

The Future of Social Change in the Digital Age



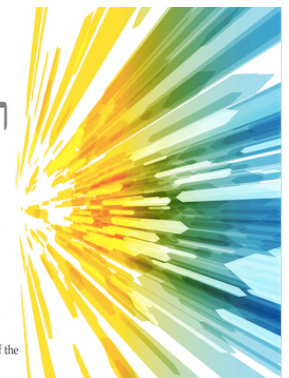
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SAVE THE DATE THE COLLOQUIUM

Forum on the Future:
Jamaica 2030 and Beyond

Tuesday, October 20, 2015
Kingston, Jamaica

For further information, contact
calien@jamprocorp.com or
cgriffiths@jamprocorp.com



Information & Communication Technologies have impacted ...

- Socializing



- Dating



- Entertainment



- Education



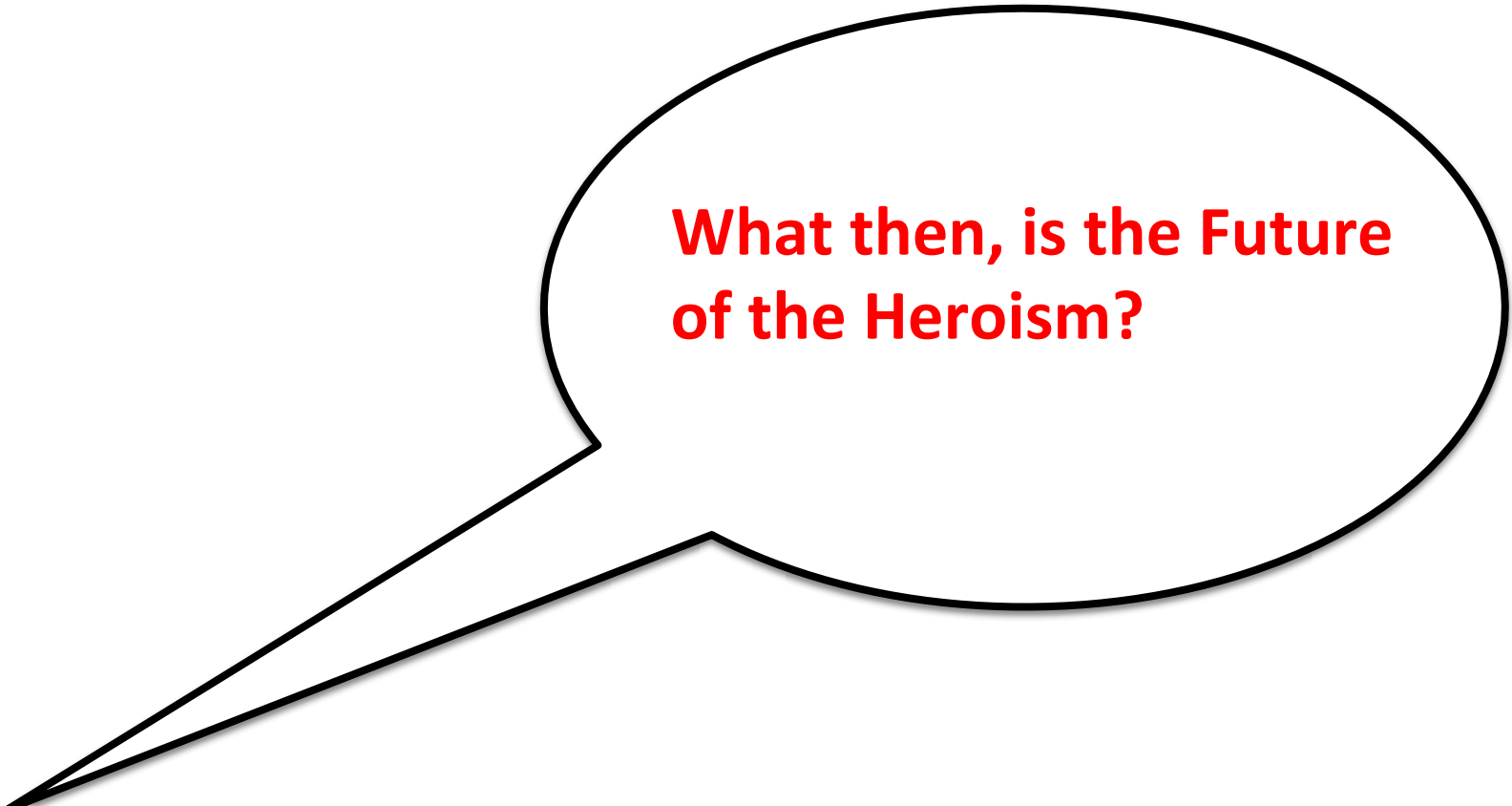
- Business Networking





