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CONNECTING THE DOTS

Blueprint for a Technology-based Regional
Community Engagement Strategy

Empowering young people and LGBT
communities in the global South

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Contents

Acknowledgements

List of Abbreviations

APRC	Asia-Pacific Regional Centre
ASEAN	Association of Southeast Asian Nations
BCC	Behaviour Change Communication
BCF	B-Change Foundation
BCT	B-Change Technology
BCI	B-Change Insights
CBO	Community Based Organisations
CTD	Connecting the Dots Strategy
GF	Global Fund to Fight HIV, TB and Malaria
ESCAP	Economic and Social Commission for Asia and the Pacific
HIV	Human Immunodeficiency Virus
ICT	Information Communication Technology
IGLHRC	International Gay and Lesbian Human Rights Commission
IPPF	International Planned Parenthood Federation
LGBT	Lesbian, Gay, Bisexual and Transgender
ISEAN	Islands of Southeast Asia Network for Male and Transgender Sexual Health
M&E	Monitoring and Evaluation
MSM	Men Who Have Sex With Men
NHRI	National Human Rights Institution
NPO	Not-for-profit Organisations
OTT	Over The Top Messaging
PEP	Post Exposure Prophylaxis
PEPFAR	U.S. President's Emergency Plan for AIDS Relief
PFLAG	Parents, Families and Friends of Lesbians and Gays
SMEs	Small-medium Enterprises
SMS	Short Message Service
SOGI	Sexual Orientation and Gender Identity
STI	Sexually Transmitted Infections
U.K.	United Kingdom
UNDP	United Nations Development Programme
UNESCAP	United Nations Economic and Social Commission for Asia and the Pacific
U.S.	United States
USAID	United States Agency for International Development
WHO	World Health Organization

Executive Summary

Connecting the Dots (CTD) is a regional community engagement strategy that lays out a vision for harnessing the potential and immense value that technology can bring to personal and community development. CTD seeks to improve the health and human rights situation for young people from sexual or gender minorities – including but not limited to lesbians, gays, bisexuals and transgender persons (LGBT) – by using web/mobile-based platforms and web-apps to support their wellbeing, raise their awareness of human rights and encourage their civic engagement.

For many young people, burgeoning awareness of their sexual orientation and gender identity can be a process shrouded in secrecy and fraught with shame. For some, awareness is clearly defined as being lesbian, gay, bisexual or transgender (LGBT), while for others the journey towards self-knowledge is not so clear-cut. It is at this stage in the lives of young people that community development interventions can provide numerous benefits in terms of improving their well-being – especially through promoting health-seeking behaviour, mutual support and a sense of community – and developing their capacity for community advocacy in the areas of health and human rights.

CTD will strategically target the earliest adopters of digital technology – "digital natives" – a generation still under the age of 30 that in 2011 constituted half of the world's population. These digital natives are born into a world where mobile connectivity is commonplace and a push of a button can bring global information, products and services to and from the palm of your hand. It will start with the construction of multilingual platforms and web-apps, complemented by collaborations with partners at city, national and regional-level, that will enable support for young people to be delivered offline.

The CTD strategy aims to be a dynamic, evolving one, adapting and learning from lessons gathered in its various implementation phases reflecting the iterative manner in which technologies are made better over time. Importantly, the strategy will be designed around the experiences of people in the global South, and delivered in their languages to maximise engagement and reach wide audiences. It will initially be rolled out in urban centres of East and Southeast Asia, where there is high population density and significant penetration of technological infrastructures.

In terms of scaling up, there is scope for CTD to be expanded globally to urban centres in Africa, the Middle East, Latin America, and Eastern Europe. In addition, it is expected that consistent monitoring, evaluation and learning from CTD interventions will also reveal prospects for adaptations to eventually target rural populations and other socio-economic settings.

At the macro-level, CTD provides opportunities for shared value to be created among community development stakeholders in the public and private sector, as well as in civil society. Progress for the strategy will be guided by continual input from strategic partners, communities and stakeholders. The output of the strategy has the potential to enhance South-to-South collaboration and partnerships.

