


















# WITNESS as implementing partner to the Digital Democracy Initiative 2024-2026

<p><b>Key results:</b></p> <ul style="list-style-type: none"> <li>- Provide holistic and inclusive support to grassroots Global South actors to more safely, effectively, and ethically use video and technology defend human rights, strengthen civic participation, and secure justice</li> <li>- Influence systems-level actors, ensuring responsiveness to the needs, voices, and rights of Global South civil society when designing, developing, deploying, and regulating emerging technologies.</li> <li>- Influence systems-level actors that are designing, developing, and deploying AI and AI-related technologies, ensuring responsiveness to the needs, voices, and rights of a Global South civil society that is supported to effectively and safely identify the threats and opportunities of AI and AI-related technologies</li> </ul> <p><b>Justification for support:</b></p> <p>WITNESS' work in fragile democracies, conflict zones, and Global South communities experiencing the disproportionate impacts of climate change and climate-driven migration is deeply rooted in the values of human rights and democracy, sharing critical overlap with the Danish government's "The World We Share" development policy strategy and UN Sustainable Development Goals.</p> <p><b>Major risks and challenges:</b></p> <ul style="list-style-type: none"> <li>- Technology platforms roll out technological solutions that further harm or shut out marginalised communities. To mitigate this, WITNESS is engaging closely with technology platforms and global decision-makers.</li> <li>- Resistance from global decision makers (e.g. tech platforms and policy makers), often facing learning curves and competing priorities. To mitigate this, WITNESS will use advocacy to centre the voices of frontline communities and defenders.</li> <li>- WITNESS' reputation is attacked or undermined. The concern is compounded given the heightened atmosphere of mis- and disinformation. To mitigate this, WITNESS' Communications Team monitors possible attacks closely and plan their response with WITNESS' Executive Director.</li> </ul>	<b>File No.</b>	23/34377					
	<b>Country</b>	Interregional					
	<b>Responsible Unit</b>	HUMCIV					
	<b>Sector</b>	15150 Democratic participation and civil society					
	<b>Partner</b>	WITNESS					
		<i>DKK million</i>	<b>2023</b>	<b>2024</b>	<b>2025</b>	<b>2026</b>	<b>Total</b>
	<b>Commitment</b>		8	17			25
	<b>Projected disbursement</b>		8	9	8		25
	<b>Duration</b>	01.01.2024 – 31.12.2026					
	<b>Previous grants</b>	Yes, 2022-2023 (9 million DKK)					
	<b>Finance Act code</b>	§06.32.08.70					
	<b>Head of unit</b>	Birgitte Nygaard Markussen					
	<b>Desk officers</b>	Mette Vinggaard Hellerung, Viktor Jørgen Blichfeldt					
<b>Reviewed by CFO</b>	YES: Kasper Thede Anderskov						
<b>Relevant SDGs</b>							
							
No Poverty	No Hunger	Good Health, Wellbeing	Quality Education	Gender Equality	Clean Water, Sanitation		
							
Affordable Clean Energy	Decent Jobs, Econ. Growth	Industry, Innovation, Infrastructure	Reduced Inequalities	Sustainable Cities, Communities	Responsible Consumption & Production		
							
Climate Action	Life below Water	Life on Land	Peace & Justice, strong Inst.	Partnerships for Goals			

## Objectives

DDI programme objectives: Promote and protect local inclusive democratic space.

Environment and climate targeting - Principal objective (100%); Significant objective (50%)

Indicate 0, 50% or 100%	Climate adaptation	Climate mitigation	Biodiversity	Other green/environment
<b>Total green budget (DKK)</b>	0%	0%	0%	0%

## Justification for choice of partner:

WITNESS has over 30 years of experience supporting the use of video and technology to protect and defend human rights. They have partnered with nearly 600 human rights groups and trained over 11,350 activists in 135 countries. Their network with grassroots and system level actors is essential for this intervention to be successful. WITNESS has a long track record of anticipating emerging trends, initiating technological innovation, and staying ahead of the curve of mis- and disinformation. So they are well placed as a partner in the DDI.

## Summary:

As part of the DDI, WITNESS will ramp up its efforts to address the threats and demands of an increasingly volatile information, technological, and political landscape. It will do so by fostering resilient witnessing in frontline communities, defending the trust-basis of grassroots video, demanding systems-level accountability for the global repercussions and responsibilities of technological advancement, and centring Global South voices. The partnership with the DDI provides critical support to bolster WITNESS' impact, enabling it to directly support, reach, and benefit more people across the Global South with its tried-and-true strategies, resources, and initiatives.

## Budget (engagement as defined in FMI):

WITNESS as implementing partner to the Digital Democracy Initiative 2024-2026	25,000,000
<b>Total</b>	<b>25,000,000</b>

**WITNESS Project Document**  
**Digital Democracy Initiative Programme**  
**by the Danish Ministry of Foreign Affairs**

**Latest revision: June 5, 2024**



**WITNESS**

**SEE IT**

**FILM IT**

**CHANGE IT**

## 1. INTRODUCTION

This project document outlines the background and context, justification and alignment, objectives and management arrangements for the Project of WITNESS contributing to Outcome 2 (below) of the Danish Digital Democracy Initiative (DDI) 2024-2026, funded and managed by the Danish Ministry of Foreign Affairs (MFA).

The project by WITNESS will help to achieve Digital Democracy Initiative's objective to Promote and protect local inclusive democratic space in the digital age. DDI is targeting this objective through two outcome areas, WITNESS will contribute to Programme Outcome 2: 1) enable local civil society to utilize digital technology to promote and amplify work that furthers inclusive democracy and 2) defend and protect pro-democracy civil society actors who utilize digital technology by strengthening organizational capacity and resilience, and by ensuring a safer digital environment. The programme will reflect cross-cutting priorities including a focus on Southern-led or Southern-facing leadership and constituency; inclusion of informal actors and youth; the promotion of gender inclusive practices; learning, knowledge and convening that generates localized knowledge; and the application of a human rights-based approach and standards.



**Outcome 2. Defend and Protect:** Strengthened digital resilience and security of pro-democracy civil society actors, and more rights-respecting policies and standards safeguarding the use of digital technologies and online spaces.

The outcome focuses on short-term defense of civil society actors under attack and longer-term protection through strengthening of the digital organizational capacity and resilience of actors at risk. It also includes coalition building and advocacy targeting the policy environment, government and corporate practices placing civil society at risk.

WITNESS' Project contributes to all four of the identified interventions under Outcome 2:



Providing emergency response to civil society actors, including human rights defenders, under threat from digital repression and repercussions.



Supporting civil society capacity for self-protection and strengthening capacity of local intermediate actors in providing digital protection to local civil society.



Supporting global and national policy monitoring and advocacy efforts promoting rights-based regulation of online spaces and the use of digital technology.



Promoting global and national multi-stakeholder dialogue and civil society learning to strengthen knowledge and networks relevant for digital protection and promotion of rights-based use of digital technology.

## 2. CONTEXT

### 2a. Project Context

Over the last decade, the proliferation of video and technology has helped democratize control of who gets to speak, who is heard, and who determines what content matters. As billions more people come online around the world, activists and human rights defenders are turning to digital tools to protect their rights against a backdrop of shrinking civil society space, in a climate that poses unprecedented threats to human rights and its defenders. Around the world, video and technology are being leveraged by a growing number of frontline community members to shine a light on abuses such as state-sponsored violence, forced evictions, environmental degradation, and gender-based violence. From documentation of atrocities against the Rohingya, to Indigenous activism resisting extraction across the Americas, it's clear that video and technology are critical to uplifting grassroots truth and pushing for a better future.

The actions of courageous individuals and communities, however, are situated within a wider ecosystem of rising authoritarianism, rampant mis- and disinformation, and opaque systems that are unaccountable to their needs. Antagonistic actors are weaponizing emerging technologies to spread false narratives, silence dissenting voices, perpetuate hate speech, and invade privacy. And, the rapid evolution of generative AI and AI-generated media (e.g. “deepfakes”, voice cloning, and ChatGPT) are shaping a world where anything can be faked and anything can be dismissed as fake —including critical journalism, human rights documentation, and civic voices.

In its [2024 Global Risk Report](#), the World Economic Forum identified mis- and disinformation, powered by generative AI and synthetic media, as the most severe short-term risk that the world currently faces, noting devastating impacts that range from the disruption of elections to increased polarization and the undermining of trust in media, among others. Mis- and disinformation also exacerbate existing and escalating human rights challenges, making it harder for marginalized communities to be seen, heard, and trusted. As “truth” is questioned, the threat lies not only in fake content being presented as true, but in unaltered content being claimed as false to silence or undermine critical voices.

In order to ensure that video and technology work for – and not against – human rights and democracy, proactive, coordinated, and urgent action by a range of stakeholders is essential. This spans both the grassroots and systems dimensions, bridging communities – including local civil society organizations most at risk of being left behind by the digital divide – and the global decision makers (e.g. technology companies and policymakers) whose actions and behaviors have deep reach into the lives of those most at-risk. By preparing for, and responding to, the most urgent threats and opportunities posed by digital tools in today's volatile landscape, it becomes possible to safeguard the promise of digital tools to propel the human rights movement forward and secure a more just future.

As Global South communities face an increasingly hostile environment for defending human

rights, challenges to traditional human rights approaches are exacerbated by rising authoritarianism and eroding democratic practices with stark human rights violations related to privacy, free expression, and free assembly. Mis- and disinformation fuels an digital ecosystem where the truth is constantly questioned, contributing to escalating violence and repression of human rights defenders, both on- and offline. While long-established human rights strategies such as ‘name and shame’ are no longer as effective, more people see a role for themselves in human rights movements – uniting around issues such as climate justice, and using mobile phones and social media for advocacy. Volume presents an opportunity for more people to be heard but it also creates security risks, and truthful accounts may be drowned out, discredited or undermined.

As one of the most respected and influential civil society organizations at the intersection of AI, human rights, and citizen journalism, WITNESS’ grassroots and systems approach centers on “Fortifying the Truth” – strengthening the credibility, integrity, and power of critical human rights accounts. Our current work is responsive to several significant landscape challenges and shifts:



**Increasing centrality of video and the audiovisual experience in society and a related attack on the integrity of video:** There is a growing prominence of video in culture and society as short-form video, video chatting, and live video become more central in communications networks and social media. There is also an evolution of the audiovisual experience including AI-based editing and augmented reality, but with these shifts, there is also an increasing threat to trust in video.



**Increasingly hostile environment for human rights defenders and challenges to traditional human rights approaches:** Around the globe, communities are facing rising authoritarianism and eroding democratic practices with stark human rights violations related to privacy, free expression, and free assembly. Mis- and disinformation fuels an digital ecosystem where the truth is constantly questioned, contributing to escalating violence and repression of human rights defenders, both on- and offline. While long-established human rights strategies such as ‘name and shame’ are no longer as effective, more people see a role for themselves in human rights movements – uniting around issues such as climate justice, and using mobile phones and social media for advocacy. Volume presents an opportunity for more people to be heard but it also creates security risks, and truthful accounts may be drowned out, discredited or undermined.



**The growth of a field of human rights organizations focusing on technology and human rights:** Both the ‘human rights video field’ and technology and digital rights advocacy are growing and changing with the increased use of videos in campaigns and a diversifying field of digital rights advocacy. This signals the growing relevance of the intersection of human rights and

technology, making it critical for us to identify the best ways to maximize our impact that are grounded in our organizational values of collaboration and sharing, which center the autonomy and agency of our local partners.

## **2b. WITNESS Background and Experience**

In 1991, the beating of Rodney King by police was caught on camera, and the civic-shot video documenting an egregious act of state violence was shared worldwide. The following year, WITNESS was founded on the promise of video to make truth visible, secure justice, and mobilize change. In the decades since, the proliferation of mobile phones, social media, and internet access has led to a steep increase in the number of human rights abuses captured on video, and a growing number of activists turning to the technology available to them to bear witness.

WITNESS has over 30 years of experience supporting the use of video and technology to protect and defend human rights. Throughout our work, WITNESS has partnered with nearly 600 human rights groups and trained over 11,350 activists in 135 countries. In 2023 alone, we amassed over 3.5 million engagements with our resources. Our team is deeply rooted in a growing global network of civic leaders and marginalized communities, whose lived experiences and ongoing partnership directly inform our grassroots capacity building, as well as systems-level engagement with technology companies. We have a long track record of anticipating emerging trends, initiating technological innovation, pushing the envelope on human rights applications of technology, and staying ahead of the curve of mis- and disinformation.

In these turbulent times, oppressed and marginalized voices need more support than ever to more robustly defend the truth of what they experience and propose solutions that shape technology infrastructure. Working across a spectrum from grassroots activists to legislators and technology giants, WITNESS is uniquely positioned to bridge urgent gaps related to the use of video and technology for human rights and journalism and respond to global threats from deceptive AI.

Leveraging our holistic grassroots to systems-level approach, WITNESS will build upon our achievements and proven track record to meet the magnitude of threats and opportunities posed by emerging technologies. As community-based human rights defenders face an escalating burden of proof, we provide training, create tailored resources, establish stronger networks, and ensure critical new tactics are in their hands. We enable a greater number of frontline human rights activists to more effectively and safely identify, collect, archive, and use critical human rights evidence despite the challenges emerging from AI and distrust. We also forcefully advocate to a comprehensive range of global decision-makers in policy and tech to ensure that emerging technologies support rather than hinder the millions of impacted human rights defenders, marginalized communities, and civic activists.

We started our work on trust and video manipulation over a decade ago, as the first global civil

society organization building sector-leading tools and documentation methodologies for securing trust in video. In 2018, we identified the potential threat from deepfakes and followed with our groundbreaking [‘Prepare, Don’t Panic’](#) initiative, holding multi-stakeholder regional convenings to surface the likely real-world impacts of AI generated synthetic media and deepfakes from the communities most likely to be impacted and prioritized potential harms and needed solutions. Since then, our proactive advocacy agenda includes shaping platform policies on synthetic media, ensuring emerging technical infrastructure reflects human rights concerns, and guaranteeing the voices of the communities we serve are heard in private decisions, law-making and regulations and the media. We are one of the most respected civil society voices on the impact of AI on critical human rights defenders and on civil society.

WITNESS has successfully implemented large, multi-year grants including rigorous government grants like a \$3.3 million/4 year grant from Sida. In 2021 and 2022, we executed an 18-month grant from Danida that enabled us to equip frontline communities across Africa to use video and tech to combat the spread of mis- and disinformation. We built upon this work in our project with Danida that concluded in December 2023. Our efforts have made it possible to prepare for emerging technology threats and opportunities such as the recent explosion of AI, and proactively respond to an evolving human rights landscape. Our experience from the past several years has surfaced key learnings such as successful high engagement with coordinated global campaigns around thematic human rights issues such as sexual and gender based violence and internet shutdowns as well as the importance of nimble and responsive support to escalating and urgent crises, and a deep understanding of the gaps that exist in ensuring technology development center frontline needs, challenges, and priorities.

### **3. TARGET GROUPS AND ENGAGEMENT APPROACH**

Working alongside both grassroots activists and technology giants, WITNESS is well positioned to bridge urgent gaps at the intersection of audio-visual media, technology, and human rights. We center, serve, and support human rights defenders, independent media and journalists, lawyers and investigators, activists and local civil society, and global witnesses around the world to more safely, ethically, and effectively leverage the power of audiovisual witnessing. We also work at a systems-level to advocate to actors like technology companies, who shape the way we access, trust, and share information and who shape on- and offline realities.

WITNESS is supporting communities around the world to harness the power of digital tools to strengthen strategic communication to counter harmful dominant narratives; capture and preserve documentation that can stand up in court so video can be used as evidence of abuse; and serve as a tool for advocacy and elevate the visibility of frontline accounts. Through inclusive and tailored training; created, adapted and disseminated resources; advocacy support; on-and offline support to activists amidst escalating and urgent crisis; and as an ecosystem connector, WITNESS helps communities to harness video and tech in these meaningful ways, and works to ensure that important considerations like privacy, access, and trust are centered across documentation, preservation, authentication, and sharing so that participation can lead to meaningful change.

Working closely with grassroots communities, WITNESS knows that these voices are often left out of the design, development, and deployment of technology, and that frontline accounts are weakened and undermined both by bad actors and a wider digital ecosystem that casts mistrust. We are advocating for a human rights-centered technology landscape through grassroots-informed advocacy to companies and technology coalitions; cross-sector, multi-stakeholder consultations; collaboration to prototype technologies and approaches; and a consistent and strong voice in the media to emphasize the necessity of a non-alarmist dialogue and rights-based solutions.

