

Ten (10)

Steps to becoming an

Encryption Champion Ambassador



mobilise.



learn.



champion.



**Encryption
Advocates Council**
...empower everyone, everywhere.

Encryption Champions Campus Ambassador Programme.

An Encryption Day Advocacy Initiative for Tertiary Institutions Across Africa

Theme: ME Resources — Mobilise. Equip. Champion.

Organized by the Encryption Advocates Council (EAC) and Success Bridge Partners.

Integrity

communicate honestly
and transparently.

Values of Responsible Digital Advocacy.



The **Encryption Advocates Council (EAC)** is pleased to invite applications from motivated, passionate, and socially conscious students across tertiary institutions in Africa to join the **Encryption Champions Campus Ambassador Programme**, a special **Encryption Day Advocacy Initiative** designed to build a network of young people who understand the importance of encryption and can promote safer digital practices within their campuses and communities.

The programme is built around **ME Resources — Mobilisation and Encryption**: providing students with the knowledge, practical resources, and advocacy skills they need to become effective Encryption Champions.

Take advantage of the ME Resources. Get set. Ready. Go!

Digital Citizenship

use technology responsibly for
the benefit of society.

Values of Responsible Digital Advocacy.



1. Programme Objectives

The programme will seek to:

1. **Build foundational knowledge of encryption** among students and young digital users, including why encryption matters for privacy, security, freedom of expression, and safe communication.
2. **Equip campus ambassadors with practical resources** for educating their peers about encrypted tools and services and responsible digital security practices.
3. **Develop student advocacy and mobilisation skills** that enable participants to organise conversations, awareness activities, peer learning sessions, and digital campaigns around encryption.
4. **Create a network of Encryption Champions** across tertiary institutions in Africa who can serve as peer educators and advocates for strong encryption.
5. **Increase awareness and adoption of encrypted tools and services** among students and campus communities.
6. **Strengthen youth participation in digital rights advocacy** by providing students with accessible knowledge and advocacy materials they can use to engage their communities and relevant stakeholders.
7. **Promote the practical use of ME Resources** by teaching participants how to combine **Mobilisation + Encryption** knowledge to turn awareness into meaningful campus action.

The programme encourages every participant to **make use of the resources, get equipped, mobilize their peers, and become an Encryption Champion.**



2. What Are ME Resources?

ME = Mobilisation + Encryption

M — Mobilisation

Learn how to:

- Reach and engage your peers.
- Start conversations about digital privacy and security.
- Organise campus awareness activities.
- Communicate encryption issues in simple language.
- Use social media and digital platforms for advocacy.
- Build support around secure digital practices.
- Encourage constructive conversations about encryption and digital rights.

ME Resources are the knowledge, tools, materials, and practical guidance that help a student understand encryption **and** mobilize others to care about and use it.

E — Encryption

Learn:

- What encryption is and how it works at a basic level.
- Why encryption matters in everyday digital life.
- How encryption helps protect communications and information.
- The relationship between encryption, privacy, security, and trust.
- How to identify and promote encrypted tools and services.
- How to explain encryption to non-technical audiences.
- Why strong encryption matters to students, communities, businesses, civil society, and society at large.

ME Resources = Knowledge + Tools + Action



3. Internet Society Resources.

Participants will be encouraged to make full use of existing **Internet Society encryption and mobilisation resources** as part of their learning and advocacy activities.

Encryption Resources

The **Internet Society Encryption Resources** provide factsheets, policy materials, briefings, and other resources that can support training, public education, advocacy, and engagement with decision-makers.

[Explore Internet Society Encryption Resources](#)

Mobilisation Resources

The **Internet Society Mobilization Resources** provide materials to support local advocacy and community engagement, including campaign tools, audience-specific resources, policy briefs, and guidance for defending strong encryption.

[Explore Internet Society Mobilization Resources](#)

Participants are encouraged to **read, learn, adapt, share, and use these resources responsibly** in their campus advocacy activities.

Respect

engage others with dignity
and empathy.

Values of Responsible Digital Advocacy.



