



TRAINING AND ADVOCACY BOOT CAMP ON DIGITAL RIGHTS IN THE BUSINESS CONTEXT CONCEPT

NOTE

1.0 Introduction

The Collaboration on International ICT Policy for East and Southern Africa ([CIPESA](#)) works to defend and expand the digital civic space to enable the protection and promotion of human rights and to enhance innovation and sustainable development. With support from Enabel and the European Union, CIPESA is implementing “*The Advancing Respect for Human Rights by Businesses in Uganda (ARBHR) project*” which seeks to, among others, reduce human rights abuses connected to business activities in Uganda, particularly those impacting women and children.

Under the ARBHR project, CIPESA is working with civil society organisations (CSOs), innovation hubs and associations to promote awareness and advocacy on digital rights in the business context. This includes training, support and mentorship in knowledge and best practice on how businesses can integrate digital rights as part of advancing the business and human rights agenda.

This concept note therefore provides the justification, objectives, methodology and timelines for a training bootcamp for partners to spearhead sensitisation, documentation and reporting, and advocacy interventions for digital rights in the business context.

2.0 Justification

In the digital age, the protection and promotion of digital rights - such as data privacy, freedom of expression, and cybersecurity - are critical to fostering a safe and inclusive digital environment. As businesses increasingly rely on digital technologies to operate and innovate, their role in upholding digital rights becomes paramount.

Many Ugandan businesses, particularly small and medium enterprises (SMEs), lack a comprehensive understanding of digital rights principles and their obligations in upholding them. Businesses often prioritise short-term economic gains over long-term investments in responsible digital practices such as data privacy and user security. The insufficient digital infrastructure, especially in rural areas, hampers the effective implementation and enforcement of digital rights protections. Additionally, businesses face increasing cybersecurity threats that compromise data privacy and other digital rights, which necessitates the institution of robust security measures.

Moreover, limited digital literacy skills among some user groups can make them more susceptible to online threats like manipulation and exploitation. Limited access to resources like training, tools, and expert guidance further hinder the ability of SMEs to implement responsible digital practices. Without robust interventions, many [Ugandan businesses](#) will continue to face cyber security threats that compromise data privacy and other digital rights.

In addition, there is generally low public awareness about digital rights, making it difficult for citizens to hold businesses accountable for their online practices, weakening the overall digital rights ecosystem and impeding the understanding of digital rights among both businesses and the public. This lack of awareness leads to non-compliance and apathy towards digital rights issues.

hubs to equip them with skills and knowledge needed to effectively conduct sensitisation and advocacy interventions for digital rights in the business context.

3.0 Overall Objective

To grow the knowledge and capacity of CSOs, business associations and innovation hubs to conduct awareness raising for digital rights in the business context.

3.1 Specific Objectives

- To train, mentor and equip the select CSOs, SMEs, associations, innovation hubs with knowledge and skills to effectively spearhead sensitisation, documentation and reporting, and advocacy interventions.
- To concretise action plans for each entity to roll out sensitisation and advocacy interventions to reach a combined total of 200,000 individuals.

4.0 Methodology

The three-day residential training boot camp will be highly interactive, integrating group exercises with practical exercises, online tutorials and case studies. It will feature presentations from external facilitators and CIPESA staff covering various training modules to equip partners with skills and knowledge to effectively undertake advocacy and sensitisation for digital rights in the business context. This will culminate into robust costed sensitisation action plans ready for roll out.

The training will target 30 participants comprising at least two staff from each of the 10 selected partners, i.e. CSOs, SMEs, associations and innovation hubs, as well as from other organisations working on business and human/ digital rights issues.

5.0 Expected outcome

- Enhanced understanding of the responsibility of businesses to protect digital rights, digital advocacy principles and strategies.
- Improved skills in digital content creation and storytelling.
- Increased capacity to address challenges in digital advocacy.
- Finalisation of robust sensitisation action plans.

6.0 Timeframe

This activity will be convened on March 4-8, 2025 at **Beauvais Retreat Center, Masulitta.**