Further, with digitally enabled technologies on the rise, international justice stakeholders are increasingly grappling with large amounts of documentation. Since 2014, WITNESS has spearheaded an international effort to pioneer a set of video as evidence practices around the use of video to enforce rule of law, combat censorship and mis- and disinformation, transform pathways to justice, and increase accountability and human rights for all people. This area of work is grounded in the fact that most justice mechanisms aren't currently prepared to integrate video documentation into their efforts, and that communities of practice in these spaces are disconnected from grassroots level work despite the myriad potential of this form of evidence to corroborate traditional forms of evidence and bring accountability. Particularly in a time of rampant mis- and disinformation and low public trust, it is crucial to ensure that legal institutions understand how to collect and use high-quality, actionable video that is more likely to meet legal evidentiary standards. By enhancing the skills and capacity of grassroots communities to produce trustworthy and verifiable video, and by working to support a stronger justice pipeline from documentation to impact, we anticipate improved responsiveness and action by international justice stakeholders grappling with the flood of civic video.

Through our research, expertise, and cross-regional networks, WITNESS anticipates and intervenes on the threats and opportunities new technologies present. A vanguard at the intersection of authenticity, trust, and synthetic media, WITNESS shapes the thoughtful design, development, and deployment of technologies, policies, and practices that enhance, rather than undermine, audiovisual witnessing, with a particular focus on the impact of deceptive AI. Our leadership in this space builds on collaborative global consultation and convening work that successfully anticipated the threats to the trust basis of audio-visual media and video over ten years ago. A key learning to emerge from these convenings was that accessibility to deepfake detection tools is of paramount importance when building community resilience to manipulated media. In response to this urgent need, and in consultation with global experts, we launched the Deepfake Detection Rapid Response Force Pilot as a "deepfakes helpline" to facilitate and connect local journalists and fact-checkers with AI synthesis experts and media forensic experts. WITNESS also tracks the impact of deepfakes and generative AI on the trustworthiness of video and our information landscape as a whole, and responds with critical interventions such as creating and influencing technical standards to preserve media authenticity. We demand [specific holistic responses](#) across the AI, information, and tech ecosystem that prioritize human rights and global needs, emphasize the need for responsibility and action across the AI ecosystem, and remove the burden from critical frontline defenders of truth.



Please see more in Section 5 on our complementing Theory of Change.

#### 4. JUSTIFICATION AND ALIGNMENT WITH CROSS-CUTTING PRIORITIES

Worldwide, defenders of human rights and democracy are facing unprecedented challenges. Democratic civic space is shrinking, and new technologies that once held the promise to propel a human rights movement by increasing the free flow of information and civic participation are now being exploited and weaponized by bad actors.

The foundation of Denmark's strategy for development cooperation is the protection of democracy and human rights. In order to realize the full potential of digital tools to strengthen democracy and civic engagement, Denmark's approach prioritizes digital resiliency of civil society; localization and support to Global South communities and those lacking access and capacity; accountability and credibility that enable civic engagement and participation; and reflecting cross-cutting priorities, the empowerment and inclusion of women and youth, and support of informal actors. WITNESS aligns with DDI strategy, priorities and principles, and supports the cross-cutting priorities in the following ways:

**Democracy, human rights and free civil societies in the era of digitization:** WITNESS advances human rights in an era of digitization, catalyzing the potential of video and technology to defend democracy and secure fundamental rights. The explosion of video represents an irreversible paradigm shift in development cooperation, and today, digitalization is considered essential to achieving the implementation of Agenda 2030 and the Sustainable Development Goals. We recognize that digital technologies, including AI, present both new possibilities and challenges, and people in Global South and under-resourced/represented countries often have to make tradeoffs, taking into consideration their value (e.g. free expression, civic participation) versus the risks (e.g. exposure to mis- and disinformation, privacy and security threats). They also carry the burden of proof in asserting that their narratives are truthful in a digital ecosystem of distrust – a burden made heavier by a digital divide, lack of equitable detection tools, the onslaught of synthetic media fueling mis- and disinformation as well as policies and practices that fail to protect human rights or consider frontline needs. WITNESS shares a strong human rights based approach with the principle of do no harm, both on- and offline, and all of our work orbits around those we center, serve and support. Our advocacy to systems-level actors like technology companies, and our field building and knowledge sharing in institutional spaces like international justice spaces, consistently practices and reinforces this approach and is grounded in considerations of human rights concerns like privacy and censorship.

**Donor Coordination and Upscaling:** Through the Tech for Democracy Initiative launched by the Ministry of Foreign Affairs in 2021, Denmark took the lead to ensure that technology supports, rather than undermines, democracy and human rights. The initiative forged a critical path for multidisciplinary and multisectoral stakeholder collaboration – inclusive of civil society, multilateral organizations, the technology industry, and governments. This approach is strongly

shared by WITNESS, whose role in strengthening the broader human rights ecosystem has emerged in recent years as one of our most salient contributions. This ecosystem strengthening occurs between the local, regional, and international levels; as well as between a range of grassroots and systems-level actors. Our multi-stakeholder approach – spanning vulnerable and marginalized communities, activists, journalists, lawyers, NGOs, policy makers, researchers, technology companies, and justice mechanisms – helps to ensure that challenges are addressed holistically rather than piecemeal. WITNESS advocates in the broader philanthropy space around trust-based practices, and has regular calls with peer organizations, including AccessNow, to help break down ecosystem silos, knowledge share, and support one another. In addition to being a consistent civil society voice in the media around technology and human rights, we are routinely in knowledge exchange and field-building spaces, such as RightsCon, Tech for Democracy, Stockholm Internet Forum, and the Skoll World Forum.

**Gender equality and rights and dignity of marginalized groups:** WITNESS places our primary focus on the most vulnerable and marginalized communities. Our work aims to create the preconditions for these groups to improve access to justice and attain better living conditions. With a particular focus on the potential of video and technology for human rights, our activities seek to contribute to inclusive democratic societies, secure justice and accountability, and attain equal rights for all. WITNESS is committed to securing increased gender equality so that women and girls have equal rights, conditions, opportunities and power to shape their own lives. By supporting women and girls in marginalized communities and women’s rights activists to use video and technology, we make it possible for them to stake a claim in decision-making processes. We are committed to ensuring the representation of women at each of our trainings, supporting activists who can spread our resources to offline groups, linguistic minorities, and communities under siege. We develop and distribute resources that help us share important skills with women that we can’t otherwise reach in person, and with activists facing similar challenges around the world. We also conduct systems-level advocacy to help influence the tools and platforms that women and girls use to tell their stories and advocate for change. Our work particularly recognizes the inherent risks (e.g. online harassment, doxxing) that women face when turning to digital tools for human rights.

**Youth Inclusion and working with informal actors:** WITNESS supports and equips a wide range of human rights stakeholders including journalists and independent media, public defenders, Indigenous communities and land defenders, grassroots communities and civil society organizations, those working in international justice spaces, and other frontline activists around the world. Examples include partnerships with and support to a feminist media collective in Mexico; a community archive documenting genocide in Myanmar; artisanal fishing communities in Brazil; the Indigenous Endorois community in Kenya; and journalists turning to guidance on community-based verification throughout MENA. We are also focusing on youth as critical participants in addressing climate change as a human rights issue. We have seen the power of youth advocacy and calls for accountability such as a constitutional climate case brought by 16 youth plaintiffs in the United States – WITNESS supported with an advocacy video – that set precedent in protecting rights to a clean and healthful environment and holding violators accountable.

**Localization and local leadership:** WITNESS is globally dispersed across six geographic areas (Asia Pacific, Brazil, Latin America, Sub-saharan Africa, Middle East and North Africa, and the United States) but locally rooted, with staff a part of the communities that we are serving. This enables us to plan responsive and locally-grounded work with short feedback loops; build trust and deeper partnerships; better coordinate with local expertise such as contracted security consultants to assist with risk analysis; identify gaps in collaboration with partners; co-create and co-develop resources and trainings; and strengthen our learning and sharing across countries, regions and contexts. We have long-term partnerships in the countries in which we work, and our work has evolved over the years to be responsive to the most pressing needs and priorities of the communities we are serving. For example, building upon past convenings in 2019-2021, we are currently hosting a series of regional convenings where journalists, technologists, creators, human rights defenders, and policy advocates are gathering to discuss the potential and challenges of emerging technologies like generative AI, for human rights advocacy. The first took place in March 2023 in Nairobi Kenya and the second in August in Bogota, Colombia. A third and fourth are planned for Brazil and Southeast Asia, respectively.

**Human Rights Based Approach:** WITNESS believes that inclusive democratic societies are built on human rights and freedom from oppression. Committed to embodying a different kind of global human rights organization, we align in solidarity and purpose with the communities we center, serve, and support. We actively integrate human rights norms and principles into the design, development, and implementation of our work, foregrounding Global South voices and perspectives to ensure sustainability and meaningful participation in everything from the identification of issues being prioritized to the development of grassroots resources and formulation of public policy. We actively contend with the historical inequities within human rights to redress discriminatory practices and unjust distributions of power that impede the transformative potential of the human rights framework. By rooting our strategies in grassroots needs, our team ensures that our holistic support reaches the right people at the right time and that our position of leadership fosters equitable opportunities for impact through building resource, access, and skill-sharing solidarities with our global partners.

**“The World We Share” Strategy and United Nations Sustainable Development Goals:** Our work in fragile democracies, conflict zones, and Global South communities experiencing the disproportionate impacts of climate change and climate-driven migration is deeply rooted in the values of human rights and democracy, sharing critical overlap with the Danish government’s “The World We Share” development policy strategy and UN Sustainable Development Goals. WITNESS understands that climate change serves as an accelerant or “threat multiplier”, exacerbating existing inequalities and fueling conflict. Throughout all areas of our work, we center the expertise of the communities we serve, and we believe that protecting our planet requires protecting the rights of those who defend it. WITNESS actively supports and strengthens work to ensure a liveable and just planet, and a sustainable future where all human rights are protected, including deep and ongoing collaborations with land defenders and Indigenous Peoples that are increasingly threatened and undermined. Our work helps to target United Nations Sustainable Development Goals 12, responsible consumption and production;

13, climate action; 15, life on land; and 16 peace, justice and strong institutions, by using video and technology to shine a line on abusive and unsustainable practices, show the devastation of climate change on communities and land, and as a tool for advocacy or to further litigation efforts to help secure justice and strengthen accountability.

## 5. PROGRAM OBJECTIVE, THEORY OF CHANGE, AND SUMMARY OF RESULTS FRAMEWORKS

As people around the world rely on audiovisual tools to document abuse, share stories of resistance, and hold the powerful to account, WITNESS is bolstering our efforts to 'fortify the truth' amidst a backdrop of looming information disorder. WITNESS works to protect media integrity, foster resilient witnessing, demand systems-level accountability, and center grassroots voices, on- and offline, that are defending democracy and protecting human rights. In 2023, WITNESS implemented our new 'Fortify the Truth' strategic plan (2023 – 2029). Our holistic approach builds on more than three decades of collaborating with frontline witnesses, reaching millions with timely guidance and tools, developing and sharing new tactics, and influencing the technology landscape.

In line with the overall objective of the DDI, WITNESS will complement the work of DDP and Access Now to contribute to the second outcome of the Digital Democracy Initiative ToC:



**Defend and Protect:** *Strengthened digital resilience and security of pro-democracy civil society actors and more rights-respecting policies and standards safeguarding the use of digital technologies and online space*

The project ToC is anchored within WITNESS' current 'Fortify the Truth' strategy:

**IF** Global South human rights defenders (HDRs), communities, social movements, practitioners, and civil society are provided with tailored and accessible guidance and resources, direct access to collaborative networks of experts and allies, and holistic support to respond to crises and increase resilience; **IF** technology companies and policymakers are responsive to the voices and needs of Global South civil society; **IF** the design, development, deployment, and regulation of AI technologies is responsive to the voices and needs of Global South grassroots actors, **THEN** communities, HRDs, organizations and frontline practitioners will be able to more effectively, safely, and ethically use video and technology to protect their rights, defend democracy, and fortify the truth.

### Theory of change and main assumptions:

- **Centrality of audiovisual and digital communications** - Audiovisual media permeates every aspect of our lives. The speed, volume, and formats of these technologies drastically transform how we communicate, form relationships, and build community.

- **Growing participation** - Increased accessibility of digital tools provides unprecedented opportunities to democratize digital participation. With the power to capture, share and use video in our pockets, anyone, anywhere can be a frontline witness, document abuses of power, share stories of resistance, and defend human rights.
- **Truth under attack** - The proliferation of manipulated media, like deepfakes, increases confusion and distrust in video, complicating our ability to discern what is true. A climate of mistrust endangers critical voices and important documentation, undermining the impact of the work of human rights defenders, witnesses, and truth-tellers.
- **Tech accountability crisis** - Tech companies have unprecedented power and influence on our personal and civic lives. Amid a widening digital divide, marginalized and Global South communities are disproportionately affected, but also the farthest removed from centers of tech policy and decision-making.
- **Weaponization of technology** - Authoritarian actors are weaponizing the prevalence of digital technologies. As the number of people leveraging the power of video and technology grows, so does the power to control, surveil, and intimidate.
- **Rapidly emerging technologies** - Waves of emerging media technologies have pushed deepfakes and generative AI to the forefront of public consciousness. However, the needs and voices of global communities most impacted by these new technologies are not considered, leading to lost opportunities and further harm.
- **WITNESS’ holistic approach, proven track record, expertise, locally-rooted team, and resources** enable our team to effectively support and collaborate with grassroots actors in the Global South to protect human rights and defend democracy as well as influence systems-level actors to better center the voices, and rights of Global South civil society.

An overview of contextual, programmatic, and institutional risks are provided in Annex 4.

**Outcomes and Intervention Areas:** Below is a summary of WITNESS’ project ToC. The complete results framework for WITNESS’ contribution can be found in Annex 1.

Outcome 2	<b>DEFEND AND PROTECT:</b> Strengthened digital resilience and security of pro-democracy civil society actors and more rights- respecting policies and standards safeguarding the use of digital technologies and online space
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Outcome indicator(s)	<p>2.d Communities and human rights defenders in the Global South more safely, effectively, and ethically utilize video and technology to defend democracy, protect human rights on- and offline, and fortify grassroots truth</p> <p>2.e Global South practitioners (e.g. lawyers, journalists, archivists, technologists, etc.) more safely, effectively, and ethically utilize video and technology to defend democracy, protect human rights on- and offline, and fortify the truth</p>
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Immediate Outcome 2.6	<p><u>Grassroots actors in the Global South</u> (e.g. vulnerable communities, human rights defenders, activists, journalists, technologists, practitioners) have increased knowledge, capacity, resources, and support to utilize video and technology to create and share trustworthy information, expose abuses, combat discrimination and exclusion, strengthen civic participation, and secure justice and accountability.</p>
Immediate Outcome 2.7	<p><u>Systems-level actors</u> (e.g. technology companies and policymakers) are more responsive to the needs, rights, and voices of marginalized groups across the Global South when designing, developing, deploying, and regulating emerging technologies.</p>
Immediate Outcome 2.8	<p>When designing, developing, deploying, and regulating AI technologies, <u>systems-level actors</u> are more responsive to the voices of <u>Global South grassroots actors</u>, who are more effectively and safely identifying the threats and opportunities of AI technologies.</p>

**Intervention areas and outputs:** Corresponding to the project ToC and its immediate outcomes, WITNESS’ project works through two mutually reinforcing intervention areas, embedded in our holistic grassroots to systems-level model:

- 1) **Provide holistic and inclusive support** (e.g. inclusive trainings, tailored resource creation, local and regional gatherings to strengthen the human rights ecosystem, bespoke support to confront crises, etc.) **to grassroots actors in the Global South** using video and technology to expose abuse, strengthen and broaden civil society participation, share their stories and truths, and secure accountability.
  
- 2) **Influence and ensure responsiveness** (e.g. advocacy meetings, creation and publication of research analyses, facilitation of cross-disciplinary convenings, press and media work, etc.) **of technology companies and policymakers** to the needs, rights and voices of Global South actors when designing, developing, deploying, and

regulating emerging technologies, including generative AI and other AI-related technologies.

WITNESS' three main areas of work include the following specific activities that contribute toward two Immediate Outcomes and are explained in more detail below.

**Intervention area 2.6: Provide holistic and inclusive support to grassroots Global South actors to more safely, effectively, and ethically use video and technology defend human rights, strengthen civic participation, and secure justice**

2.6.1 Provide tailored resources and guidance for using video and technology to document, share, and preserve their truths, expose abuse, and secure accountability

2.6.2 Cultivate a more responsive human rights ecosystem via inclusive trainings, gatherings, and presentations to support grassroots efforts to document, share, and preserve their truths, expose abuse, and secure accountability

2.6.3 Deploy multi-pronged surge responses, providing emergency support and tools to grassroots actors facing human rights crises

**Intervention area 2.7: Influence systems-level actors, ensuring responsiveness to the needs, voices, and rights of Global South civil society when designing, developing, deploying, and regulating emerging technologies.**

2.7.1 Facilitate local, regional, and thematic cross-disciplinary convenings to ensure participation of grassroots groups and prioritization of their needs in conversations about existing and emerging technology threats and opportunities

2.7.2 Produce and disseminate research analyses that articulate the benefits and harms of technologies on Global South civil society and propose solutions

2.7.3 Influence public opinion via articles, press mentions, and presentations, often advocating for or sharing proposed solutions

**Intervention area 2.8: Influence systems-level actors that are designing, developing, and deploying AI and AI-related technologies, ensuring responsiveness to the needs, voices, and rights of a Global South civil society that is supported to effectively and safely identify the threats and opportunities of AI and AI-related technologies**

2.8.1 Advocate to global tech decision-makers, support informed law-making, and set soft norms, ensuring that grassroots voices are heard and heeded via advocacy meetings and coalition participation.