At the micro-level, the platforms and web-apps encompassed within CTD will be designed as safe spaces for young people to reach out to their peers and build communities, enabling individuals to share knowledge and provide mutual support for each other. Users will be made aware that these spaces are arenas to tackle issues regarding sexual orientation and gender identity (including, but not limited to LGBT issues).

Once inside, users will be given a chance to reflect on their own experiences and relationships, as well as ask and answer questions among their peers. Discussions will then be expanded to cover interpersonal relationships, livelihoods, health and social protection. Users will also be able to find local support services and share information across their social networks. Resources – such as case studies, online learning guides, access to experts – will be provided to help young people enhance their relationships with their families, friends, educators and colleagues.

CTD encompasses programmes that are in the process of implementation by the B-Change Group, as well as creating an interface where projects and programs from strategic partners and other third-parties can be meaningfully interconnected with the strategy over the course of implementation.

CTD is led by the B-Change Group's not-for-profit arm, B-Change Foundation (BCF), whose purpose is to promote health, livelihood and diversity for all.

The strategy also draws from the collective expertise of global partners including Advocates for Youth, the International Gay and Lesbian Human Rights Commission (IGLHRC), the International Planned Parenthood Federation (IPPF), the Islands of Southeast Asia Network for Male and Transgender Sexual Health (ISEAN) and Oogachaga, as well as other advisors and experts from the global community. This process has been initiated with the support of the United Nations Development Programme's Asia Pacific Regional Centre.

This document serves as an invitation for public or private sector organisations, as well as civil society groups, who may be interested to join us in harnessing the potential of innovative technologies to enhance the well-being of young people from sexual and gender minorities, and help shape the next generation of community advocates.

Note: For the purposes of this document the reference "lesbian, gay, bisexual and transgender" is intended to be inclusive of other sexual orientations and gender identities that are unique to the cultures included in this strategy. However, an in-depth exploration into these diverse orientations and identities will be integrated into content of the platforms during implementation.

Situational Analysis

Voices from round-table discussions with young people on how they deal with issues of sexual orientation and gender identity:

Discussions on human rights are too "*serious*" – young Taiwanese gay man, 2012

"*Young people are more worried about public acceptance, family, school and future employment*" – young Indonesian trans community volunteer, 2012

"*I just want to know how to come-out 'correctly'*" – young gay Indonesian man, 2012

Striking at the heart of the matter

Within the global discourse on equality for sexual and gender minorities, including lesbian, gay, bisexual and transgender people, our track record in responding to the "softer issues" – mental health, well-being, social protection, support of inter-personal relationships – is in dire need of improvement. This is most certainly the case in settings where English is not the predominant language.

Policy advocates have rightly maintained a focus on human rights, health, and protection from violence. This effort is largely influenced by advocacy spearheaded by the Global North. However a gap remains in framing advocacy within the vernacular of the communities of the global South, and there is generally poor planning to support a future generation of civic leaders. So how do we link policy issues and the value of civic engagement to a younger generation from non-Western cultures – a generation who is still struggling with social acceptance among their peers, families, educators and co-workers?

For the 1.7 billion young people aged between 10-24 years old – a large proportion of which are living in the developing world[1] – making and maintaining friendships, succeeding at studies and a future career, and managing family relationships are complex themes that are universal. Greater complexity is experienced when one's self-perceptions about identity and sexuality are different from the way that the media, family expectations, and social and professional networks persuade one to feel. A growing self-realisation that one may be something other than 100-percent "straight" (ie. heterosexual) often triggers the creation of "double-lives". Being open to one group of people but creating another identity for another group can lead some young people to feel stressed and isolated. Social isolation is considered a contributing factor to poor mental health, risk of suicide, and HIV infection.[2]

This pressure is compounded in cultures of the Asia-Pacific region and indeed many other non-Western cultures where family and social pressure to marry results in persistent questioning, match-making and sometimes marriages under duress.[3,4] Such situations have resulted in sexual violence (especially lesbian women facing rape)[5], breakdowns in family relationships (in the case of transgender people who are

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1   In 2011, the world population reached seven billion; half of this population is under the age of 30, and 1.7 billion are aged 10–24, making this the largest generation in human history; USAID's Youth Policy, 2012, http://www.usaid.gov/news-information/press-releases/usaid-launches-new-policy-youth-development

2   Recent studies presented at the 10th International Congress on AIDS in Asia & The Pacific by Dr. Frits van Griensven in Bangkok reveals a correlation between epidemics of social isolation, substance-use and suicidal ideation and increased risk of HIV infection. In addition, data that is yet to be published from NGOs in Ho Chi Minh City, Vietnam suggest a high level of depression and suicidal ideation in men-who-have-sex-with-men and male sex workers.

