the tags by reducing the size and dragging them to one of the corners of your screen



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TUNE IN

Social media handles from collaborators:

Teen Spirit: Dimitris: IG @dimitristsalavos2006 | TW @dim_tsalavos.

Prachi: IG @prachiagrawa.l | TW @prachi_agrawal5

Alessia: @alessia.columban. george4all: IG & TW @_george4all

Young Influencers: Sandra Ruhizi: IG @sandra.ruhizi | TW @RuhiziSandra. Umami Said: IG ummi_said_omar | TW @ummi_said. Vikash Singh: IG @vikash_singh101. Chico Maker: IG @chico_maker | @ChicoMaker

Organisations: IG @derechos_digitales | TW @derechosdigital. | Omo Yooba IG @yobamoodua TW @yobamoodua. Data & Society TW @datasociety

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JAAKLAC iniciativa

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](#)



THANK YOU