2.8.2 Develop the Deepfakes Rapid Response Force, an escalation mechanism pilot for key cases of potential deepfakes raised by civic journalists and fact-checkers, ensuring that insights inform research, policymaking, and scientific models.

2.8.3 Build the capacity and skills of journalists, fact-checkers, and human rights defenders by providing direct training and creating and disseminating tailored resources on provenance technologies and standards, current and near-future AI generation techniques, methodologies for verification of edited content, initial

detection of suspected synthetic media, and communication strategies for sharing results externally.

*Immediate Outcome 2.6: **Grassroots actors in the Global South** (e.g. vulnerable communities, human rights defenders, activists, journalists, technologists, practitioners) **have increased knowledge, capacity, resources, and support** to utilize video and technology to create and share trustworthy information, expose abuses, combat discrimination and exclusion, strengthen civic participation, and secure justice and accountability*

Amid a growing climate of distrust and widening digital divide, Global South communities are the most affected and also the farthest removed from centers of tech policy and dominant communities of practice. While waves of emerging technologies have pushed generative AI to the forefront of public consciousness, community-based human rights practitioners face unprecedented levels of pressure to meet increasing standards for demonstrating the trustworthiness of their documentation. Although a growing number of human rights defenders, activists, journalists, and communities around the globe are turning to video and technology to share their reality and defend human rights, many still do not have the requisite capacity, support, and access to tools to do so safely and effectively.

Existing efforts to support community-based human rights practitioners to document, archive, verify and present video evidence tend to be resource-intensive and are challenging to spread and replicate without intense engagement and investment. The continued under-investment in community effort and exclusionary practice of Global North practitioners has a compounded effect that leaves communities unable to fortify their truth, defend democratic principles and ultimately lead to weaker justice outcomes.

In collaboration with DMFA, WITNESS has been working to enhance the capacity and skills of grassroots actors so that they can challenge and navigate the synthetic reality that often perpetuates mis- and disinformation and produce trustworthy and verifiable video. This work emphasizes deep partnership and collaboration within and across regions. The teams involved are rooted in their identified communities, establishing a solid connection and understanding of their challenges and ensuring that the voices and perspectives of these communities are at the forefront of this work.

### **2.6.1. Tailored resources and guidance for Global South actors using video and technology to document, share, and preserve their truths**

WITNESS' strategic approach is designed to increase the knowledge and capacity of grassroots actors, making it more likely that they achieve concrete and lasting human rights change. As part of our ongoing collaboration with grassroots actors on the frontlines of human rights, we listen closely to the needs and challenges facing those turning to technology around the globe to protect their rights by tailoring and disseminating timely guidance and resources (e.g. tip sheets, guidebooks, podcasts, webinars, video-based tip sheets) sharing tried-and-tested approaches across video as evidence and human rights documentation; narrative advocacy; basic open-source intelligence verification of media and debunking skills; archiving and



preservation; and more. One of WITNESS' most salient contributions is strengthening the human rights ecosystem, which is demonstrated as our partners reference, republish, or build upon our resources to develop their own projects. We believe in a bottom-up, rather than top-down approach, which means that communities and groups are welcome to remix our open-source guidance however they would like, and adapt it to the human rights situations they are facing.

In 2023, WITNESS created or adapted over 15 resources, resulting in ~ 3,000,000 engagements (downloads, shares, views, etc.), and facilitated 2 global resource campaigns on the [#RightToRecord](#) and the [launch Videos as Evidence Environmental Defense Guide](#). *In 2024, WITNESS will continue experimenting with outreach methods, including methods that are harder to track like engagement with resources (e.g. Telegram, Signal) and integrating learnings from the success of global campaigns, garnering at least 1,500,000 engagements. WITNESS will also create or adapt 5-8 resources (including a peer reviewed community-based verification guide), generate more than 1.5 million meaningful engagements with our guidance and resources, and facilitate 2-4 global or regional resource campaigns.*

### **2.6.2. Trainings, gatherings, and presentations provided to a range of critical grassroots actors on key skill set**

WITNESS plays a key capacity building and support role to our grassroots partners seeking to incorporate video and technology in their efforts to combat a range of human rights violations as well as provide targeted support in select situations where impact, learning, and innovation are possible. Training efforts are rooted in a process of deep and ongoing listening to local communities, as well as learning-oriented initiatives designed in partnership with local communities. Thanks to our regionally-based team members, all of whom are widely respected activists and deeply connected to local partner communities, our priorities for organizing trainings, gatherings, and presentations are dictated by those most impacted by human rights issues. We take the time to listen to their unique challenges and frustrations, as well as identify common themes that emerge across all of the regions in which we work.

In 2023, we facilitated 49 trainings, gatherings, and presentations on topics including community-based archiving, video as evidence, narrative and storytelling, open source investigation (OSINT), and more. In 2023, more than 2,000 people attended our trainings, gatherings, and presentations. *In 2024, WITNESS will organize and facilitate more than 20 trainings, gatherings, or presentations, again reaching more than 2,000 people worldwide. In 2024, WITNESS will focus on organizing larger, more regional trainings, gatherings, and presentations than in previous years.*

### **2.6.3 Emergency surge responses deployed during human rights crises**

WITNESS deploys "surge responses" in acute moments of crisis, disseminating accessible guidance and support to frontline activists, human rights defenders, practitioners, and remote witnesses navigating grave situations with limited accountability. WITNESS only deploys surge responses when we have the organizational capacity to do so and only in regions where we have preexisting relationships and a deep understanding of the context. Depending on the need

of partners facing crises, our multi-pronged surge response is likely to include several of the following areas of support:

- Support to frontline witnesses (including creating and disseminating tailored resources and guidance specific to capturing, documenting, preserving, and sharing documentation)
- Guidance for remote witnesses (e.g., resources around how to verify eyewitness video)
- Advising international documentation coalitions and participating in international coordination efforts around misinformation/disinformation
- Advocacy to tech companies and social media platforms (e.g., on the need to preserve critical human rights content emerging the crises how to mitigate mis- and disinformation)
- Public media advocacy on key areas of concern (e.g., content preservation and evidence lockers, mis- and disinformation, deepfakes, and the role of TikTok)
- Support to legal and justice stakeholders in the region
- Hiring and collaboration with local consultants
- Microgrants to provide partners with resources amidst crises

In 2023, WITNESS deployed 3 multi-pronged surge responses in 2023, including a prolonged response to the ongoing crises in Ukraine. *In 2024, WITNESS will engage in 2-4 surge responses depending on organizational capacity, external need, and anticipated impact.*

*Immediate Outcome 2.7: Systems-level actors (e.g. technology companies and policymakers) are more responsive to the needs, rights, and voices of marginalized groups across the Global South when designing, developing, deploying, and regulating emerging technologies.*

WITNESS' systems-level work is shaping concrete changes within the digital rights and technology worlds by foregrounding the experiences of global marginalized communities and activists to inform systems-level platform and policy decision-making. We draw on grassroots feedback around the real and unprecedented threats posed by technology and are informed by real-world examples of how existing and emerging technologies are both impacting and being deployed by marginalized communities to advocate for their human rights, as well as by perpetrators of abuse to spread misinformation, undermine trust, target activists, and put communities at increased risk. At present, technology platform policies, products, and platforms rarely, if ever, integrate the needs and rights of globally marginalized groups, including women and girls. A significant part of WITNESS' strategy involves ensuring that missing Global South voices are heard and headed by technology companies, policymakers, and other institutional actors so that human rights are centered in the design, development, and deployment of technology. Our consistent attentiveness to key developments in technologies enable us to ensure that critical work will be enhanced, not undermined, by emerging technologies.

Through structured work with human rights defenders, journalists, and technologists on four continents, our team identified the most pressing concerns posed by emerging technologies and connect grassroots needs to systems-level change. By leveraging our track-record and relationships with key stakeholders, WITNESS sets priorities and agendas and builds strong constituencies for a global, human rights-based agenda that center critical Global South voices and establish their priorities on harms and solutions. We coalesce and share with key

audiences, leveraging our technical expertise to help set soft norms, maintain strong global media advocacy and thought leadership, and effectively anticipate how emerging tech development and threats will impact human rights.

### **2.7.1. Cross-disciplinary convenings bring together a range of grassroots actors and practitioners organized to identify and address technology threats and solutions**

By organizing local, regional, and thematic cross disciplinary convenings, WITNESS brings together a range of stakeholders and perspectives, spanning frontline communities, human rights defenders, technology company representatives, researchers, technologists, and journalists, among others. The convenings will facilitate the exchange of knowledge, experiences, resources, and skills, supporting communities to collectively identify and address threats and opportunities posed by existing and emerging technologies.

In 2023, WITNESS facilitated 3 cross-disciplinary convenings – a regional one in Nairobi and later in Colombia, as well as a local one in Colombia. WITNESS’ [full report on the convening in Nairobi](#) includes the rationale, methodology, anticipated impact of the convening that gathered around 25 stakeholders (technologists, human rights defenders, journalists, fact-checkers and digital rights experts) from Sub-Saharan Africa to discuss the threats, opportunities, and solutions to problems surrounding synthetic media. *In 2024, WITNESS will organize and facilitate at least 2 cross-disciplinary convenings.*

### **2.7.2 Research analyses articulate the benefits and harms of technologies on Global South civil society and proposed solutions**

The WITNESS team creates and disseminates research analyses that center the concerns of marginalized communities about existing and emerging technologies (e.g. deepfakes), including their potential to incite offline violence or be deployed by state actors in their countries to discredit movement leaders. These research analyses are often used in direct advocacy with companies and shared with a range of other human rights actors to increase their understanding or analysis of particular digital tools.

In 2023, WITNESS elaborated and published 3 research analyses. *In 2024, WITNESS will create and disseminate 2-4 research analyses.*

### **2.7.3 Articles, press mentions, and forum presentations publicly highlight the benefits and harms of emerging technologies on Global South civil society**

By raising awareness, engaging in public forums, collaborating with policymakers, and partnering with peer organizations, WITNESS works to create an enabling tech environment for marginalized communities and actors in the Global South. WITNESS regularly participates in public forums and is a consistent voice, offering our perspective and expertise to a range of actors, but specifically the spaces with systems-level actors such as tech companies, policy makers, and governments in attendance.

In 2023, WITNESS had more than 50 articles and press mentions and conducted 19 presentations directed at systems-level actors. The 2023 uptick in articles and press mentions is

largely due to the media attention surrounding synthetic media, generative AI, and mis/disinformation – all areas of WITNESS expertise. *In 2024, WITNESS will have a minimum of 10 press mentions and articles and conduct a minimum of 7 presentations in spaces with systems-level actors.*

*Immediate Outcome 2.8: When designing, developing, deploying, and regulating AI technologies, systems-level actors are more responsive to the voices of Global South grassroots actors who are more effectively and safely identifying the threats and opportunities of AI technologies.*

Amidst a troubled and volatile information ecosystem, In this dawning age of AI, increasingly sophisticated generative AI and synthetic media are fueling rampant mis- and disinformation – one of the greatest threats to democracy; human rights; trust in image, audio, and video; and our ability to distinguish what is fake from what is real. As the world is gripped by panic, WITNESS is urgently addressing and anticipating the threats and opportunities that emerging AI technologies pose to human rights and democracy across the globe.

WITNESS believes it is fundamental to ensure that those in the Global South, who are disproportionately affected by the harms and weaponization of technology, play a key role in the decision-making processes that shape the global response to AI. We forcefully advocate and help shape platform policies on synthetic media, ensuring emerging technical infrastructure reflects human rights concerns, and guaranteeing the voices of the communities we serve are heard in private decisions, law-making and regulations, and the media. Through our coalition work to influence systems-level actors, we center equity, accessibility, and human rights concerns in the development of detection technologies and verification tools and standards, emphasize the need for responsibility and action across the AI ecosystem, and remove the burden from critical frontline defenders of truth. By developing and facilitating the Deepfakes Rapid Response Force, we created the only global mechanism that connects those at the frontlines of combating misinformation with top media forensic experts who lend pro bono knowledge, time, and access to computational power and models that help journalists and fact-checkers assess suspected deepfakes. Our hope is also that increased support from the DDI would allow us to expand our advocacy to a wider audience and more venues; strengthen our ongoing direct consultation efforts; and bolster our research and understanding of current and potential harms of AI; and help build our work around media detection and provenance training.

### **2.8.1. Advocacy meetings and coalition participation center the voices and rights of Global South Civil society**

Grounded in five years of interaction – from work on technical infrastructure to ongoing dialogue on product development, policy, and priorities – WITNESS pushes key technology companies (e.g. Meta, Google, Adobe, Deepmind, Microsoft, and TikTok) and critical new actors (e.g. OpenAI) to be accountable to human rights concerns, including in software and product development and deployment; content moderation rules on manipulated media; and equitable access and ability to effectively utilize authenticity, provenance, and computational detection

technologies. Our voices are also heard at the highest levels – including before the US [Senate](#), [House](#), and White House – where we combine our recognized expertise on deepfakes and AI with our grounded understanding of real-world harms and pragmatic, globally-applicable solutions. By also participating in coalitions, WITNESS leverages our technical expertise, community-grounded knowledge, and credibility with tech companies to shape technical standards and infrastructure. We do this is by co-chairing the Threats and Harms Task Force and actively participating in other technical working groups in the [Coalition for Content Provenance and Authenticity](#) (C2PA); by advocating for human rights-centered technology design to technology companies; and by pursuing public policy interventions targeting US, UK and EU government stakeholders. As a result of this consistent and strategic approach, we have been instrumental to a significant shift in the standard specifications that will now provide stronger protections for privacy. This major step forward has been paired with our continued advocacy about accessibility to technical standards on media integrity and authenticity, contributing to the widening of the stakeholders joining C2PA (including companies such as Google and OpenAI). We also participate in multi-stakeholder fora, such as the [Partnership on AI](#) (PAI), leveraging our technical expertise, community-grounded knowledge, and trust with tech companies to influence soft norms around generative AI and synthetic media.

In 2023, WITNESS conducted more than 55 advocacy meetings with global decision-makers (e.g. tech giants and policymakers). For example, WITNESS conducted a brief to the National AI Advisory Committee; contributed to an AI-related decision made by Meta’s Oversight Board; helped shape the conversation on AI and human rights at the 2023 Democracy Forum; and provided testimony on AI and deepfakes at the White House. *In 2024, WITNESS will participate in a minimum of 40 advocacy meetings with systems-level actors and global decision-makers.*

In 2023, WITNESS was part of 3 ongoing coalitions (leader of the Threats and Harms Taskforce of the Coalition for Content Provenance and Authenticity, a lead partner with the Partnership on AI, and part of Global Focus). *In 2024, WITNESS will participate in a minimum of 3 ongoing coalitions, inclusive of the work with the DDI.*

### **2.8.2 The [Deepfakes Rapid Response Force \(DRRF\)](#) provides critical insight on synthetic media and helps journalists and fact-checkers combat mis- and disinformation**

A key learning to emerge from our convenings on deepfakes that we have been organizing since 2018 was that accessibility to deepfake detection tools is of paramount importance when building community resilience to manipulated media. In response to this urgent need, we consulted global experts and hosted three in-depth workshops attended by more than 170 people from 5 continents to explore how we could shape a response, including the criteria for high-alert deepfake cases, and the response formats that journalists and fact-checkers require. A result was the Deepfake Detection Rapid Response Force Pilot, initiated in March 2023, through which WITNESS acts as a “deepfakes helpline” to facilitate and connect local journalists and fact-checkers with the members of the Rapid Response Force, consisting of 35-40 AI synthesis experts and media forensic experts. Insights also inform research decisions, policymaking on detection, and enable scientists to improve the accuracy of their models. We are hopeful that, once piloted and implemented, the Deepfakes Detection Rapid Response

Force will prove to be a valuable tool in the arsenal of those seeking to combat mis- and disinformation.

In 2023, we escalated 6 out of the 34 cases we received over the first year of the DRRF. During this first year of the Force, we only received potential cases from the International Fact-Checking Network (IFCN), a close and trusted global network of local journalists and fact-checkers. Insights from the DRRF included helping scientists better understand the challenges of realistic cases (e.g. audio signals that can overlap), helping inform methods that can tackle these problematic situations by including such cases when training their detection models. *In 2024, a mega global election year, WITNESS will review more than 35 cases and escalate at least 5.*

### **2.8.3 Direct training and accessible training materials strengthen capacity of Global South civil society to verify their content and detect AI-generated media**

Emerging technologies, including AI, evolve daily, and the world's population is navigating a growing knowledge gap around increasingly sophisticated synthetic media and generative AI technologies. This gap is particularly acute in regions of the world where democracy is vulnerable and authoritarianism is on the rise, civil society is still adjusting to previous technological shifts, media literacy levels are low, and the information ecosystem is less diverse and resilient. Complementary to our related systems-level work, WITNESS will provide training and tailored resources directly to Global South civil society, strengthening grassroots capacity to detect deceptive AI content and establish credible media transparency.