3   'Shanghai Fake Marriage Market Draws Gays And Lesbians Seeking Husbands And Wives' Huffington Post, 2011 http://www.huffingtonpost.com/2011/02/10/shanghai-fake-marriage-ma_n_821382.html

4   China's Fake Gay Marriages', Daily Beast, 2013, http://www.thedailybeast.com/articles/2013/04/19/china-s-fake-gay-marriages.html

5   Teenage lesbian is latest victim of 'corrective rape' in South Africa, The Guardian, 2011, http://www.guardian.co.uk/world/2011/may/09/lesbian-corrective-rape-south-africa

often forced to leave their family and home)[6], and risk sexually transmitted infections (STIs) of female partners of young males who have sex with other males (when the dynamics of "hidden" sexual encounters fuel high-risk behaviour).[7]

Conversely, from the viewpoint of the family, many may have observed a relative who is "different", but respond by feigning ignorance in hope that the matter will resolve itself over time. In other cases, families cut all ties with their relative or threaten disownment if the traditional family structure is not upheld. Instances of coercion and threats of violence have been documented when same-sex relationships of a family member are at odds with the wishes of the heads of the household.[8] Few resources are available for families in the global South who are in this situation. Equally scarce are resources for friends, colleagues, and educators who find themselves ill-equipped to deal with someone in their social circle who "comes out."

All of these tensions reflect the challenge to strengthen and support the personal relationships of young people who are exploring their sexual orientation and gender identity. In addressing this problem, we need to raise awareness that sexual and gender minorities are equally entitled to health and human rights.

Histories of Acceptance, Challenges for the Future

Acceptance of gender minorities in non-Western cultures is by no means impossible as there is historical and anthropological evidence where indigenous notions of "third gender" have been culturally recognised (eg. *waria* in Indonesia, and *fa'afafine* in Samoa). In some cases, third gender people can hold spiritual roles in society as well (eg. *hijra* in India).[9] Acknowledgement of their existence, however, does not mean social acceptance – there is rarely any protection from discrimination. Sharing knowledge, creating "safe spaces," and engaging the community are necessary pillars for any minority group to overcome challenges

Organisations such as PLFAG (Parents, Families, & Friends of Lesbians and Gays in the U.S), the Hetrick-Martin Institute (New York) and the Trevor Project (U.S) serve as models of community-based support made accessible for young people and their closest social networks. Yet these models are still in its infancy in non-Western societies. LGBT organisations in these societies still often face barriers to registration in the form of laws and policies that criminalise same-sex behaviour (ie. anti-sodomy laws – typified by penal codes of several former British colonies e.g. Singapore and Malaysia), and are prevented from serving their communities. As a response, online platforms (eg. YouTube, Facebook, Twitter) and popular media (cinema, theatre, TV talk shows, TV dramatic and/or comedy series) are increasingly identified and co-opted as spaces for galvanising a wider discourse on the lives of young people and LGBT issues.

Despite the challenges, there is more opportunity than ever before to support sexual and gender minorities, demonstrated by unprecedented acknowledgment of LGBT health on the global agenda. There have been advances in guidance on sexual health for gay men, MSM and transgender people with recommendations on public health approaches delivered by the World Health Organisation (WHO) in 2011.[10] In May 2013, the WHO acknowledged LGBT people as being particularly vulnerable to a higher risk of mental health problems due to a combination of individual attributes and external factors such

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6   Community Round-table discussions undertaken B-Change Foundation revealed anecdotes of young transgender people having to opt, or in some cases being forced, to leave the family home if they chose to continue to behaviour usually attributed to transgenderism, eg. cross-dressing, self-identification with non-biological gender.