Every time we send tweet we're
setting in motion a ripple effect—one
with the power to topple dictators
and transform our world.

The Future of Social Change is
the Future of the Heroism.



**What then, is the Future
of the Heroism?**

Heroism is a “social attribution [that is] historically, culturally, and situationally determined.”

Franco, Blau, Zimbardo, 2011



The Internet has changed our understanding of Heroism

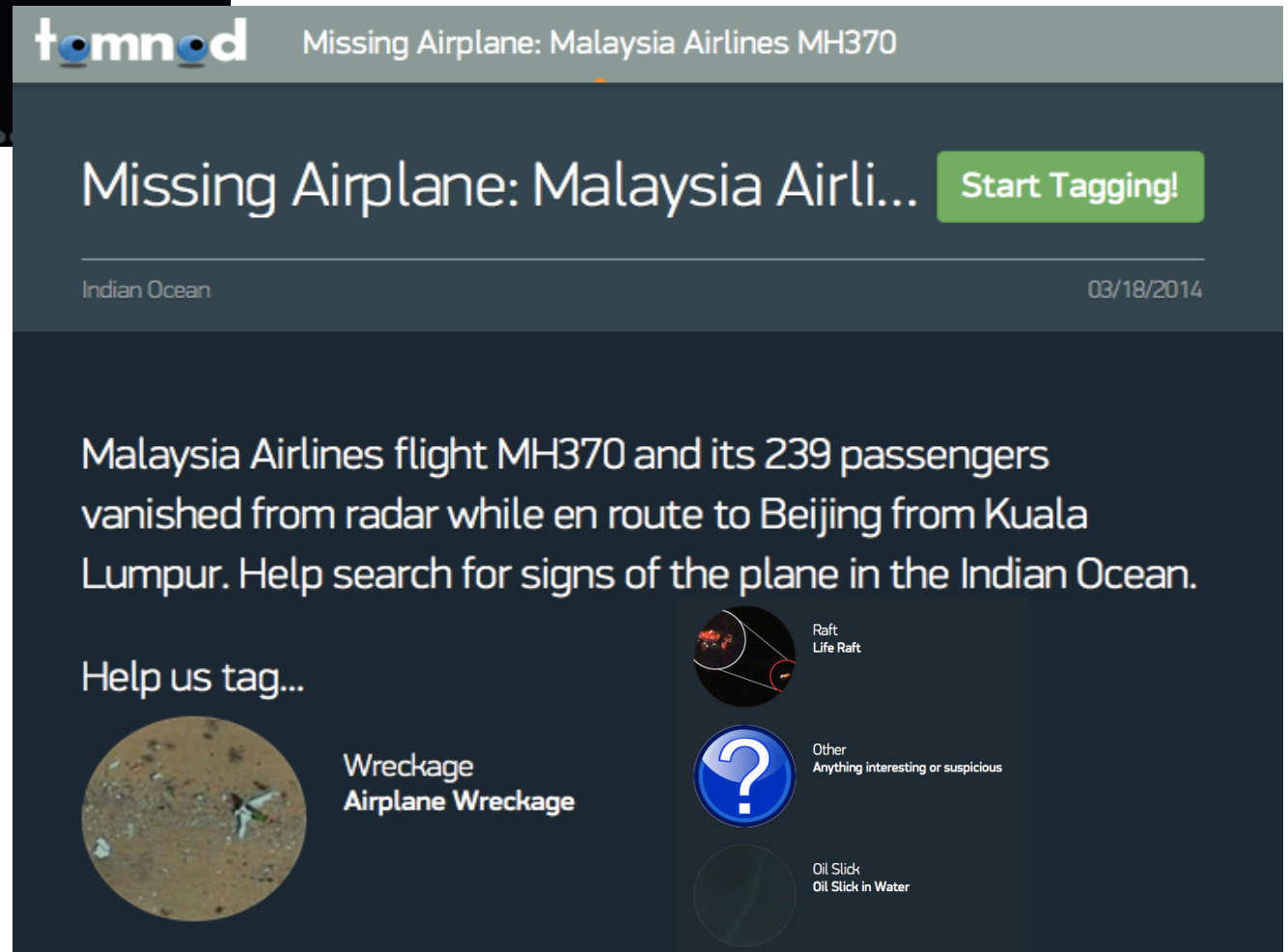
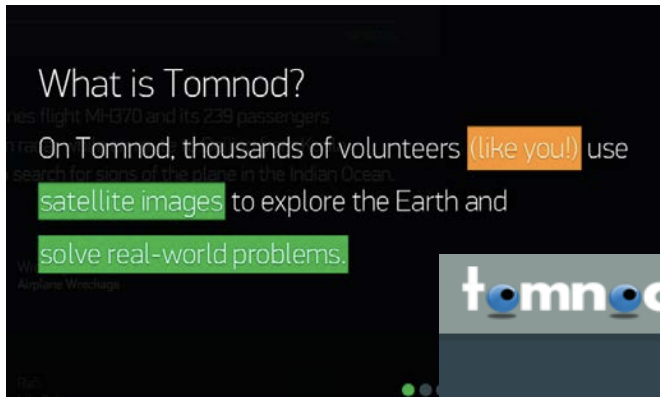
The new Heroism is Collaborative