We will strategically support selected networks of journalists, fact-checkers, and human rights defenders to understand provenance technologies and standards, comprehend current and near-future AI generation techniques, assess methodologies for edited content verification, conduct an initial detection of suspected fakes, and communicate findings to their key audiences. We will do this by designing and facilitating direct trainings and workshops, providing additional sessions as needed. We will also create and disseminate digestible resources, primarily via text and video, that are localizable and scalable to different contexts and audiences. While most available guidance is limited to detecting glitches in content (e.g. anomalies and hands of blinking patterns), we will create materials with a resilient media literacy approach to AI that provides tips and guidance on available provenance and detection methods.

In 2023, we incorporated short workshops on synthetic media detection into our 'Fortify the Truth' global convenings in Kenya and Colombia; however, we have yet to launch a wider campaign to provide direct training and tailored training materials to Global South journalists, fact-checkers, and human rights defenders. *In 2024, we will ramp up these efforts, resulting in 2 direct trainings and 2 tailored resources (video and/or text).*

## **6. DDI SYNERGIES**

Besides the DDI mainstreamed cross cutting priorities and principles, the following WITNESS values and principles are important to this project:

**Mission-Driven & Community-Centered:** WITNESS' core mission is to empower people around the world to leverage video and technology for meaningful and lasting human rights change. Together, we help ensure that the voices and expertise of those most impacted by these technologies can no longer be ignored. In that mission, we are committed to listening to, learning from, and building with the communities we center, serve, and support.

**Accountable & Collaborative:** Long-lasting collaborations are at the heart of everything WITNESS does – internally, across our interdisciplinary and globally dispersed teams, and in our engagement with partners. We strive to be transparent and accountable to our team members, our partners, and within the larger ecosystem of frontline communities, human rights defenders, and peer organizations.

**Diverse & Inclusive:** As a global human rights organization, we confront the legacies of structural inequalities and violence within human rights spaces to re-envision more ethical and community-centered human rights work. In supporting the diversity of a globally distributed team across socio-political identities, WITNESS strives to create a more equitable and just working environment, respectful of all the varying voices that make up our team.

**Reflective & Holistic:** WITNESS works to address the multifaceted implications of video and technology on human rights. Our holistic approach connects grassroots and systems-level transformation across local, regional, and global contexts. Reflecting on learnings from partners, landscape changes, and collective successes and challenges, we continuously refine our approach to ensure effective interventions.

**Adaptable & Responsive:** Innovation is in WITNESS' DNA. As the opportunities and threats presented by video technology continue to evolve, so does WITNESS, thoughtfully and nimbly responding to changing human rights landscapes. Over the past three decades, we went from putting the power of video literally in the hands of activists around the globe to adapting video advocacy to social media to preparing for the next evolution in video technology with synthetic media and generative AI.

WITNESS belongs to, and facilitates, a broad ecosystem of actors that play a role in exposing the environmental and human rights impacts of climate change in order to hold perpetrators accountable and maintain a healthy environment that can sustain all people. We are uniquely situated to convene and bridge a range of actors, drawing upon relevant strengths to create concrete human rights impact. This includes:

- Actors involved in the preparation, planning, and strategy of using digital tools, social media, and technology for advocacy (e.g. activists, communities, civil society organizations, lawyers)
- Actors who encounter a video during its lifecycle, including:

- Moment of capture (e.g. frontline activists, community members, human rights defenders)
- Efforts to archive, manage, organize, and preserve (e.g. archivists)
- Verification, authentication, distribution, and use (e.g. journalists, investigators, authorities, lawyers, policy makers, governments, judges, investigators, courts)
- Systems-level actors who influence, structure, and provide the conditions for the landscape we work in (e.g. governments, international human rights monitoring bodies and rapporteurs, international justice mechanisms, social media moderators, technology companies, academics, and researchers).

WITNESS envisions a world where the communities we center, serve, and support can safely and effectively use video and technology to challenge and end human rights violations. A world where technology infrastructures account for the needs and aspirations of human rights defenders, instead of excluding or harming them, and the creative power of video and technology for human rights transformation can be realized. WITNESS fosters impact via a holistic model that combines listening and anticipating, collaborating for impact and learning, and harnessing emerging tactics to support under-served constituencies. We scale our impact by sharing good practices and advocating at the systems level to ensure emerging technologies reflect the needs of the communities we center, serve and support in our work.

Within outcome area 2 (Defend and Protect), WITNESS' contribution is complementary to the activities undertaken by Access Now and DDP, supported and strengthened by Denmark's approach that encourages collaboration rather than competition. Like Access Now and DDP, WITNESS also works on a global scale and will have a critical role in closing the gap between direct work with grassroots civil society actors to strengthen digital resilience and pro-democracy efforts and effectively advocating for rights-respecting policies and standards safeguarding.

## **7. BUDGET**

WITNESS will implement a total budget of DKK 25 million for 3 years under Outcome 2 Defend and Protect of the DDI Programme. WITNESS hopes to receive the funding amount in 3 tranches of 8,333,333 DKK in each year 2024-2026.

The below table outlines WITNESS project budget on immediate outcome level by year. A detailed Output level budget can be found in Annex 1.



<b>Budget WITNESS</b>	<b>Budget 2024- 2026 (DKK)</b>	<b>Budget 2024-2026 (USD)</b>	<b>2024 (USD)</b>	<b>2025 (USD)</b>	<b>2026 (USD)</b>
<b>Total direct cost Immediate outcome 2.6</b> (e.g. relevant staff salary, travel, accommodation and venue costs for training and gatherings, translation, design of resources, editing of resources, equipment, software, licenses, etc.)	7,196,981	1,041,531	347,177	347,177	347,177
<b>Total direct cost Immediate outcome 2.7</b> (e.g. relevant staff salary; travel, accommodation, and venue costs for convenings; language and technical costs; travel and accommodation for conferences, meetings, and roundtables; participation fees for conferences; equipment; software; licenses; etc.)	6,960,289	1,007,278	335,759	335,759	335,759
<b>Total direct cost Immediate outcome 2.8</b> (e.g. relevant staff salary; travel and accommodation costs for meetings; participation fees for conferences; etc.)	6,995,109	1,012,317	337,439	337,439	337,439
<b>Contingency</b>	2,115,238	306,113			

Budget WITNESS	Budget 2024- 2026 (DKK)	Budget 2024-2026 (USD)	2024 (USD)	2025 (USD)	2026 (USD)
<b>Total budget</b>	25,000,000	3,617,945	1,103,944	1,103,9445	1,103,944

The majority of funding and contributions for WITNESS are general operating support, meaning that they are not allocated to specific budget lines (output level). Denmark will contribute specific amounts to WITNESS’ activities, and WITNESS will track budget / actuals by output, linking all costs to the expected results to which they contribute.

**8. INSTITUTIONAL AND MANAGEMENT ARRANGEMENT**

WITNESS consists of ~60 staff members that are globally dispersed across 12 countries, with more than 50% of the staff based outside of the United States. During our last application for core support in 2019, WITNESS had 50% less staff that were dispersed across 4 countries, with ~10% based outside of the United States. We recently closed our office in New York, as part of our efforts toward a distributed workplace. Our more globally dispersed and diverse staff strengthen our capacity to be deeply rooted in the communities we center, ensuring locally grounded and culturally sensitive collaborations on our human rights work. As the growing climate of distrust and widening digital divide further marginalize global south communities, WITNESS ensures that frontline defenders and communities are equitable partners in our work by actively listening to as well as learning from and with experiences and expertise.

We work across six geographic areas around the globe, including Asia Pacific, Middle East and North Africa, Sub-saharan Africa, Latin America, Brazil, and the United States. Regional teams consist of a Regional Manager, a Communications Coordinator, and a Program Assistant. Additionally, we have cross-functional teams focused on certain expertise including Video as Evidence, Technology Threats and Opportunities, Archiving, Global Digital Engagement, and Learning and Sharing. The complementarity of regional teams are complemented by cross-functional programs that provide specialized support so that the staff and partners are adequately resourced to better serve their communities. Long-lasting and equitable collaborations are at the heart of everything WITNESS does – internally, across our interdisciplinary and globally dispersed teams, including our operations or core support teams, and in our engagement with partners. While we have yet to formally incorporate an explicit adaptive management strategy within WITNESS, our internal workflow – including that of our Monitoring, Evaluation, and Learning work outlined section 9 section below – are based on similar principles to ensure accountability and explicitness in decision making. We strive to be transparent and accountable to our team members, our partners, and within the larger ecosystem of frontline communities, human rights defenders, and peer organizations.

The organization is predominantly women, embodies different gender identities and LGBTQ+ representation, and represents a diverse range of background, lived experiences, and languages. Both our senior leadership team and our Board are predominantly women and people of color. From filmmaking to feminist digital activism, migration to artificial intelligence, and human rights law, WITNESS represents a wide range of interests, experiences, and passions. We continue to strengthen our internal capacity and resilience in step with our efforts to scale and deepen our impact. With the recent addition of our new Deputy Executive Director and Program Director, we are updating our internal policies and practices to strengthen support to our diverse and localized team that is spread around the globe by providing management training and creating more space for learning and sharing on issues such as accountability, equity, and cross-team collaboration.

Institutional and management arrangements for WITNESS' DDI Project will align with our current way of working and the existing relationship between WITNESS and the MFA. WITNESS will form part of the DDI's Project Coordination Group (PCG), including participation in the PCG's annual gathering. WITNESS' Institutional Giving Manager will serve as the primary contact for any communication relating to the project, coordinating closely with the Executive Director; Associate Director of Programs, Regional and Partner Engagement; Associate Director of Programs, Learning and Sharing; and Head of Law and Policy, Technology Threats and Opportunities to ensure participation in the PCG as well as to designate relevant substitutes or additional project-level representatives on a needs-basis.

## **9. MONITORING, EVALUATION, ACCOUNTABILITY, AND REPORTING**

WITNESS is committed to monitoring and evaluating our human rights impact in order to ensure that our work adequately considers and responds to the complexities, uncertainties, and politics that define the human rights, technology, and information landscapes. Our already robust Monitoring, Evaluation, and Learning (MEL) system is being strengthened to do just that. We have short feedback loops to evaluate learnings on an ongoing basis, ensuring that our work is goal-oriented from design to implementation, we are responding appropriately to the landscape, solutions are driven and oriented by Global South communities, collaboration is deepened, and effort is deliberate. This includes allowing for flexibility and adaptability where needed and ensuring that all resources are being effectively managed. WITNESS establishes clear goals, baselines, outcomes, activities/outputs, and indicators for each of our programs. MEL approaches differ slightly by activity and program, and the data the organization collects are tailored across different program strategies. All staff set aside time to monitor and evaluate their work throughout the year at regular intervals, including bi-monthly programmatic reports (focusing on activities and outputs), and reflections on outcomes.

WITNESS uses four steps to measure progress:

1. Data collection (activities/outputs, evidence of outcomes, stories)
2. Data analysis (synthesis, interpretation, meaning)
3. Learning (sharing back, reflecting on peer feedback, strategic changes internally)

4. Engagement and influence (sharing externally and with grassroots partners for accountability)

For WITNESS, meaningful impact is measured in many ways, including both quantitative and qualitative indicators; direct feedback from activists we have trained that have gone on to train others; engagement with the resources that we create, adapt, and distribute; and value of the workshops and convenings we organize and facilitate.

Tracked data like engagement numbers, resource downloads, and people trained also help reflect our progress towards outcomes by illustrating scope and engagement with the resources we are sharing. WITNESS collects a range of information from on- and offline trainings, speaking engagements, convenings, and other activities, including number of attendees when data is attainable. We are also, however, very conscious of the data that we are asking partners to self-report and always prioritize safety, the desire for anonymity, and trust, so statistics such as gender or sexual identity are not collected. Nevertheless, we ensure that our partners and those we serve represent a wide range of identities and experiences.

Indicators that we are progressing towards our proposed outcomes include:

- high interest in and positive feedback on trainings or convenings;
- high engagement with resources that we produce;
- co-created resources and broad dissemination by partners;
- supported advocacy campaigns or evidence-gathering activities that lead to favorable rulings, high public engagement and/or increased visibility;
- partners connected with others who can strengthen, complement, and/or resource their work and build stronger movements;
- community documentation that leads to halted harmful activities like extraction or secures community-defined justice;
- frontline journalists and fact checkers with increased access to experts to help detect synthetic media; and
- increased engagement with global decision-makers (e.g. tech companies and policymakers) who impact the design, development, deployment, and regulation of emerging technologies.

WITNESS' institutional communications infrastructure ensures that our activities, outputs, and outcomes are communicated to external, international audiences, including donors, media/press, and the general public. Some of the vehicles through which we externally communicate our learning, results, activities include: the WITNESS blog; newsletters; videos on our YouTube channel; social media; direct emails to constituent audiences; annual reports; speaking engagements; and shared panels and discussions with communities and partners.

The WITNESS reporting schedule for the coming years is as follows:

<b>WITNESS reporting documents</b>	<b>Frequency</b>	<b>Period</b>	<b>Deadline</b>
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WITNESS annual narrative report	Annual	Jan 1- Dec 31	April 30
WITNESS bi-annual interim financial report	Annual	Jan 1- Dec 31	February 28 and August 31
WITNESS annual plan and budget	Annual	Jan 1- Dec 31	November 30
WITNESS audited financial statement for the previous fiscal year	Annual	July 1 - June 30	June 30
WITNESS calls with DDI *merged with annual meeting	Quarterly	Jan-March, April-June*, July-Sept, Oct-Dec	Conclusion of each quarter
Annual meeting with DDI	Annual	Jan 1-Dec 31	May/June
Mid-term evaluation	Once at mid-point of grant term	January 2024-June 2025	July 2025

**10. FINANCIAL MANAGEMENT, PLANNING AND REPORTING**

There is one implementing office in question (WITNESS), and sub-granting is not relevant for this project.

*Payments*

Employees are required to submit an invoice/payment request to the Operations coordinator. Requests are reviewed to ensure compliance. Requests need to be approved by a manager, as evidenced by their signature. Additionally, coding is required to clearly state which program or grant the expense relates to. For new vendor payments, additional documentation is required to set them up in the system. This includes an Office of Foreign Assets Control (OFAC) check, payment information, and specific tax documents. For payments above a certain threshold (\$10,000), the signature of two managers (or more) is required. Checks are signed by one of the appointed signatories, distinct from the employee requesting the payment. Online payments are entered and approved by different employees within the Finance and Accounting team.

Payments also relate to consultant agreements. When hiring or engaging with a new consultant, the organization’s needs and budget are discussed at the Directors and/or Senior Leadership

Team level. When reviewing the consultant's proposal, the Department Directors confirm that this consultant would be contracted by WITNESS externally instead of being considered a new hire. Next, there is a review with Finance on how this consultant would receive payment. Once a consultant has been selected for the role, the payment terms, method, and overall cost are defined before an offer is extended. WITNESS then performs an OFAC check for U.S. federal compliance and to confirm that WITNESS is able to pay this consultant. A contract is drafted and submitted to the Finance Director, as well as the relevant department Director.

Once the contract is approved, WITNESS extends the offer, negotiates all terms of the agreement, and edits it accordingly. Once the contract has been signed by the consultant, supervisor, and Human Resources, WITNESS files all documents in a vendor folder on its server. A New Vendor Form with the OFAC compliance check must be completed at that point. A W-9 for U.S. based consultants or a W-8BEN for non-U.S. based consultants are also required. The file should also contain all new consultants' payment details.

When paying the consultant, WITNESS requires they submit an invoice to the Finance Associate, who then codes the invoices using the chart of accounts and submits the invoice to the supervisor for that consultant. Once approved, the invoice is sent to Finance for processing. If needed, a wire transfer form should also be attached. The expenses for each consultant are covered either through 1: an invoice with itemized receipts for reimbursement, or 2: are included in the consultancy fee.

### *Reports*

Quarterly reports for each department are created and shared with the staff for review and comment. If any concerns are raised, the Finance and Accounting Team meets with the respective employee(s) to discuss and resolve the issue at hand. New reports are subsequently run, if necessary. There are quarterly meetings with the Finance and Audit Committee to discuss all financial matters, specifically budget updates. Action items are recorded in the minutes and shared with the full Board. The following meeting agenda includes any open action items from the prior meeting.