7   Kyung-Hee Choi, David R. Gibson, Lei Han, Yaqi Guo (2004). High Levels of Unprotected Sex With Men and Women among Men Who Have Sex With Men: A Potential Bridge of HIV Transmission in Beijing, China. AIDS Education and Prevention: Vol. 16, HIV Prevention for Asian and Pacific Islander Men Who Have Sex With Men: Identifying Needs for the Asia Pacific Region, pp. 19-30.

8   LGBT Pride Week in Cambodia: Reconciling Family Norms with Sexual Orientation - TowardFreedom.com

9   Further discussion on social norms around third gender can be found at: http://transunity.com/third-gender

10   Prevention and treatment of HIV and other sexually transmitted infections among men who have sex with men and transgender people, WHO, 2011, http://www.who.int/hiv/pub/guidelines/msm_guidelines2011/en/

as socio-economics, culture, politics and environment. In the WHO Mental Health Action Plan: 2013-2020,[11] the global body outlined an objective to provide comprehensive and integrated mental health and social care services in community-based settings that were responsive to the needs of vulnerable and marginalized groups in society including LGBT people. In addition, the seven-year action plan stipulated that member states should ensure comprehensive strategies be adopted to prevent suicide among vulnerable groups such as LGBT people and youth.

An attempt was made to prioritise broader health issues for LGBT people beyond mental health (to include a response for a higher prevalence of STIs, obesity, cancer, substance-use and heart disease among LGBT people) on the global agenda, through the WHO's Executive Board in May 2013. However this motion was stymied due the politicisation of the issue and subsequently deleted.

Soon thereafter the U.S Government asserted its commitment to pursuing improvements to the health of LGBT people through global engagement.[12].

Looking more broadly at human rights, significant progress for sexual and gender minorities has been gathered over the last decade. The drafting of the Yogyakarta Principles in 2006[13] provided a long-awaited and compelling legal basis for applying the Universal Declaration of Human Rights to sexual orientation and gender identity issues. In 2010, The Global Fund, the world's largest donor for human rights-based approaches to public health, endorsed its strategy which outlines the importance of acknowledging SOGI within the context of development assistance and the fight against AIDS, tuberculosis and malaria.[14]

Member states of the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) passed the first UN resolution ever to acknowledge MSM (ESCAP resolution 66/10, 2010)[15] and transgender people (ESCAP resolution 67/9, 2011),[16] as well as other key-affected populations, calling on member states to remove law and policies which pose barriers to effective and high-impact HIV responses and ensure equitable access to health.

Momentum continued for SOGI advocates at the global level when in June 2011, the United Nations Human Rights Council after much heated debate among member states, declared its "grave concern at acts of violence and discrimination... committed against individuals because of their sexual orientation and gender identity".[17] The Council's action became one of the highest-level acknowledgements of injustice and violence on the basis of sexual orientation and gender identity. Notwithstanding, the issue remains contentious at the global level, (resistance persists within the United Nations General Assembly to acknowledge sexual and gender minorities),[18] as much as it remains contentious at various country levels, where some governments maintain policies and practises that place the lives of lesbians, gay men, bisexual and transgender people in danger.[19]

A major change in foreign policy occurred in December of 2011 when then U.S Secretary of State Hillary Clinton declared that "human rights are gay rights, and gay rights are human rights", in a speech that was the catalyst for repositioning the importance of SOGI within the context of American foreign

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11   Mental Health Action Plan: 2013-2020, World Health Organisation, 2013, http://apps.who.int/gb/ebwha/pdf_files/WHA66/A66_10Rev1-en.pdf

12   Bringing LGBT Health Care to the World Health Organization, 2013, http://www.huffingtonpost.com/nils-daulaire/world-health-organization-lgbt_b_3430849.html

13   http://www.yogyakartaprinciples.org/principles_en.pdf

14   The Global Fund to Fight AIDS, Tuberculosis and Malaria's SOGI Strategy: http://www.theglobalfund.org/en/library/publications/other/