- *Collaborative heroism* is a theoretical construct suggesting that contemporary expressions of heroic behavior are seamlessly bridging the online and offline worlds.
- Traditional concepts of heroism are closely associated with acts of bravery involving risk of life or limb, collaborative heroism is associated with a variety of character strengths and virtues, including compassion and perseverance in the face of injustice.
- **Heroic action** is action aimed at achieving noble goals, i.e., agreed upon by world consensus, such as the tenets of the Universal Declaration of Human Rights (Klisanin, 2013; 2015).
- Empirical research supports theory. Consensus among participants indicates that:
 - Collaboration expands heroic potential
 - Internet technology expands heroic potential

Collaboration Heroism enables us to tackle challenges that individuals cannot ... it enables social change on an **epic scale**.



Example: Collaborative Civil Heroism





Example: Collaborative Social Heroism

KONY Campaign 2012, was a social media campaign designed by Invisible Children, a nonprofit organization working to stop the Lord's Resistance Army, known for acts of kidnapping, rape, torture. The campaign was designed to bring the world's attention to Joseph Kony, the leader of the Lord's Resistance Army.



The experiment yielded the fastest growing viral video of all time. 3.7 million people pledged their support for efforts to arrest Joseph Kony. The “noble goals” addressed by Kony 2012 include Articles 4 and 5 of the UDHR: prohibiting slavery and torture.

- **Two LRA commanders have been removed from the battlefield**, Maj. Gen. Ceasar Acellam and Lt. Colonel Vincent Binansio “Binani” Okumu.
- **5 LRA (2 men and 3 women) surrendered on November 28, 2012** with a defection flier designed and printed by Invisible Children in-hand
- **The signatures of 3,729,815 people from 185 countries were delivered to the U.S. Ambassador to the UN**, the UN's special representative for Central Africa, and the African Union's Special Envoy on the LRA issue on June 26th
- On January 2013, **Congress passed new legislation authorizing a reward of up to \$5 million for information that leads to the arrest of Joseph Kony.**