### *Procurement*

WITNESS' procurement process is centralized, with oversight of all purchases by the head of each department (e.g. Global Programs Director for program-related purchases; Director of People and Systems for operations--related purchases; and Director for External Relationship for External-Relations-related purchases). The staff who review procurement decisions are seasoned professionals who have experience handling procurement; for example, the IT Manager has over two decades of experience soliciting and reviewing vendor proposals in both for-profit and nonprofit settings. Each new staff member is provided with, and trained on, our updated Procurement Policy. The policy is reinforced by regular staff training. Staff members are required to review the Procurement Policy with their supervisor to ensure compliance before undertaking any relationship that falls under the policy.

## *Planning and Fundraising*

Our diverse funder portfolio contributes to financial resiliency, and the majority of our funding is general operating support which enables greater organizational adaptability and operational responsiveness to ensure that we can create the most impact. In consultation with the Nonprofit Finance Fund (NFF), we have carefully mapped our financial strategies against the human rights, technology, and information landscape. We have built our reserve fund to position ourselves in strong financial health and resilience, and to successfully leverage it to raise additional unrestricted, multi-year funding from core institutional supporters. This has further strengthened our financial health, enabling us to grow and globalize our organization and deepen our work and impact.

## **11. RISK MANAGEMENT**

WITNESS has sophisticated risk mitigation strategies and protocols in place to address the project design and situational risks that relate to the project.

### **Project**

- **Physical and digital security of WITNESS staff and partners:** Threats to vulnerable communities can escalate rapidly and without warning. The spread of mis- and disinformation and targeted attacks against human rights defenders increasingly undermine their credibility and safety. To anticipate and mitigate risk, WITNESS has an in-house Security Team called “WITSEC” that oversees holistic security (physical and digital). Our established security practices provide us with a strong framework for security education.
- **Mental health and well being of WITNESS staff and partners:** The mental health impacts of this project are multi-layered, affecting beneficiaries on the frontlines of injustice, staff and partners, and those who encounter difficult imagery during their work. WITNESS takes mental well being very seriously and has policies in place to assist staff dealing with trauma or issues with their mental well being. We have guidelines for working with difficult imagery; created a database of providers for dealing with difficult issues; and instituted a first-responder approach for our staff to talk over their needs.

### **Situational**

- **Retaliation against people filming and/or people being filmed:** Those we train and those who access our resources face potential risks when turning to video and technology for human rights. This project is designed to decrease those risks to communities. WITNESS educates activists about the risks they might incur, both online and offline, and the steps they can take to protect themselves. Our trainings and resources focus specifically on safety, security, and consent, addressing the set of risks

faced by both the people filming and the people being filmed. To supplement these efforts, we maintain relationships with groups that aim to protect human rights defenders at risk.

- **Digital platforms put vulnerable users increasingly at risk:** Despite opportunities to increase participation and transparency, platforms such as Facebook, Twitter, YouTube, and TikTok were not designed for human rights users and can cause further harm (e.g. by compromising their data, privacy, and identity). This project seeks to reduce and mitigate these harms. We advocate to companies for changes in their tools and policies that better protect human rights.
- **Learning curves in promotion of new strategies and approaches:** As we look to new strategies for drawing on an escalating volume of civic media, and mitigating the risks and opportunities posed by rapidly evolving technologies, we anticipate a steep and potentially variable learning curve that will often be informed by external realities (e.g. the continued proliferation of mis- and disinformation, increased authoritarianism). To mitigate this, we have designed our strategy to be flexible, adaptive, and iterative.
- **Rising mis- and disinformation and the proliferation of synthetic media and AI:** The exploitation of new technologies presents significant and unprecedented risks to activists, marginalized communities, and journalists building grassroots power to expose the truth, enhance civic engagement, and safeguard rights. The onslaught of mis- and disinformation as well as weaponized synthetic media accentuate barriers to equality and accountability. Deepfakes continue to disproportionately target and discredit women, perpetuating sexual and gender-based violence across the region. These media forms have the potential to amplify, expand, and alter existing problems around trust in information, verification of media, and weaponization of online spaces. For example, an increasingly volatile information landscape complicates meaningful democratic engagement and risks inciting potential state violence in election contexts such as Kenya. WITNESS mitigates this risk through our work, bringing together key actors before we are in the eye-of-the-storm, pushing back against apocalyptic narratives, and creating proactive solutions that cut across sectors and build on both existing expertise and new technologies.
- **Proposed technology solutions further harm or exclude marginalized communities:** Our systems-level technology advocacy and future scanning innovation work evaluates the risks and benefits of particular solutions being proposed around mitigating the impact of synthetic media, and ensures these are grounded in the realities of communities already facing threats from mis/disinformation. To mitigate risk, we ensure that we are engaged in ongoing consultation and dialogue and feedback on proposed solutions with poor and marginalized communities so that proposed solutions do not deepen exclusion or cause harm.
- **The political landscape creates dangerous conditions for our staff and locally-based partners:** Today's landscape is witnessing a rise in authoritarianism. In many contexts, vulnerable populations are increasingly targets of surveillance, criminalization, and violence, and threats against rights defenders and dissenting voices are rising. For work in high-risk locations, WITNESS completes an in-depth assessment of the context,



identifying risk and modifying activities if necessary. We contract locally-based security consultants to provide a locally-grounded snapshot of the situation.

## **12. CLOSURE**

The reach and impact of AI and emerging technology has permeated into every aspect of WITNESS' work -- from efforts for climate justice and land rights to those for the rights of LGBTQIA2+ communities, confronting state violence, countering mis- and disinformation in elections, and beyond. As part of the Digital Democracy Initiative, we will ramp up our efforts to address the threats and demands of an increasingly volatile information, technological, and political landscape. We will do this by fostering resilient witnessing in frontline communities, defending the trust-basis of grassroots video, demanding systems-level accountability for the global repercussions and responsibilities of technological advancement, and centering Global South voices. The partnership with the DDI provides critical support to bolster our impact, enabling us to directly support, reach, and benefit more people across the Global South with our tried and true strategies, resources, and initiatives.

Our project is designed to meaningfully and significantly contribute to Digital Democracy Initiative's objective to promote and protect local inclusive democratic space in the digital age. WITNESS will further Programme Outcome 2: 1) enable local civil society to utilize digital technology to promote and amplify work that furthers inclusive democracy, and 2) defend and protect pro-democracy civil society actors who utilize digital technology by strengthening organizational capacity and resilience, and by ensuring a safer digital environment during the three-year period (2024-2026). A DDI programme level mid-term review is planned for 2025, which will provide input to project level planning for both extension and potential exit. In the event of exit, the formal closure will consist of a final DDI narrative and financial report covering the full project period and return of unspent funds would be undertaken within the first six months of 2027.

It is important to note that WITNESS' approach to this project is driven by our holistic grassroots to systems-level efforts and guided by our 'Fortify the Truth' Strategic Plan (FY23-FY29) to ensure that marginalized and oppressed communities, human rights defenders, and practitioners can safely, effectively, and ethically use audiovisual media and technology to speak truth to power and ensure that emerging AI and tech infrastructure reinforce rather than hinder this. The approach is also designed to build local and team capacity that fosters sustainability beyond project timeframes and external support by strengthening the skills and knowledge of local activists and community members in the Global South and deepening learning and opportunities for our team and partners. This will enable us to build and iterate upon the work following the eventual DDI programme closure or end to WITNESS' participation in the DDI programme.

## **ANNEX 2: PARTNER ASSESSMENT**

### **Partner Assessment - WITNESS**

#### **1. Brief presentation of WITNESS**

WITNESS is a global leader in human rights video. The organisation work side-by-side with local communities to harness the power of video and technology in the fight for justice. One of its partners in Brazil observes that “visibility is the first stepping stone to justice.” With the help of WITNESS, activists have used video to garner awareness and more: to document evidence of war crimes, change discriminatory laws, secure justice for survivors of gender-based violence, and protect indigenous lands against extractive industries. Since WITNESS’ founding in 1992, its story has been one of ceaseless innovation. In partnership with activists, tech companies, civil rights lawyers, communities, and non-governmental organizations, WITNESS has dedicated itself to maximizing the potential of the 21st century’s most powerful tools for defending human rights.

WITNESS’ strategic objectives align strongly with priorities in Denmark’s strategy for development cooperation. WITNESS has been an important partner to the MFA since 2022, with the project "Making Video and Technology Work for Democracy and Human Rights in Africa, where WITNESS worked with marginalized communities, which are typically most affected by the digital divide and already face higher risks of abuse, as well as the technology companies whose actions and behavior contribute to creating these framework conditions. WITNESS was envisioned to join the Digital Democracy Initiative from the inauguration of the programme, which was approved by UPR 1 February 2023.

#### **2. Summary of partner capacity assessment**

WITNESS has over 30 years of experience supporting the use of video and technology to protect and defend human rights. They have partnered with nearly 600 human rights groups and trained over 11,350 activists in 135 countries. Their network with grassroots and system level actors gives essential information, and keep WITNESS abreast of future trends in the intersection of technology and human rights. WITNESS has a long track record of anticipating emerging trends, initiating technological innovation, and staying ahead of the curve of mis- and disinformation. In 2024, WITNESS received the Peabody’s inaugural Global Impact Award, recognizing “media or organizations that have profoundly changed the world for the better.”

The capacity assessment furthermore draws on a comprehensive evaluation of WITNESS from 2023, conducted by SIDA, which found that “WITNESS’ intervention is highly relevant for the supported communities, partners’ organizations and for technology and international justice stakeholders.” Highly relevant to WITNESS’ envisioned role within the DDI, the evaluation concluded that “WITNESS [is] well placed to serve the needs of HRDs around the world, who are impacted by a great variety of risks, threats and attacks.” SIDA’s report came with certain recommendations and the MFA is in close dialogue with WITNESS with regards to following up on these recommendations, as well as those from the MFA’s own internal appraisal report. As an already well-established partner of the MFA, WITNESS has proven itself fit to manage the grants from Denmark, having submitted their reporting on time without remarks.

### 3. Summary of key partner features

Name of Partner	Core business <i>What is the main business, interest and goal of the partner?</i>	Importance <i>How important is the project/ programme for the partner's activity-level (Low, medium high)?</i>	Influence <i>How much influence does the partner have over the project/ programme (low, medium, high)?</i>	Contribution <i>What will be the partner's main contribution?</i>	Capacity <i>What are the main issues emerging from the assessment of the partner's capacity?</i>	Exit strategy <i>What is the strategy for exiting the partnership?</i>
WTTNESS	<p>WTTNESS has over 30 years of experience supporting the use of video and technology to protect and defend human rights.</p> <p>WTTNESS has partnered with nearly 600 human rights groups and trained over 11,350 activists in 135 countries. In 2023 alone, they amassed over 3.5 million engagements with their resources.</p> <p>WTTNESS is rooted in a growing global network of civic leaders and marginalized communities, whose lived experiences and ongoing partnership directly informs their grassroots capacity building, as well as systems-level engagement with technology companies.</p>	<p>Medium</p> <p>WTTNESS had a total revenue in 2023 of DDK 63.9 million. For the project period, the DDI contribution will account for 11.5 % of the total revenue. This would mean that without the DDI contribution, WTTNESS would have to close down more than a tenth of their activities.</p>	<p>Low</p> <p>WTTNESS is a part of the Project Coordination Group with the other implementing partners, and will have regular access to the Programme Management Team in the MFA. So their input and guidance for the programme will be received.</p> <p>However, the programme document and programme level results framework has already been approved and the next possible revision will take place based on an external midterm review.</p>	<p>WTTNESS will contribute with the following immediate outcomes:</p> <p>Grassroots actors in the Global South have increased knowledge, capacity, resources, and support to utilize video and technology to create and share trustworthy information, expose abuses, combat discrimination and exclusion, strengthen civic participation, and secure justice and accountability.</p> <p>Systems-level actors are more responsive to the needs, rights, and voices of marginalized groups across the Global South when designing, developing, deploying, and regulating emerging technologies.</p> <p>When designing, developing, deploying, and regulating AI technologies, systems-level actors are more responsive to the voices of Global South grassroots actors, who are more effectively and safely identifying the threats and opportunities of AI technologies.</p>	<p>Strength: With their holistic grassroots to systems-level approach, WTTNESS can build on their achievements and proven track record to meet the threats and opportunities posed by emerging technologies. As community-based human rights defenders face an escalating burden of proof, they can provide training, create tailored resources, establish stronger networks, and ensure critical new tactics are in their hands.</p> <p>Weaknesses: WTTNESS do their work themselves through staff placed around the world close to the local realities where the activities take place. However, working through local partners they would ensure stronger localization so this is a weakness.</p> <p>Opportunities: WTTNESS has a long track record of anticipating emerging trends, initiating technological innovation, pushing the envelope on human rights applications of technology, and staying ahead of the curve of mis- and disinformation.</p>	<p>WTTNESS' approach is designed to build local and team capacity that fosters sustainability beyond project timeframes and external support by strengthening the skills and knowledge of local activists and community members in the Global South and deepening learning and opportunities. This will enable WTTNESS to build and iterate upon the work following the eventual DDI programme closure or end to WTTNESS' participation in the DDI programme.</p> <p>In the event of exit, the formal closure will consist of a final DDI narrative and financial report covering the full project period and return of unspent funds would be undertaken within the first six months of 2027.</p>

					<i>Threats: The proliferation of manipulated media, like deepfakes, increases confusion and distrust in video, complicating our ability to discern what is true. What comes next with the emerging technologies is an unknown threat.</i>	
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## Annex 1 Financial management capacity self-assessment

Name of organisation: WITNESS

Date:

#	Financial management capacity assessment <u>Minimum requirements of the assessment are underlined</u>	Y/N	Comments
<b>Budgeting</b>			
Budgeting is a planning and decision-making tool that allows the management and the organisation to estimate the cost of planned activities, control cost, measure performance through the comparison of actual cost against budget, and enforce financial accountability.			
1.	<u>Budgets are prepared for all the costs running the organisation/engagement.</u>	Y	
2.	<u>Project budgets are based on the cost of planned activities.</u>	Y	
3.	<u>Budgets are accrued into quarters across all project/programme activities.</u>	Y	
4.	<u>Project budgets are prepared in accordance with the structure of the results framework/log frame.</u>	Y	
5.	Both finance and programme/technical staff are involved in setting budgets to ensure that budgets are based on both financial and technical skill and knowledge.	Y	
6.	Budget reallocations are aligned with results framework/log frame revisions and created in collaboration between the staff responsible for activities and finance staff.	Y	
7.	Budget reallocations are approved by officers responsible for project activities.	Y	
8.	Budget sheets include explanatory notes and clear calculations which ensure transparency in the basis for the budget.	Y	
9.	A separate budget is prepared for core costs (overhead).	Y	
10. Y	Budget codes/lines match or correspond to accounting codes to allow for tracking actual against expected spending.	Y	
11. Y	The type and number of budget lines used reflect the organisation and complexity of the organisation.	Y	

12. Y	A cash flow forecast is prepared every month to allow for monitoring of cash flow for operational costs.	Y	
13. Y	Budgeting has been reliable and accurate in the past (few or no material budget overruns, reputation for having robust budgeting procedures or the like).	Y	
<b>Accounting</b>			
The purpose of accounting is to provide reliable information about cost and expenditure. This is done through application of a relevant accounting system, accounting policies and standards. Accounting supports both controlling, reporting and auditing of the financial performance of the organisation.			
<i>Basic accounting system</i>			
14.	A standardized electronic/computerized accounting system is in place and used	Y	
15.	The accounting system can deliver relevant data for reporting purposes, for instance through extracts of raw data to Excel for analysis and reporting.	Y	
16.	The accounting system only allows access for authorized users.	Y	
17.	The accounting system logs all entries.	Y	
18.	The accounting system has a reliable and regular back-up system	Y	
<i>Accounting practices</i>			
19.	Every payment made has supporting documentation providing evidence.	Y	
20.	Original vouchers, original invoices and original signed receipts document all expenditures.	Y	
21.	All accounting and supporting documents are retained and kept safe for up to ten years	Y	
22.	All cash received is recorded (preferably in electronic accounting system or alternatively on pre numbered carbon copy receipts) and deposited in Bank OTHERWISE cash or cheques cannot be used.	Y	
23.	All payments and receipts are recorded (in the electronic accounting system or alternatively in cashbooks).	Y	