15   http://www.unescap.org/sdd/issues/hiv_aids/Resolution-66-10-on-HIV.pdf

16   The Global Divide on Homosexuality: Greater Acceptance in More Secular and Affluent Countries, Pew Research Center, 2013, http://www.unescap.org/sdd/meetings/hiv/hlm/English/HIV_IGM1_INF5.pdf

17   UN Human Rights Council Resolution 17/19: 'Human rights, sexual orientation and gender identity', http://daccess-dds-ny.un.org/doc/UNDOC/GEN/G11/148/76/PDF/G1114876.pdf?OpenElement; http://www.ohchr.org/EN/Issues/Discrimination/Pages/LGBT.aspx

18   U.N. GA Cold Shoulders International Day Against Homophobia, Interpress News Service, 2013, http://www.ipsnews.net/2013/06/u-n-cold-shoulders-international-day-against-homophobia/

19   http://www.pewglobal.org/2013/06/04/the-global-divide-on-homosexuality/

policy.[20] This triggered a domino effect in U.S domestic affairs where SOGI issues were ignited in the context of marriage, immigration, the military and law enforcement.

Several other countries have mustered the political will to address sexual orientation and gender identity with the nexus of human rights and justice. The U.K now has an initiative to advocate the dismantling of anti-LGBT laws that are remnants among former British colonies,[21] and also passed its own marriage equality act in early 2013. European diplomats also came out with guidance for defending human rights of sexual and gender minorities across the globe in June 2013.[22] Progress with respect to SOGI has also been made in places such as New Zealand, Argentina, India, Nepal, Pakistan and Spain, especially within the realm of recognising the rights of transgender people and/or same-sex marriage.

June of 2013 proved to be a pivotal time for equality advocates around the world. In this month, European diplomats came out with guidance for defending human rights of sexual and gender minorities across the globe.[23] In the same month, the striking down of the 'Defence of Marriages Act' (DOMA) by the U.S Supreme Court paved the way for married same-sex couples in America to receive the same Federal benefits as heterosexual married couples. In Australia, new legislation that was passed June prohibited discrimination among health providers for elderly people on the basis of sexual orientation and gender identity, effectively closing a loophole that had been previously allowed for faith-based organisations.[24]

These recent gains are the product of extraordinary amounts of advocacy and political engagement human rights campaigners have invested over the past decades. While acknowledging human rights successes in South Asia and Latin America, the contrast between progress on SOGI and human rights in the Global North and South remains acute. However the momentum created through the revitalised global discourse provides reason for optimism demonstrated by initiatives such as 'Being LGBT in Asia' – a project co-sponsored between UNDP Asia-Pacific Regional Centre and USAID promoting sexual orientation and gender identity, civic participation and human rights across East and Southeast Asia.[25]

As high-level advocacy perseveres, new approaches that can help make these global precedents meaningful to people at the grass root level, especially to young people, are in high-demand.

Playing Catch-Up in the Digital World

Without a doubt, the internet has become a complementary, if not primary, source of information for many people.[26] This is particularly true when people seek information on SOGI, as well as sexual and reproductive health.[27,28] By its nature, the internet is a natural safe haven for minority groups, enabling

20   Remarks in Recognition of International Human Rights Day, Hillary Rodham Clinton, U.S Department of State, 2011, http://www.state.gov/secretary/rm/2011/12/178368.htm

21   An Foreign & Commonwealth Office programme for promoting the human rights of LGBT people, 2010, https://www.gov.uk/government/publications/an-fco-programme-for-promoting-the-human-rights-of-lgbt-people

22   LGBTI Guidelines - EU foreign affairs ministers adopt ground-breaking global LGBTI policy, The European Parliament's Intergroup on LGBT Rights, 2013, http://www.lgbt-ep.eu/press-releases/eu-foreign-affairs-ministers-adopt-lgbti-guidelines/

23   LGBTI Guidelines - EU foreign affairs ministers adopt ground-breaking global LGBTI policy, The European Parliament's Intergroup on LGBT Rights, 2013, http://www.lgbt-ep.eu/press-releases/eu-foreign-affairs-ministers-adopt-lgbti-guidelines/

24   'Discrimination against elderly gays to be outlawed', Sydney Morning Herald, 2013, http://www.smh.com.au/opinion/political-news/discrimination-against-elderly-gays-to-be-outlawed-20130625-2oubd.html