4. Who Should Apply?

We welcome applications from students who:

- Are currently enrolled in a recognised tertiary institution in Africa.
- Have an interest in digital rights, privacy, cybersecurity, technology, internet governance, advocacy, or community development.
- Are passionate about educating and engaging their peers.
- Demonstrate leadership, communication, or mobilisation potential.
- Are willing to learn about encryption and digital security.
- Are committed to participating in the training and programme activities.
- Are willing to serve as an **Encryption Champion** within their campus community.
- Have access to the internet and can participate in virtual training and activities.

Technical or cybersecurity expertise is not required. What matters most is your willingness to learn, mobilise, communicate, and take action.

Privacy

protect personal
information and digital
rights.

Values of Responsible Digital Advocacy.



5. What Selected Campus Ambassadors Will Receive.

Selected participants will receive:

- Training on encryption and digital advocacy.
- Access to **ME Resources — Mobilisation + Encryption**.
- Encryption advocacy and educational materials.
- Practical guidance on conducting campus awareness activities.
- Peer mobilisation and communication skills.
- Opportunities to participate in an Africa-wide network of Encryption Champions.
- A framework for developing a campus encryption advocacy activity.
- Recognition as an **Encryption Champions Campus Ambassador** upon successful completion of programme requirements.
- Opportunities to contribute to the broader Encryption Day Advocacy Initiative.
- Free membership and use of the acronym against name ([mEAC](#)).
Outstanding fellowship membership may be offered to others ([fEAC](#)).

Accuracy

verify information before
sharing.

Values of Responsible Digital Advocacy.



6. Expected Outcomes.

At the end of the programme, participants are expected to:

- Demonstrate a basic understanding of encryption and its importance.
- Explain encryption to their peers using simple and accessible language.
- Identify appropriate resources for encryption education and advocacy.
- Mobilise students around digital privacy and secure communication.
- Conduct or support campus-based encryption awareness activities.
- Develop and implement a simple campus advocacy action.
- Join a growing community [network](#) of young [Encryption Champions](#) across [Africa](#).

Inclusion

ensure every voice can
participate.

Values of Responsible Digital Advocacy.



7. The Encryption Champion Challenge.

Following the training, each Campus Ambassador will be encouraged to **put their learning into action**.

Participants can undertake activities such as:

- Peer-to-peer encryption awareness sessions.
- Campus digital privacy conversations.
- Social media awareness campaigns.
- Student-led encryption discussions.
- Short educational videos or graphics.
- Encryption information sessions for student groups.
- Digital safety and privacy awareness activities.
- Other creative campus mobilisation activities.

The objective is simple:

Don't just learn encryption. Champion it.

Empowerment

equip communities with
knowledge and
confidence.

Values of Responsible Digital Advocacy.



8. Application Process.

Interested students should submit an application demonstrating:

1. Their name and tertiary institution.
2. Their course/programme of study and level.
3. Their interest in encryption, privacy, digital rights, technology, or advocacy.
4. Any previous leadership, community engagement, advocacy, or campus activities.
5. Why they want to become an Encryption Champion.
6. How they intend to engage students on their campus after the training.

Successful applicants will be contacted with further information about the training schedule and programme requirements.

Accountability

take responsibility for
digital actions and impact.

Values of Responsible Digital Advocacy.



9. Commitment.

By joining the programme, selected **Campus Ambassadors** will be expected to:

- **Attend and plan** scheduled training sessions.
- Engage actively with the ME Resources.
- Participate in programme activities.
- Share relevant knowledge and resources with **peers**.
- **Develop and support** at least an **encryption awareness/mobilisation activity**.
- Promote responsible and informed **conversations about encryption**.
- Uphold the **values of responsible digital advocacy**.

Security

promote safe and responsible
digital practices.

Values of Responsible Digital Advocacy.



10. Join the Movement.

Encryption is not only a technical issue. It affects how students communicate, learn, organise, work, express themselves, and participate in the digital society.

You can be part of the solution.

- ✓ Become the person who helps your campus understand why encryption matters.
- ✓ Become the person who starts the conversation.
- ✓ Become the person who mobilises others.

Become an Encryption Champion.

Encryption Advocates Council (EAC)

Encryption Champions Campus Ambassador Programme

An Encryption Day Advocacy Initiative

ME Resources: Mobilisation + Encryption

Get Set. Ready. Go!

Constructive Engagement

advocate for positive, meaningful
change.

Values of Responsible Digital Advocacy.