24.	A standard chart of accounts is used to classify each transaction.	Y	
25.	Transactions are also classified by project or donor using a standard list of cost centers or other accounting system dimensions.	Y	
26.	The funds received from MFA are to be kept in a designated bank account or alternatively the designated ledger account must be established.	Y	
27.	A bank reconciliation is prepared each month for every bank account.	Y	
28.	A cash reconciliation is witnessed by senior staff and recorded each month	Y	
29.	Petty cash records are checked every month, must be checked by a different person than the one who keeps them.	N/A	WITNESS is fully remote, so we don't keep a petty cash, all payment are automated
30.	The organisation keeps track of amount owed to others and owed by others.	Y	
31.	An accounting manual/policy is used and maintained specifying accounting procedures, roles and segregation of duties.	Y	
32.	Accounting practices follow local legislation or international standards.	Y	
<b>Internal Controls</b>			
The purpose of internal controls is to safeguard assets, make sure that accounting records are accurate and prevent and detect fraud and errors. Essential internal controls include separation of duties, authorization and reconciliation. It can be relevant to include an audit of the internal controls in the audit of the financial statements (this will often be part of the auditor's work to produce an opinion in a financial audit).			
33.	Segregation of duties is implemented and adhered to (segregation of duties means that e.g. money handling duties are separated from the record keeping duties, purchasing duties are separated from payment etc.).	Y	
34.	All fixed assets owned by the organisation are controlled using a fixed assets register stating at least asset tagging code, purchase price, location and book value.	Y	
35.	Periodic physical inventories of assets or stocks are carried out against fixed asset list or inventories.	Y	As WITNESS is a remote organisation, the only assets in our books are the computer and server. A list is sent

			annually for the IT team to review and confirm, which capitalized assets can be removed from our system. Additionally, IT reviews our inventory to determine which assets are due for replacement.
36.	There is a written policy detailing who can authorise expenditure of different types or value.	Y	
37.	All transactions are properly authorised by signatures.	Y	
38.	All expenses are properly signed and documented with the application of purpose and participants.	Y	
39.	Assets are sufficiently insured given a cost/benefit evaluation (only applicable for non-governmental partners)	Y	
	<i>Cash management</i>		
40.	Cash is kept safely, e.g. in a locked cashbox or a safe, and is in the custody of authorized individuals.	N/A	same response as Q.29
41.	All cheques are signed by at least two signatories and no blank cheques are ever signed.	N	All cheques above \$10k are signed by two signatories.
42.	Proper controls are built into banking arrangements, e.g. authorization of disbursements and payments, double signatures on checks and transfers, conduct of regular bank reconciliations etc.	Y	There is proper control for banking arrangements because there are levels of approvals – the person that schedules the payment is different from the individual that approves the payment in bank. Additionally, bank reconciliations are conducted monthly.
43.	Appropriate controls over management of cash is in place, including limits to the amount of cash held OR no cash is held.	Y	
<i>Staff expenses</i>			
44.	Staff and payroll records such as contracts, salary statements, etc. are in place.	Y	
45.	Staff salaries are checked each month by a senior manager.	Y	
46.	Statutory deductions (e.g. payroll taxes) are properly made and paid on time.	Y	
47.	Expenses claims for staff advances are checked by the same person who authorized the advance.	Y	



48.	Time sheets are used to document hours.	Y	Time sheets are only used to document hours for staff who have an Non-Exempt Status
<i>Procurement</i>			
49.	A procurement manual covering request, authorization, selection of suppliers, order, receipt and payment when purchasing goods and services is used and maintained.	Y	
50.	Different steps of the procurement process (e.g. order, receipt and payment) are shared among different staff members.	Y	
51.	A description/manual on different methods of procurement and tendering and when these are to be used is in place.	Y	
52.	A code of conduct exists to avoid occurrence or perceptions of conflicts of interest in relation to procurement and tendering.	Y	
<b>Governance and staff</b>			
The financial management of an organisation is supported by governance structures and competent staff. All business and financial processes need to be supported by governance, organisation and skills.			
53.	A written procedure manual covering finance, procurement and HR is in place, used and regularly updated.	Y	
54.	The organisation is financially viable and sustainable.	Y	
55.	Staff roles are clearly defined, and the staff members are aware of their roles and responsibilities and of the organisation's policies and procedures.	Y	
56.	Management is involved in the financial management of the organisation/projects or programmes.	Y	
57.	The partner has adequate policies and procedures in place to guide personnel activities and assure staff accountability.	Y	
58.	All planned operational costs are adequately funded.	Y	
59.	Different roles in the finance function are clearly defined, known and followed.	Y	
60.	The organisation has the necessary registration, authorization and mandate to undertake planned activities.	Y	

61.	An anti-corruption policy including a section on handling and protection of whistleblowers is in place, used, and regularly updated and shared with staff.	Y	
<i>Staff Skills</i>			
62.	Key financial positions are held by qualified and competent personnel. Qualifications and competences are documented and match the size and complexity of the organisation.	Y	
63.	The finance staff have the specific skills and qualifications needed to carry out all financial activities. Skills and qualifications are documented and match the size and complexity of the organisation.	Y	
64.	A person with ultimate responsibility for the financial management, including for the MFA grant, is clearly identified and this person has the appropriate skills, experience and qualifications.	Y	
65.	Managers and technical/programme staff have the relevant skills to manage budgets and budget monitoring. This includes training in budgeting and experience with budgeting and monitoring.	Y	
<i>Sub partners</i>			
66.	The organisation has procedures in place to assure transparency and accountability where funds are transferred to sub-partners.	Y	
67.	The organisation has mechanisms for assessing the financial capacity of sub-partners.	Y	
68.	The organisation has previous experience with grants/disbursements to sub-partners.	Y	
<b>Financial reporting</b>			
Management needs continuous financial reporting to oversee the finances of the organisation to monitor and make decisions regarding the activities of the organisation and projects. Proper financial reporting is essential in being able to communicate financial and technical results to management and donors.			
69.	Senior management discuss financial reports at least once every three months.	Y	
70.	Donors and/or management receive financial reports in the right format and on time.	Y	

71.	The organisation meets statutory reporting requirements.	Y	
72.	Financial reports include details on income and expenditure, actuals and budget and deviations between actuals and budget.	Y	
73.	Financial reports are accrued into quarters or less.	Y	
74.	Financial reports include details on cash and bank balances, amounts due and owed.	Y	
75.	Project management discuss financial reports monthly.	N	Financial reports are discussed on a quarterly basis
76.	Financial reports show the relevant level of detail according to their use/the need of their intended audience.	Y	
77.	Financial reports include explanations and comments about deviations made by project responsible staff.	Y	
<b>Auditing</b>			
Auditing verifies the accuracy of financial statements and the accounting practices and internal controls of the organisation. Auditing builds trust and transparency.			
78.	The organisation is subject to regular audits.	Y	
79.	A properly registered and independent external auditor/audit firm is selected and used.	Y	
80.	Annual accounts are audited according to appropriate international auditing standards, i.e. IASs and ISSAIs.	Y	
81.	Annual audited accounts are without material misstatements.	Y	
82.	The organisation is deemed a going concern by the auditor.	Y	
83.	Annual audits are up-to-date (signed within six months of the financial year-end).	Y	
84.	The organisation reacts on auditor's reports, comments and recommendations and implements relevant changes.	Y	
85.	Major issues in management letters from the auditor are subsequently followed up and addressed by management.	Y	There have not been any major issues in the management letters from the auditor; nevertheless,

		recommendations are subsequently followed up and addressed by management.
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## WITNESS DDI RESULTS FRAMEWORK

<b>Programme</b>		Digital Democracy Initiative Programme	
<b>Programme Objective</b>		Promote & protect digital democracy in the digital age	
<b>Impact Indicator</b>		See DDI Programme Document	
<b>Project Title</b>		DEFEND AND PROTECT	
<b>Outcome 2</b>		Strengthened digital resilience and security of pro-democracy civil society actors and more rights-respecting policies and standards safeguarding the use of digital technologies and online space	
<b>Outcome Indicator</b>		2.d Communities, human rights defenders, and practitioners (e.g. lawyers, journalists, archivists, technologists, etc.) in the Global South more safely, effectively, and ethically utilize video and technology to defend democracy, protect human rights on- and offline, and fortify grassroots truth as tech companies and policymakers are more responsive to grassroots voices	
<b>Baseline</b>	<b>Year</b>	2023	2.d While a growing number of people are turning to video and technology to protect human rights and democracy; the onslaught of mis- and disinformation, synthetic media, generative AI in addition to other key barriers (e.g. increased exploitation of new technology, mass volume, security risks) hinder the impact
<b>Target</b>	<b>Year</b>	2026	2.d Global South civil society has increased capacity, guidance, and support to utilize video and technology to defend democracy, protect human rights, and share trustworthy information while tech companies and policymakers are more responsive to grassroots voices
<b>Immediate Outcome 2.6</b>		Grassroots actors in the <u>Global South</u> (e.g. vulnerable communities, human rights defenders, activists, journalists, technologists, practitioners) have increased knowledge, capacity, resources, and support to utilize video and technology to create and share trustworthy information, expose abuses, combat discrimination and exclusion, strengthen civic participation, and secure justice and accountability	
<b>Immediate Outcome Indicator</b>		2.1a Qualitative and quantitative evidence measures the reach, usefulness and effectiveness of WITNESS' resources, guidance, training, and gatherings.	

		2.1b Qualitative and quantitative evidence measures international justice stakeholders, experts within Global North-dominated communities of practice, and other intermediary organizations' engagement with WITNESS' content, guidance, resources, and expertise.	
<b>Baseline</b>	<b>Year</b>	2023	2.1a WITNESS' resources received a record 3,000,000+ digital engagements, including 50,000+ downloads. WITNESS reached 2,000+ people via grassroots trainings, gatherings, and presentations. High engagement numbers and positive feedback from partners demonstrate the relevance, utility, and accessibility of WITNESS' guidance, resources, trainings, and gatherings.  <i>Further assessment of training, gathering, and presentation impact provided in project document.</i>
<b>Target</b>	<b>Year</b>	2026	Communities and grassroots practitioners across the Global South use WITNESS' tailored guidance, resources, expertise, and solidarity to more safely, effectively, and ethically leverage video and technology to uphold their truths, strengthen civic participation, protect human rights, and defend democracy.
<b>Output 2.6.1</b>		Tailored <u>resources and guidance</u> produced and distributed to vulnerable and marginalized communities throughout the Global South with best practices and tips on how to maximize the use of video and technology to fortify the truth, protect human rights, and defend democracy on key skill set areas including video as evidence, verification, open-source investigations (OSINT), video advocacy, narrative and storytelling, archiving, ethics, safety, and emerging technologies (e.g. AI).	
<b>Output indicator</b>		2.6.1a. # of resources created or adapted 2.6.1b # of engagements with WITNESS resources and guidance 2.6.1c # of global or regional resource campaigns WITNESS created or adapted	
<b>Baseline</b>	<b>Year</b>	2023	2.6.1a. 15 resources created or adapted 2.6.1b 3,000,000 engagements with WITNESS resources and guidance 2.6.1c 2 global or regional resource campaigns  <i>Please note that in 2024, WITNESS will bolster outreach via methods that are harder to track engagements, including Telegram, Signal, and WhatsApp. Further assessment of engagement and impact of WITNESS resources and guidance provided in project document</i>
<b>Target</b>	<b>Year 2</b>	2024	2.6.1a 5-8 new or adapted resources (e.g. resource guides, tip sheets, graphics, blog posts) 2.6.1b 1.5 million meaningful online engagements 2.6.1c 2-4 global or regional resource campaigns

<b>Target</b>	<b>Year 3</b>	2025	2.6.1a 5-8 new or adapted resources (e.g. resource guides, tip sheets, graphics, blog posts) 2.6.1b 2 million meaningful online engagements 2.6.1c 2-4 global or regional resource campaigns
<b>Target</b>	<b>Year 4</b>	2026	2.6.1a 5-8 new or adapted resources (e.g. resource guides, tip sheets, graphics, blog posts) 2.6.1b 2.5 million meaningful online engagements 2.6.1c 2-4 global or regional resource campaigns
<b>Target</b>	<b>Total</b>	3 years	2.6.1a 15-24 new or adapted resources (e.g. resource guides, tip sheets, graphics, blog posts) 2.6.1b 6 million meaningful online engagements 2.6.1b 6-12 global or regional resource campaigns
<b>Output 2.6.2</b>		Inclusive <u>trainings, gatherings, and presentations</u> (spanning in-person, virtual, and hybrid) provided to a range of critical grassroots actors (e.g. human rights defenders, community leaders, frontline practitioners, journalists, lawyers) in the Global South on key skill set areas including video as evidence, video advocacy, narrative strategies, archiving, ethics, verification, and emerging technologies (e.g. AI).	
<b>Output indicator</b>		2.6.2a # of trainings, gatherings, or presentations 2.6.2b # of people reached via trainings, gatherings, presentations 2.6.2c Qualitative evidence speaks to the annual prioritization, facilitation, and impact of trainings and gatherings	
<b>Baseline</b>	<b>Year</b>	2023	2.6.2a 49 trainings, gatherings, or presentations 2.6.2b ≥ 2,000 people reached via trainings, gatherings, or presentations 2.6.2c WITNESS Trainings, gatherings, or presentations received positive feedback from attendees and partners  <i>Please note that in 2024, WITNESS will increase outreach via methods with harder to track engagements, including Telegram, Signal, and WhatsApp. Further assessment of training, gathering, and presentation impact provided in project document.</i>
<b>Target</b>	<b>Year 2</b>	2024	2.6.2a ≥ 20 trainings, gatherings, or presentations 2.6.2b ≥ 2,000 people reached via trainings, gatherings, or presentations 2.6.2c WITNESS Trainings, gatherings, or presentations receive positive feedback from attendees and partners
<b>Target</b>	<b>Year 3</b>	2025	2.6.2a ≥ 20 trainings, gatherings, or presentations 2.6.2b ≥ 2,000 people reached via trainings, gatherings, or presentations

			2.6.2c WITNESS Trainings, gatherings, or presentations receive positive feedback from attendees and partners
<b>Target</b>	<b>Year 4</b>	2026	2.6.2a ≥ 20 trainings, gatherings, or presentations 2.6.2b ≥ 2,000 people reached via trainings, gatherings, or presentations 2.6.2c WITNESS Trainings, gatherings, or presentations receive positive feedback from attendees and partners
<b>Target</b>	<b>Total</b>	3 years	2.6.2a ≥ 60 trainings, gatherings, or presentations 2.6.2b ≥ 6,000 people reached via trainings, gatherings, or presentations 2.6.2c WITNESS Trainings, gatherings, or presentations receive positive feedback from attendees and partners
<b>Output 2.6.3</b>		Multi-pronged <u>surge responses</u> deployed to provide tailored and accessible guidance, resources, and support during crises affecting Global South civil society that are marked by widespread human rights violations and limited accountability	
<b>Output indicator</b>		2.6.3a # surge responses	
<b>Baseline</b>	<b>Year</b>	2023	2.6.3a 3 surge responses
<b>Target</b>	<b>Year 2</b>	2024	2.6.3a 2-4 surge responses
<b>Target</b>	<b>Year 3</b>	2025	2.6.3a 2-4 surge responses
<b>Target</b>	<b>Year 4</b>	2026	2.6.3a 2-4 surge responses
<b>Target</b>	<b>Total</b>	3 years	2.6.3a 6-12 surge responses
<b>Immediate Outcome 2.7</b>		<u>Systems-level actors</u> (e.g. technology companies and policymakers) are more responsive to the needs, rights, and voices of marginalized groups across the Global South when designing, developing, deploying, and regulating emerging technologies.	
<b>Immediate Outcome Indicator</b>		2.7a Qualitative data speaks to WITNESS' influence on policies, products, or platforms changes to address potential threats to or opportunities for Global South civil society. 2.7b Companies sustain relationships with WITNESS and partners through ongoing meetings and engagement.	
<b>Baseline</b>	<b>Year</b>	2023	2.7a As the result of direct advocacy by WITNESS, tech companies put into place content preservation protocol, setting up processes for



			processing data access requests from the ICC, and more. 2.7b WITNESS maintained relationships with 7 leading technology companies.
<b>Target</b>	<b>Year</b>	2026	Technology platforms and policymakers are more responsive to the needs and rights of users in the Global South, ensuring that millions of people can more safely, effectively, and ethically utilize technology and video to fortify the truth, protect human rights, and defend democracy both on- and offline.
<b>Output 2.7.1</b>		Cross-disciplinary <u>convenings</u> (spanning in-person, virtual, and hybrid) organized to ensure to strengthen the participation of Global South grassroots in Global North dominated communities of practice working on the documentation-to-justice pipeline (e.g. analysis, preservation, curation, and presentation, etc.) and on other critical tech equity issues, including generative AI and other AI-related technologies.	
<b>Output Indicator</b>		2.7.1a # of cross-disciplinary convenings of stakeholders, such as community members, decision-makers, policymakers, and technology companies, with a focus on grassroots actors, experts, and practitioners in the Global South.	
<b>Baseline</b>	<b>Year</b>	2023	2.7.1a 2 cross-disciplinary convenings  <i>Further assessment of the impact of convenings provided in project document</i>
<b>Target</b>	<b>Year 2</b>	2024	2.7.1a 2-3 cross-disciplinary convenings
<b>Target</b>	<b>Year 3</b>	2025	2.7.1a 2-3 cross-disciplinary convenings
<b>Target</b>	<b>Year 4</b>	2026	2.7.1a 2-3 cross-disciplinary convenings
<b>Target</b>	<b>Total</b>	3 years	2.7.1a 6-9 cross-disciplinary convenings
<b>Output 2.7.2</b>		<u>Research analyses</u> produced articulating the benefits and harms of technologies on Global South civil society and proposed solutions.	
<b>Output Indicator</b>		2.7.2a # of research analyses	
<b>Baseline</b>	<b>Year</b>	2023	2.7.2a 3 of research analyses  <i>Further assessment of the impact of research analyses provided in project document</i>
<b>Target</b>	<b>Year 2</b>	2024	2.7.2a 2-4 research analyses
<b>Target</b>	<b>Year 3</b>	2025	2.7.2a 2-4 research analyses