25   Being LGBT in Asia, USAID, 2013, http://www.usaid.gov/documents/2496/being-lgbt-asia

26   Bupa Health Pulse survey confirms that the Internet is a primary source of health information in India, Incanus Public Affairs, 2011

27   Magee JC, Bigelow L, Dehaan S, Mustanski BS, 'Sexual Health Information Seeking Online: A Mixed-Methods Study Among Lesbian, Gay, Bisexual, and Transgender Young People', Health Educ Behav April 13, 20111090198111401384

28   Kubicek K, Carpineto J, McDavitt B, Weiss G, Kipke MD., Use and perceptions of the Internet for sexual information and partners: a study of young men who have sex with men, Arch Sex Behav. 2011 Aug;40(4):803-16. Epub 2010 Aug 31.

them to access information with the risk of facing stigma or discrimination at point of contact significantly reduced.[29]

Many advocates and technical experts look towards web-based interventions as a means of filling the gap in community support services for young sexual and gender minorities, pointing to compelling models created in the West (eg. It Gets Better,[30] We Give A Damn,[31] etc.). However much work needs to be done to adapt these campaigns and approaches for non-Western, non-English speaking audiences.

The potential is undeniable. The global proliferation of social media, mobile devices (including phones and other handheld information and communication technologies - ICTs) has been capturing headlines, and for good reason. In recent years growth of mobile phone ownership in developing countries has far outstripped that in developed countries. The International Telecommunications Union published figures that estimated 6.8 billion mobile communications subscriptions exist globally in 2013 nearing saturation point both in developed and developing countries.[32]

Short Message Services (SMS) remain the dominant form of mobile communication due to its relative cost efficiency when compared to voice communications globally. However, consumers are now given more choice for messaging "on-the-go" with web-based, mobile messaging, facilitated by growth in 'over the top' (OTT) instant messaging platforms riding on the proliferation of "smartphones" (mobile phones optimised for internet functionality using operating software such as Android, Windows Mobile, iOS, etc.) and other mobile computing devices (eg. tablets).[33]

As the price of smartphones and other mobile computing devices decreases and, obsolesces of older non-internet enabled phones force a transition to newer models, and the cost of mobile connectivity softening, mobile internet access is set to overtake desktop internet consumption.[34] This trend is as relevant for developing countries as it is for developed countries,[35] and allows for a richer communication experience delivered directly into people's hands, thus making mobile internet access the most personal, private and pervasive way for people to get online.[36]

The immediacy, portability and privacy of mobile tech, coupled with Web 2.0 technologies,[37,38] fuels the fast upward trend of new users tapping into web-based social networks (eg. Facebook, Twitter and China's Sina Weibo) in emerging economies. The significantly large proportion of the social media users comes from Brazil, Russia, India, China and Indonesia is widely attributed to smartphones and

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29   Cyberspace, Power Structures, and Gay Sexual Health: The Sexuality of Thai Men Who Have Sex With Men (MSM) in the Camfrog Online Web-cam Chat Rooms: Samakkeekarom, R & Boonmongkon, P, in Queer Bangkok – 21st Century Markets, media and Rights, Jackson, P ed

30   A video crowd-sourcing initiative instigated by columnist Dan Savage to tell "lesbian, gay, bisexual and transgender youth around the world that it gets better; http://www.itgetsbetter.org/

31   Self-reported as a campaign "for everybody who cares about gay, lesbian, bisexual and transgender equality" distributed narratives, tools and resources for the benefit of the community, supported by Cyndi Lauper's True Colors Fund; http://www.wegiveadamn.org/

32   Mobile-cellular penetration rates stand at 96% globally; 128% in developed countries; and 89% in developing countries, International Telecommunications Union, 2013, http://www.itu.int/en/ITU-D/Statistics/Documents/facts/ICTFactsFigures2013.pdf

33   "An average of 19.1 billion OTT messages sent per day in 2012, compared with an average of 17.6 billion [peer-to-peer] SMS messages", 2013, OTT messaging traffic will be twice the volume of P2P SMS traffic by end-2013, http://blogs.informatandm.com/12861/news-release-ott-messaging-traffic-will-be-twice-the-volume-of-p2p-sms-traffic-by-end-2013/