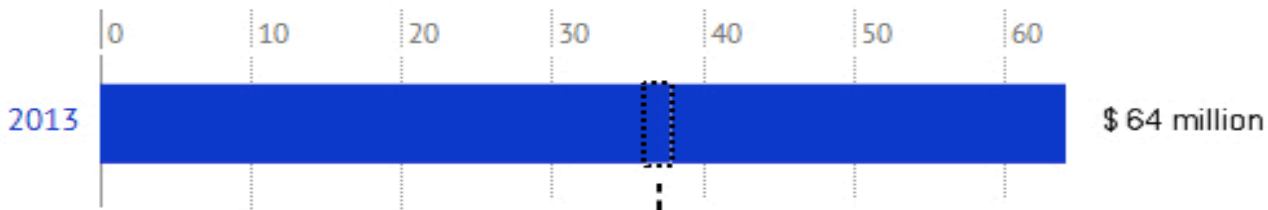


Example: Tackling Health Issues



ALS Ice Bucket Challenge: Donations Soar

Total donations to The ALS Association



Donations from July 29 - Aug. 19



Data from the ALS Association.

Chart by @ddiamond.



Example: Collaborative Environmental Heroism

GREENPEACE

It's official. And it's massive win for Indonesia's rainforests and the planet.

I almost can't believe I'm writing this, but after just two short months of campaigning Procter & Gamble (P&G) has officially committed to a 'No Deforestation' sourcing policy for its palm oil. This a great step to protect the Indonesian rainforest — home to animals like orangutans and the endangered Sumatran tiger — from future destruction.

Procter & Gamble's new policy is the direct result of hundreds of thousands of people like you who took their message straight to P&G.

P&G's new policy is proof that our voices are heard in the board rooms of even the biggest corporations. Companies like Unilever, Nestle, L'Oreal — and now Procter & Gamble — have all committed to No Deforestation because of public pressure from people like you.

For a healthy planet, all of us need forests. And to save them, Greenpeace is building a movement of people across the world who are willing to fight forest destruction wherever they find it: whether it's in their household products, or directly threatening their communities. Together, we can see more victories for forests like today.

Victory: No Deforestation sourcing policy for palm oil.



HERITAGE WEEK 2015

Jamaican Heritage - Impacting the World



TWEETS
14.2K

FOLLOWING
265

FOLLOWERS
11.9K

FAVORITES
44



Following

Tweets Tweets & replies Photos & videos

Pinned Tweet



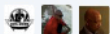
JIS News @JISNews · Oct 15

As [#HeritageWeek2015](#) intensifies & Heroes Day approaches we will be sharing facts about our seven National Heroes.



RETWEETS
4

FAVORITE
1



5:32 PM - 15 Oct 2015 · Details



What issues are Jamaican's tackling together?

Collaborative Heroism Jamaica: Tackling Environmental Issues



[SIGN UP](#) [LOGIN](#) [ABOUT US](#) [HELP](#)

Minister of Land Water Environment and Climate Change, Robert Pickersgill: Stop the Breakwater Project for Negril



2,000

1,947

1,947 signers. Let's reach 2,000



Collaborative Heroism Jamaica Tackling Child Abuse

change.org

Start a petition Browse Search

Dana Klisanin ▾

Petitioning The Jamaican government and 3 others

Stop the Abuse of Jamaica's Children by the Government

Jamaicans for Justice



For Jodi*, living in state care was an absolute nightmare.

After being placed in state care and passed around a stream of strangers' homes in Kingston, Jodi ran back to her own family, despite the fact that her biological father beat her with water hoses, boards, and



Victory

Jul 26, 2013 — From Petition Creator: Jamaicans for Justice would like to issue a huge thank you, both locally and internationally, for the overwhelming level of support that it has received for its petition calling for reform for children in state care. Our original target was 300 signatures - within a week of the petition, we have more than tripled that.

750 supporters

2 years ago

Petition update

2 years ago

YOU DID IT! Jamaicans for Justice's Petition Doubles Target Goal!

Jamaicans for Justice would like to issue a huge thank you, both locally and internationally, for the overwhelming level of support that it has received for its petition calling for reform for children in state care. Our original target...

0 comments

550 supporters

2 years ago

Jamaicans for Justice started this petition

2 years ago

Confirmed victory

This petition made change with 911 supporters!