<b>Target</b>	<b>Year 4</b>	2026	2.7.2a 2-4 research analyses
<b>Target</b>	<b>Total</b>	3 years	2.7.2a 6-12 research analyses
<b>Output 2.7.3</b>			
<b>Output 2.7.3</b>		Articles, press mentions, and presentations publicly highlight the benefits and harms of technologies on Global South civil society, often advocating for or sharing proposed solutions.	
<b>Output Indicator</b>		2.7.3a # articles or press mentions 2.7.3b # presentations	
<b>Baseline</b>	<b>Year</b>	2023	2.7.3a 60 articles or press mentions 2.7.3b 19 presentations  <i>Please note that the 2023 uptick in articles, press mentions, and presentations is largely due to the media hype cycle surrounding synthetic media, generative AI, and mis/disinformation – all areas of WITNESS expertise. Further assessment of the impact of public interventions provided in project document.</i>
<b>Target</b>	<b>Year 2</b>	2024	2.7.3a ≥ 10 articles or press mentions 2.7.3b ≥ 7 presentations
<b>Target</b>	<b>Year 3</b>	2025	2.7.3a ≥ 10 articles or press mentions 2.7.3b ≥ 7 presentations
<b>Target</b>	<b>Year 4</b>	2026	2.7.3a ≥ 10 articles or press mentions 2.7.3b ≥ 7 presentations
<b>Target</b>	<b>Total</b>	3 years	2.7.3a ≥ 30 articles or press mentions 2.7.3b ≥ 21 presentations

<b>Immediate Outcome 2.8</b>			
<b>Immediate Outcome 2.8</b>		When designing, developing, deploying, and regulating AI technologies, <u>systems-level actors</u> are more responsive to the voices of Global South <u>grassroots actors</u> , who are more effectively and safely identifying the threats and opportunities of AI technologies.	
<b>Immediate Outcome Indicator</b>		2.8a Qualitative and quantitative evidence speaks to WITNESS' influence on policies, products, or platforms changed to address potential AI-related threats and opportunities for Global South civil society.	
<b>Baseline</b>	<b>Year</b>	2023	2.8a WITNESS' direct advocacy and intervention shaped provenance and authenticity infrastructure, including by co-leading in the Threats and Harms Task Force of the Coalition for Content Provenance and Authenticity (C2PA) and being the sole civil society organization to

			help draft the Partnership on AI's (PAI) Responsible Practices for Synthetic Media framework.
<b>Target</b>	<b>Year</b>	2026	Technology platforms and policymakers are more responsive to the needs and rights of users in the Global South, ensuring that millions of people can more safely, effectively, and ethically address the threats and opportunities posed by emerging technologies, including generative AI and other AI-related technologies.
<b>Output 2.8.1</b>			
<b>Output 2.8.1</b>		Advocacy meetings and coalition participation that center the voices and needs of Global South grassroots actors (e.g. communities, human rights defenders, and civic journalists) before tech companies and policymakers as they relate to generative AI and other AI-related topics.	
<b>Output Indicator</b>		2.8.2a # of advocacy meetings 2.8.2b # of coalitions	
<b>Baseline</b>	<b>Year</b>	2023	2.8.2a 50+ advocacy meetings 2.8.2b ongoing participation in 3 coalitions
<b>Target</b>	<b>Year 2</b>	2024	2.8.2a 40-60 advocacy meetings 2.8.2b ≥ 3 ongoing coalition participation
<b>Target</b>	<b>Year 3</b>	2025	2.8.2a 40-60 advocacy meetings 2.8.2b ≥ 3 ongoing coalition participation
<b>Target</b>	<b>Year 4</b>	2026	2.8.2a 40-60 advocacy meetings 2.8.2b ≥ 3 ongoing coalition participation
<b>Target</b>	<b>Total</b>	3 years	2.8.2a 120-180 advocacy meetings 2.8.2b ≥ 3 ongoing coalition participation
<b>Output 2.8.2</b>			
<b>Output 2.8.2</b>		An escalation mechanism for key cases of potential deepfakes, the <u>Deepfakes Rapid Response Force (DRRF)</u> will have established and executed next steps in addition to providing insights to inform research decisions, policymaking on detection, and enable scientists to improve the accuracy of their models.	
<b>Output Indicator</b>		2.8.3a # of case studies escalated 2.8.3b Qualitative evidence speaks to benefits and findings from the escalated cases 2.8.3c # of high-level panel or policy work submission around detection or other critical tech equity issues related to AI	
<b>Baseline</b>	<b>Year</b>	2023	2.8.2a We escalated 6 out of the 34 cases we received over the course of one year.

			<p>2.8.3b Incorporating findings from the DRRF, one lab re-trained their detection model by adding background noise to their audio datasets, thus improving their accuracy. See project document for more.</p> <p>2.8.3c 5 high-level panels on our detection-related policy work, including before the US Department of Defense, Meta, and Google.</p>
<b>Target</b>	<b>Year 2</b>	2024	<p>2.8.3a 2-5 case studies escalated</p> <p>2.8.3b Qualitative evidence speaks to benefits and findings from the escalated cases</p> <p>2.8.3c 3-5 high-level panels or policy work submissions around detection or other critical tech equity issues related to AI</p>
<b>Target</b>	<b>Year 3</b>	2025	<p>2.8.3a 2-5 case studies escalated</p> <p>2.8.3b Qualitative evidence speaks to benefits and findings from the escalated cases</p> <p>2.8.3c 3-5 high-level panels or policy work submissions around detection or other critical tech equity issues related to AI</p>
<b>Target</b>	<b>Year 4</b>	2026	<p>2.8.3a 2-5 case studies escalated</p> <p>2.8.3b Qualitative evidence speaks to benefits and findings from the escalated cases</p> <p>2.8.3c 3-5 high-level panels or policy work submissions around detection or other critical tech equity issues related to AI</p>
<b>Target</b>	<b>Total</b>	3 years	<p>2.8.3a 6-15 case studies escalated</p> <p>2.8.3b Qualitative evidence speaks to benefits and findings from the escalated cases</p> <p>2.8.3c 9-15 high-level panels or policy work submissions around detection or other critical tech equity issues related to AI</p>

## ANNEX 4: RISK MANAGEMENT

Risk management is an integrated part of the programme/project cycle and closely linked to adaptive management. The more risky the context is the more there is need for adaptive management.

It is important to be explicit about the risk management approach, and the monitoring and learning activities underpinning risk management. MFA and partners often work in fragile and risky environments and it is important to be aware of and transparent about the risks that is involves. Risk management is about taking calculated risks. It is not only about minimising risk, but also about balancing the risks against opportunities and potential results, or alternatively the negative consequences of not providing support.

A preliminary assessment of potential risks and risk responses must be conducted as an integrated part of the programme/project development at the identification stage and be fully developed during the formulation stage. During the implementation, the risk assessments and responses are assessed by the responsible MFA unit, ideally in collaboration with partners, at least once a year during annual stocktaking.

For larger programmes with several engagements, the risk analysis must also include the project level. A risk management matrix is annexed to the project or programme document. For projects below DKK 10 mio., the risk management matrix is integrated into the project document.

Three main categories of risks must be considered: (i) Contextual risk concerning the general risk and fragility factors. Contextual risk are divided into political, economic, societal, environmental/climate and security risks (*see further description of fragility risks in the FRRAT tool*) (ii) Programmatic risk concerning risk in regard to achievement of programme objectives and (iii) institutional risks in relation to the interest of Denmark and its partners. Contextual risks are the same for all programmes and projects within that particular context (global, regional and/or nation level). Programmatic and institutional risks are at project or programme level.

The likelihood and impact of identified risks are assessed and risk response measures identified. Risk responses are only required for programmatic and institutional risk.

The template below is filled out for context risks, programme risks and institutional risks.

Risk Factor	Likelihood	Impact	Risk response	Residual risk	Background to assessment
The risk is formulated as a headline or in one or two sentences	<ul style="list-style-type: none"> <li>- Very unlikely</li> <li>- Unlikely</li> <li>- Likely</li> <li>- Almost certain</li> </ul>	<ul style="list-style-type: none"> <li>- Insignificant</li> <li>- Minor</li> <li>- Major</li> <li>- Significant</li> </ul>	The risk response is formulated as a headline or in one or two sentences	The risk that remains after the identified risk response.	Brief explanation which can emphasize the risk factor itself or any of the other elements in terms of rating and responding to the risk

Risk management should be seen as an iterative process where implementation of risk responses influences programme design and vice versa. Risk responses can lead to changes in scenarios and subsequent changes in partners, outputs, outcomes and modalities etc. Proposed risk responses should be briefly outlined in the risk management matrix during formulation and the residual risk be indicated.

The Risk Management Matrix should be reassessed and revised at least annually during the annual stock taking, but in some instances more frequently. Monitoring of risks during implementation is important in order to identify whether developments require adjustments to the programme, including use of the

scenario planning options. Developments in risks could require adjustments to the results framework or to generally revisit the theory of change to ensure the relevance of the intervention logic.

## WITNESS: Risk Management Matrix

### Contextual risks

Risk Factor	Likelihood	Impact	Risk response	Residual risk	Background to assessment
<b>Political</b>					
The political landscape in Yemen, Myanmar, or other international crimes contexts creates dangerous conditions for our staff and beneficiaries.	Likely	Significant	For work conducted in high-risk contexts (e.g. Yemen, Myanmar), WITNESS completes an in-depth assessment of the political context, identifying any risk and modifying activities if necessary. We contract locally based security consultants to provide a locally grounded snapshot of the situation and help mitigate threats.	Residual risk not reduced. However, the actions taken could increase safety of staff and beneficiaries.	Vulnerable communities are increasingly targets of surveillance, criminalization, and violence. Threats against human rights defenders, journalists, and dissenting voices are rising.
<b>Societal</b>					
The proliferation of manipulated media, like deepfakes, increases confusion and distrust in video, complicating our ability to discern what is true.	Likely	Significant	WITNESS mitigates this risk through our work, bringing together key actors before we are in the eye-of-the-storm, pushing back against apocalyptic narratives, and creating proactive solutions that cut across sectors and build on both existing expertise and new technologies.	Short term risks still exist, though reduced due to regular monitoring.  Long-term risks reduced substantially due to monitoring and capacity development activities.	A climate of mistrust endangers critical voices and important documentation, undermining the impact of the work of human rights defenders, witnesses, and truth-tellers.
<b>Environment</b>					
Climate change makes it more difficult for us to provide support on the ground. The escalating safety concerns necessitate an increased focus on the security side of our trainings.	Likely	Significant	Across all our work, WITNESS maintains a cross-cutting focus on the intersections of technology, human rights, and climate change, equipping groups with the skills and tools to document environmental crimes. When not possible to train on the ground, we can provide remote support. We maintain up-to-date practices on safety and security, factoring in risks posed by climate change to our work.	Residual risk not reduced. However, the actions taken could increase safety of staff and beneficiaries.	Climate change affects every community member, activist, and human rights defender. Effects are already being felt now, and increasingly rapidly particularly in the Global South and poorer Global North communities. Climate change presents an existential threat to justice, health and global stability, and serves as a “threat multiplier” for many of the communities with whom we partner
<b>Security</b>					
Physical or digital security of WITNESS staff is jeopardised	Likely	Significant	WITNESS has an in-house Security Team that draws from all sectors and oversees holistic security (physical and digital) at the organisation, including aspects of technology, information management, trainings and resources, and policies and surveys. Our established and systemized internal security practices provide us with a strong framework for externally oriented security education. Our “threat model” addresses our responsibilities to our staff, our partners, and to	Short term risks still exist, though reduced due to regular monitoring.  Long-term risks reduced due to monitoring and capacity development activities.	In international crimes contexts, threats to human rights defenders – particularly women and youth – can escalate rapidly and often without warning.

			human rights defenders around the world using video and technology to achieve justice.		
Technology platforms roll out technological solutions that further harm or shut out marginalised communities.	Likely	Major	WITNESS is engaging closely with technology platforms and global decision-makers – centering the voices and needs of frontline communities and defenders – so that emerging technical infrastructure. they integrate key human rights considerations and values without raising security risks.	Short term risks still exist, though reduced due to regular monitoring.  Long-term risks reduced due to monitoring and capacity development activities.	In the context of rising mis- and disinformation, companies are increasingly rolling out solutions to help authenticate content and protect against claims of “fake news.” Many of these solutions, while promising, have the potential to increase the burden of proof on grassroots documenters and shut out marginalised groups.
Technology platforms put vulnerable users increasingly at risk.	Likely	Major	WITNESS' work seeks to reduce and mitigate the harms posed by these platforms. We advocate to companies for changes in their tools and policies that are more human rights friendly. We also provide resources and guidance that emphasise understanding the risks that come with these platforms and learning how to use them more safely and securely.	Short term risks still exist, though reduced due to regular monitoring.  Long-term risks reduced due to monitoring and capacity development activities.	Despite the clear opportunities offered in terms of participation, commercial platforms such as Meta, X, TikTok, and YouTube weren't designed for vulnerable users and can cause further harm.

**Programmatic risks** (for bilateral programmes at the country level, it has to be filled out for the portfolio under each strategic objective)

Risk Factor	Likelihood	Impact	Risk response	Residual risk	Background to assessment
Mental health and well-being of WITNESS staff and partners is jeopardised.	Likely	Significant	WITNESS has established guidelines for working with difficult imagery, and a database of providers for staff dealing with mental health challenges. We have first-responder protocols in place for our staff to talk over their needs and a mental health fund to pay for medical providers if a suitable therapist/doctor is not affordable or covered in their paid medical plan. We regularly review work plans through a filter of capacity. We are implementing supervisor training to act as the first line of defence in detecting challenges with mental health. We partner with outside consultants to conduct trauma workshops to destigmatize mental health in the human rights arena.	Residual risk not reduced. However, the actions taken could increase safety of staff and beneficiaries.	The mental health impacts of this project are multi-layered, affecting beneficiaries living in conflict zones, staff and partners training in these contexts, and those who encounter difficult imagery during their work.



Learning curves in promotion of new strategies and approaches.	Likely	Minor	WITNESS has designed our strategy to be adaptive, accounting for changes in the broader field of digital evidence and open-source investigations.	Short term risks still exist, though reduced due to newly updated internal Monitoring, Evaluation, and Learning (MEL) strategy.  Long-term risks reduced due to implementation of MEL and capacity development activities.	As we look to new strategies and approaches for drawing on an escalating volume of civic media, we anticipate a steep and potentially variable learning curve that will often be informed by external realities (e.g. transitions and change in a conflict context).
Resistance from global decision makers (e.g. tech platforms and policy makers), often facing learning curves and competing priorities	Likely	Major	Via forceful advocacy, WITNESS will centre the voices of frontline communities and defenders in the Global to effectively influence the processes and policies of global decision makers, to be more considerate of and better integrate the needs of those most impacted by emerging technologies and tech-based solutions.	Short term risks still exist, though are mitigated by WITNESS' past and ongoing advocacy. Long-term risk is significantly reduced due to increasingly effective advocacy and deepened understanding of potential harms posed by emerging technologies.	Tech platforms have not historically prioritised a rights-based approach or centred the voice and needs of Global South communities in the design, development, and deployment of emerging technologies and tech-based solutions. Policymakers are faced with regulating an incredibly dynamic tech landscape.
Technology solutions advocated for by human rights organisations, including WITNESS, (e.g. evidence lockers) further compromise the safety and security of vulnerable communities.	Likely	Significant	To mitigate this risk, WITNESS centres safety and security in our conversations with leading companies, as well as in our leadership work in coalitions organising on this topic. To ensure that our advocacy is deeply informed by, and in collaboration with, frontline communities in the Global South, we regularly facilitate local, regional, and global convenings with intentional feedback loops.	Short term risks still exist, though are mitigated by WITNESS' past and ongoing advocacy and convenings.. Long-term risk is significantly reduced due to meaningful and ongoing community input to inform advocacy work.	Together with allies, WITNESS is advocating for "evidence locker" approaches to preserving valuable human rights documentation from social media. We have fueled conversations with leading tech companies about these approaches. If privacy needs fail to be appropriately considered, solutions have the potential to further compromise the safety and security of both those who originally share the content, as well as members of their communities.