Share on Facebook

Add a personal message (optional)

Stop the Abuse of Jamaica's Children by the Government

Post to Facebook

Send a Facebook message

Send an email to friends

Tweet to your followers

<https://www.change.org/p/> Copy link

Collaboration Heroism Jamaica - Tackling Crime

change.org

Start a petition Browse Search

Dana Klisanin

Petitioning Prime Minister of the United Kingdom and Leader of the Conservative Party David Cameron MP

Provide funding for schools and hospitals in Jamaica, not £25 million towards a prison, David Cameron.

 **Jacqui Clarke** London, United Kingdom



David Cameron visited to Jamaica to announce the gift of £25 million towards building a prison. He refuses to apologise for slavery but wants to send prisoners, who are deemed to be Jamaican, to Jamaica to

Sign this petition

16,273 supporters

8,727 needed to reach 25,000

Dana Klisanin
New York, NY 10013

[Not you?](#)

I'm signing because... (optional)

☐ Share with Facebook friends

Sign

☒ Display my signature on Change.org

Collaborative Heroism Jamaica - Net Neutrality

change.org

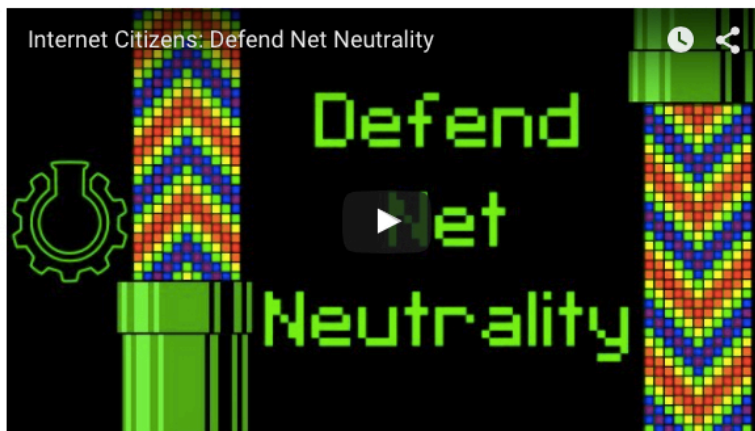
Start a petition Browse Search

Dana Klisanin

Petitioning Ministry of Science, Technology, Energy and Mining The Honourable Julian Robinson Minister of Science, Technology, Energy and Mining [and 2 others](#)

To chastise Digicel for their anti-consumer decision. To declare their stance on net Neutrality. To add an amendment to the OUR Act which implements Net Neutrality similar to that of The Netherlands.

Citizen Stakeholders



Victory

This petition made change with 238 supporters!

Share on Facebook

Add a personal message (optional)

Jamaica Net Neutrality

Post to Facebook

Send a Facebook message

Collaborative Heroism Jamaica - Tackling Social Issues



[SIGN UP](#) [LOGIN](#) [ABOUT US](#) [HELP](#)

The world's largest and most effective online campaigning community for change

[START A PETITION](#)

The Jamaican Government: We call on them to Aid & Support the Foundation Artist in Reggae (ASFAR)



Created by
Gilly Roots B.
United Kingdom



To be delivered to:
**The Jamaican
Government**

SIGN THIS PETITION

“ We call on them to Aid & Support the Foundation Artist in Reggae (ASFAR)

ALREADY AN AVAAZ MEMBER?

Enter your email address and hit "Sign".

[SIGN](#)

FIRST TIME HERE? Please fill out the form below.

Avaaz.org will protect your privacy and keep you posted about this and similar campaigns.

[SIGN](#)

This petition has been created by Gilly Roots B. and may not represent the views of the Avaaz community.



2,000

1,227

1,227 signers. Let's reach 2,000

Why this is important

It is sad but true that with each passing year we continue to lose the foundation artists of Jamaican music at an alarming rate.

SUMMARY

- The future of **social change** is the future of heroism.
- The **Internet** is changing our understanding of heroism.
- Tomorrow's youth will devise new ways to use the Internet to tackle global challenges.
- They are the **pioneers** of collaborative heroism.
- Together they will co-create sustainable societies ... in Jamaica & around the world.

Thank You