### Institutional risks

Risk Factor	Likelihood	Impact	Risk response	Residual risk	Background to assessment
WITNESS' reputation is attacked or undermined.	Likely	Major	WITNESS' Communications Team is responsible for protecting our brand and reputation worldwide. If we experience any attacks on our social media platforms or from an outside media source, cyber bullying, unprofessional behaviour, accusations, harassment or any offensive language or stalking, they are required to inform our Executive Director, Human Resources team, and the WITNESS Security Team. Once a response is approved by the Executive Director, the Communications Team will respond officially on the platform, and manage the situation and report back on any further responses or retaliation.	Reputational risks substantially reduced as plans are in place for prompt reaction and for information activities; should corruption occur.	While WITNESS has not faced successful and enduring attacks on its reputation that undermine work, this is a common tactic used by perpetrators of abuse to delegitimize the work of human rights organisations. The concern is compounded given the heightened atmosphere of mis- and disinformation.
Shortage of funds or lack of financial capacity to carry out tasks.	Unlikely	Major	WITNESS has a broad base of support consisting of governments (Sida, Danida, Global Affairs Canada), foundations, individual donors, and select technology companies. We continue to reach out to those supporters to publicise our mission, and make sure that we update the world about our successes and remind them of	Strong internal-control mechanisms and robust organisational reserves greatly reduce this risk	Economic downturn and shifting priorities of funders make it challenging for global human rights organisations to sustain growth.

			the constant relevance of our mission. We have spent the past several years building up our reserve to mitigate financial risk, and now have three months of operating costs to draw on in case of an emergency. We maintain sophisticated financial tracking and reporting mechanisms for all revenue; have a standard approvals process for all budgets; and call upon the leadership of our Board's Finance Committee to ensure financial soundness.	in both the short and long term.	
Misuse or embezzlement of funds by WITNESS staff, board (corruption)	Unlikely	Major	Financial policies are in place to identify any misappropriation of funds and it is the responsibility of the accounting team to bring any incidents to the Associate Director-Finance and Operations for review. The WITNESS staff, under our Whistleblower Policy, is also expected to report any suspected or actual conduct that is improper or gives rise to legal or ethical problems. The Board is tasked with ensuring legal and ethical integrity and maintaining accountability for the entire organisation. In the event of a misuse of funds by staff or Board (corruption), an incident is reported to the supervisor, Human Resources, and the Executive Director. All new hires and appointed Board members must sign a Conflict-of-Interest acknowledgement when they start with WITNESS and re-sign an affidavit each year. If at any point a situation arises, they are required to report any perceived or actual conflict to their supervisor or Executive Director in the case of the Board.	Risks remain, but with strong internal-control mechanisms are greatly reduced in both the short and long term.	Without strong internal control mechanisms that are regularly reviewed and updated, organisations are susceptible to embezzlement and should always alert.

**WITNESS BUDGET to the Digital Democracy Initiative**

Comment

Identifying information - grant and partner	
Engagement	Digital Democracy Initiative Programme: Defend and Protect
Partner	WITNESS, Inc
File no.	MFA file no.
Engagement period	January 1, 2024 - December 31, 2026
Budget currency	USD (or other currency)
Date	March 21, 2024
Prepared by	Sonali Thimmaya
Exchange rate (DKK/USD)	6,91

	Unit	Unit Cost	%	Quantity	Budget	Year 1	Year 2	Year 3	DKK
<b>Total</b>					<b>3.367.238</b>	<b>1.020.375</b>	<b>1.020.375</b>	<b>1.020.375</b>	<b>23.267.617</b>

Outputs 2.6.1, 2.6.2, and 2.6.3, directly impacting Immediate Outcome 2.6									
Program Manager, Africa	year	57.250	25%	3	43.779	14.593	14.593	14.593	
Program Manager, Asia	year	68.667	25%	3	52.510	17.503	17.503	17.503	
Program Manager, Brazil	year	60.954	25%	3	46.447	15.482	15.482	15.482	
Program Manager, LAC	year	76.727	25%	3	58.282	19.427	19.427	19.427	
Program Manager, MENA	year	100.650	25%	3	76.921	25.640	25.640	25.640	
Program Manager Global Digital Engagement	year	55.100	35%	3	57.855	19.285	19.285	19.285	
Associate Director of Programs, Regional & Partner Engagement	year	107.536	20%	3	65.744	21.915	21.915	21.915	
Associate Director, Learning & Sharing	year	114.750	20%	3	68.850	22.950	22.950	22.950	
Archives Program Associate	year	37.009	30%	3	33.851	11.284	11.284	11.284	
Program Manager, Archives	year	94.850	30%	3	86.098	28.699	28.699	28.699	
Program Manager, Video as Evidence	year	84.150	25%	3	63.113	21.038	21.038	21.038	
Legal Coordinator, Video as Evidence	year	45.150	25%	3	33.863	11.288	11.288	11.288	
Multimedia Design Coordinator	year	56.013	25%	3	42.009	14.003	14.003	14.003	
Fringe Benefits (28%)	%				204.210	68.070	68.070	68.070	
Creation/Adaption/Design and Translation of tailored resources	event	500		60	30.000	10.000	10.000	10.000	
Surge Response	service	2.000		24	48.000	16.000	16.000	16.000	
<b>Total cost - Outputs 2.6.1, 2.6.2, and 2.6.3,</b>					<b>1.041.531</b>	<b>347.177</b>	<b>347.177</b>	<b>347.177</b>	<b>7.196.981</b>
<b>Total budget - Outputs 2.6.1, 2.6.2, and 2.6.3,</b>					<b>1.041.531</b>	<b>347.177</b>	<b>347.177</b>	<b>347.177</b>	<b>7.196.981</b>

Output 2.7.1, 2.7.2, 2.7.3 directly impacting Immediate Outcome 2.7									
Associate Director, TTO	year	107.536	40%	3	129.043	43.014	43.014	43.014	
Advocacy Coordinator, TTO	year	57.458	40%	3	68.950	22.983	22.983	22.983	
Media Technologist	year	71.400	35%	3	74.970	24.990	24.990	24.990	
Associate Director of Programs, Regional & Partner Engagement	year	107.536	20%	3	66.102	22.034	22.034	22.034	
Associate Director, Learning & Sharing	year	114.750	20%	3	70.537	23.512	23.512	23.512	
Institutional Giving Manager	year	84.801	20%	3	52.127	17.376	17.376	17.376	
Project Coordinator TTO	year	52.823	35%	3	56.239	18.746	18.746	18.746	
Executive Director	year	230.000	30%	3	210.374	70.125	70.125	70.125	
Fringe Benefits (28%)	%				203.936	67.979	67.979	67.979	
Travel and participation fees	event	5.000		8	39.999	13.333	13.333	13.333	
<b>Total cost -Output 2.7.1, 2.7.2, 2.7.3</b>					<b>1.007.278</b>	<b>335.759</b>	<b>335.759</b>	<b>335.759</b>	<b>6.960.289</b>
<b>Total budget - Output 2.7.1, 2.7.2, 2.7.3</b>					<b>1.007.278</b>	<b>335.759</b>	<b>335.759</b>	<b>335.759</b>	<b>6.960.289</b>

Output 2.8.1, 2.8.2, 2.8.3 directly impacting Immediate Outcome 2.8									
Associate Director, TTO		107.536	30%	3	96.782	32.261	32.261	32.261	
Advocacy Coordinator, TTO		57.458	20%	3	34.475	11.492	11.492	11.492	
Media Technologist		71.400	20%	3	42.840	14.280	14.280	14.280	
Project Coordinator TTO		52.823	20%	3	31.694	10.565	10.565	10.565	
Executive Director		230.000	35%	3	241.500	80.500	80.500	80.500	
Director, Finance	year	142.800	15%	3	64.260	21.420	21.420	21.420	
Manager, Accounting & Finance	year	87.650	15%	3	40.731	13.577	13.577	13.577	
Manager, Press & Communications	year	82.500	15%	3	37.125	12.375	12.375	12.375	
Director, People and Systems	year	147.559	15%	3	68.330	22.777	22.777	22.777	
Manager, IT Senior	year	79.000	20%	3	48.559	16.186	16.186	16.186	
Information and Security Coordinator	year	80.400	20%	3	49.422	16.474	16.474	16.474	
Fringe Benefits (28%)					211.601	70.534	70.534	70.534	
Technology - Equipment/Software/licenses	item	3.000	100%	9	26.998	8.999	8.999	8.999	
In-person travel for 3 PCG meetings	item	1.000	100%	3	3.000	1.000	1.000	1.000	
Travel and participation fees		15.000		1	15.000	5.000	5.000	5.000	
<b>Total cost -Output 2.8.1, 2.8.2, 2.8.3</b>					<b>1.012.317</b>	<b>337.439</b>	<b>337.439</b>	<b>337.439</b>	<b>6.995.109</b>
<b>Total budget - Output 2.8.1, 2.8.2, 2.8.3</b>					<b>1.012.317</b>	<b>337.439</b>	<b>337.439</b>	<b>337.439</b>	<b>6.995.109</b>

Contingency									
Contingency (max 10% of total direct cost excluding contingency)					306.113				2.115.238
<b>Total direct cost</b>					<b>3.367.238</b>	<b>1.020.375</b>	<b>1.020.375</b>	<b>1.020.375</b>	<b>23.267.617</b>
<b>Indirect cost</b>									
Administrative costs (max. 7% of direct cost)					235.707	78.569	78.569	78.569	1.628.733
Audit	item	5.000		1	15.000	5.000	5.000	5.000	103.650
<b>Total indirect cost</b>					<b>250.707</b>	<b>83.569</b>	<b>83.569</b>	<b>83.569</b>	<b>1.732.383</b>
<b>Total budget</b>					<b>3.617.945</b>	<b>1.103.944</b>	<b>1.103.944</b>	<b>1.103.944</b>	<b>25.000.000</b>

## ANNEX 7: PLAN FOR COMMUNICATION OF RESULTS

<b>What?</b> (the message)	<b>When?</b> (the timing)	<b>How?</b> (the mechanism)	<b>Audience(s)</b>	<b>Responsible</b>
Major milestones (e.g. changes in policy, adoption of guidance by tech and government systems-level stakeholders) to share successes and influence more stakeholders to follow suit	As they occur or annually	WITNESS Website	Primary: Tech and government stakeholders, partner and peer organizations in shared communities of practice Secondary: WITNESS allies including donors, general audience interested in tech for human rights	Institutional Press & Communications Manager
Major milestones and successes + learnings from convenings on benefits and harms of technologies for frontline defenders	As they occur or quarterly	Global Newsletter	Primary: Partner and peer organizations in shared communities of practice Secondary: WITNESS allies including donors, general audience interested in tech for human rights	Institutional Press & Communications Manager
Learnings from convenings on benefits and harms of technologies for frontline defenders	As they occur or quarterly	Regional Newsletter (in regional languages)	Primary: Regional activists and journalists, programmatic partners, allies, and trainees Secondary: General audience in respective region	Respective Regional Communications Lead
Learnings from convenings + tips and resources proven effective throughout the course of our programs	Throughout the course of our programs	Global Social Media Channels - Facebook, Twitter, Instagram, YouTube	Primary: Activists, journalists, partner and peer organizations in shared communities of practice Secondary: General audience interested in tech for human rights	Global Digital Engagement Lead
Tips and resources proven effective throughout the course of our programs	Throughout the course of our programs	Regional Social Media (in regional languages) - Facebook, Twitter, Instagram	Primary: Regional activists and journalists, programmatic partners, allies, and trainees Secondary: General audience in respective region	Respective Regional Communications Lead
Sharing research and thought-leadership on successful approaches to defending trust and	Throughout the course of our programs	Press Placements - written pieces and/or media mentions and interviews	Primary: Tech and government stakeholders, partner and peer organizations in	Institutional Press & Communications Manager and Respective Regional

digital resilience and understanding threats and benefits of technologies for global South civil society			shared communities of practice Secondary: WITNESS allies including donors, general audience interested in tech for human rights	Communications Lead
Progress against outcomes and outputs outlined in WITNESS' DDI results framework, including achievements, challenges, lessons learned, and incorporation of lessons into proposed work.	Annually	Project reports	Primary: DDI Team	Institutional Giving Manager

## Process Action Plan (PAP) grant to WITNESS 2024-2026

Action/product	Deadlines	Responsible/involved Person and unit	Comment/status
Project grant inserted into proposal for Financial Act	Mid 2023	HUMCIV	Finance Act for 2024 has been approved with the project financed through §06.32.08.70
Formulation of project document	Ultimo 2023-May 2024	HUMCIV	
Appraisal	April-May 2024	HUMCIV	
Finalisation of project document	May 2024	HUMCIV	
Quality Assurance Checklist (Annex 9): documentation of the appraisal process	May 2024	HUMCIV	
Checklist for approval by the Under-secretary for development policy: QA of required documentation	June 2024	HUMCIV	Signed by Head of Unit June 2024
All documentation is sent for the Under-secretary's endorsement via the Head of unit and LÆRING (Modtagelse i Bevillingssekretariatet)	June 2024	HUMCIV	
LÆRING presents the grant for final approval by the Minister	June 2024	LÆRING	
The minister approves the project	June 2024	LÆRING	
LÆRING facilitates that grant proposals are published on Danida Transparency after the Minister's approval	June 2024	LÆRING	
Signing of agreement and other legally binding agreements (commitments) with ICNL	June 2024	HUMCIV	
Register commitment in MFA's financial systems within the planned quarter	June 2024	HUMCIV	

**ANNEX 9: QUALITY ASSURANCE CHECKLIST**

File number/360 reference: 23/34377

Programme/Project name: WITNESS as implementing partner to the Digital Democracy Initiative (DDI) 2024-2026

Programme/Project period: 2024-2026 (Commitment in June 2024)

Budget: 25,000,000 DKK (8,333,333 DKK annually based on project document)

This Quality Assurance Checklist should be used by the responsible MFA unit to document the quality assurance process of appropriations, where development specialists from either ELK or other units are not involved in the process; i.e.

- (i) *internal appraisals* of appropriations up to DKK 10 Million where this checklist constitutes the appraisal.
- (ii) *external appraisals* of appropriations between DKK 10 – 43 million and (iii) appraisal in exceptional cases. The checklist aims to help the responsible MFA unit ensure that key questions regarding the quality of the programme/project are asked and that the answers to these questions are properly documented and communicated to the approving authority.

Presentation of quality assurance process:

*Comments: Quality assurance by HUMCIV. Appraisal conducted by Mette Vinggaard Hølling, Special Advisor and MEAL Specialist/Digital Democracy Initiative and Viktor Jørgen Blichfeldt, Head of Section/Digital Democracy Initiative, with financial expertise support from HUMCIV CFOs and additional quality assurance from Marie Groth Kruse, Development Specialist/HUMCIV.*

The design of the programme/project has been appraised/appraisal checklist filled out, by someone independent who has not been involved in the development of the programme/project.

*Comments: Quality assurance by HUMCIV, in agreement with LÆRING and TILSKUD.*

The recommendations of the appraisal/comments in the appraisal checklist have been reflected upon in the final design of the programme/project.

*Comments: Yes.*

The programme/project complies with Danida policies and Aid Management Guidelines, including the fundamental principles of Doing Development Differently.

*Comments: Project document is in accordance with guidelines for bilateral and programmatic support.*

☑ The programme/project addresses relevant challenges and provides adequate responses.

*Comments: Yes.*

☑ Issues related to HRBA, LNOB, Gender, Youth, Climate Change, Green Growth and Environment have been addressed sufficiently in relation to content of the project/programme.

*Comments: Yes.*

☑ Comments from the Danida Programme Committee (if applicable) have been addressed

*Comments: N.A.*

☐ The programme/project outcome(s) are found to be sustainable and in line with the partner's development policies and strategies. Implementation modalities are well described and justified.

*Comments: Yes.*

☑ The theory of change (if applicable), results framework, indicators and monitoring framework of the programme/project provide an adequate basis for monitoring results and outcome.

*Comments: Yes.*

☑ The programme/project is found sound budget-wise.

*Comments: Yes.*

☑ The agreed budget and financial reporting procedures provide an adequate basis for financial monitoring of funds.

*Comments: Yes.*

☑ The programme/project is found realistic in its time-schedule.

*Comments: Yes.*

☑ Other donors involved in the same programme/project have been consulted, and possible harmonised common procedures for funding and monitoring have been explored.

*Comments: Yes. Good continuous dialogue with INTPA and the Norwegian MFA.*

☑ Key programme/project stakeholders have been identified, the choice of partner has been justified and criteria for selection have been documented.



Comments: Yes.

☑ The implementing partner(s) is/are found to have the capacity to properly manage, implement and report on the funds for the programme/project and lines of management responsibility are clear.

Comments: Yes.

☑ Implementing partner(s) has/have been informed about Denmark's zero-tolerance policies towards (i) Anti-corruption; (ii) Child labour; (iii) Sexual exploitation, abuse and harassment (SEAH); and, (iv) Anti-terrorism.


Comments: Yes.

☑ Risks involved have been considered and risk management integrated in the programme/project document.

Comments: Yes.

☑

In conclusion, the programme/project can be recommended for approval: Yes.

Date and signature of Development Specialist: 12/6/24 

Date and signature of Management: 12/6/24 