34   "Shipments of smart connected devices — including PCs, tablets, and smartphones — are expected to top 1.7 billion units by next year, with roughly 1 billion going to emerging markets, according to new data from International Data Corporation.", PC Magazine, 2013, http://www.pcmag.com/article2/0,2817,2420186,00.asp

35   In developing countries, the number of mobile broadband subscriptions more than doubled from 2011 to 2013 (from 472 million to 1.16 billion) and surpassed those in developed countries in 2013, International Telecommunications Union, 2013, http://www.itu.int/en/ITU-D/Statistics/Documents/facts/ICTFactsFigures2013.pdf

36   "As people come to rely more heavily on the web for everything from shopping to social networking, they need access to computing power in many more places. And as the line between their personal and their work lives has blurred, so demand has grown for devices that can be used seamlessly in both." The Economist: 'Beyond the PC', 2011, http://www.economist.com/node/21531109

37   Definition of 'Web 2.0' - http://oreilly.com/web2/archive/what-is-web-20.html

38   Mainstream Media Usage of Web 2.0 Services is Increasing - http://readwrite.com/2007/01/30/mainstream_media_web20#awesm=~o9c3BhKBDIxTRe

other mobile computing devices becoming more accessible to more people across the socio-economic spectrum.

These factors have seen mobile technology and enhanced interactivity via social media networks become enablers for political movements. The "Arab Spring" of 2011 is strong example of how technology and social media mobilisation (such as crowd-sourcing strategies) can be useful in amplifying political discourse and action.[39]

That said, when compared to other sectors (such as media, travel, entertainment and finance), health and human rights have yet to fully capitalise on the opportunities that the new generation of technologies has to offer. Although as we are in the midst of a Web 2.0 world, health, human rights and civic participation advocates have yet to fully grasp new modalities for web-based interventions. These interventions can enhance linkages between communities and service-providers, spur demand and supply for services, and improve efficiency in monitoring services and data-collection to be efficiently transformed into advocacy.

The United Nations Development Programme (UNDP) provided a basis for achieving scale and impact in the context of harnessing information and communication technology (ICT) to enable significant improvements to democratic governance and human development. The UNDP framework, published in 2012, advises that ICT interventions will render greater positive impact if they are: a) grounded in firm developmental objectives; b) designed to complement existing capacity; and c) designed with the participation of all stakeholders.[40]

Additional encouragement to think more boldly on ICT came in the form of a global meeting held in May 2013, convened by the U.S. President's Emergency Plan for AIDS Relief, the National Institute of Mental Health, and the American Foundation for AIDS Research.[41] This meeting attempted to synthesize the most recent data and insights in relation to innovative uses of technology in the global HIV response for MSM. There was wide consensus that more significant gains in the areas of research, prevention/risk reduction, access to testing, care, treatment, and support and community advocacy could be achieved by implementing more robust technology-based models that take full advantage of the principles of Web 2.0 with participation from all stakeholders, including community beneficiaries.

Thinking forward however, if communities are to be successful in their advocacy in the future, leaders and organisations need to be in the same venues, channels and platforms where the advocates of tomorrow coalesce. This new generation of advocates will have agency only if a culture of civic participation is nurtured while people are young, and contextualised for the vast majority of youth who live outside of the West.

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39   How Crowdsourcing Is Tackling Poverty In The Developing World, Forbes Magazine, 2012, http://www.forbes.com/sites/benkerschberg/2012/03/21/how-crowdsourcing-is-tackling-poverty-in-the-developing-world/

40   Mobile Technologies and Empowerment: Enhancing human development through participation and innovation, UNDP, 2012, http://www.undpegov.org/mgov-primer.html

41   Technical Consultation on Innovative Uses of Communication Technology for HIV Programming for Men WhoHave Sex with Men (MSM) and Transgender (TG) Populations; http://aidstar-one.com/focus_areas/prevention/resources/technical_consultation_materials/msmtgtech

Connecting the Dots Overview

Vision

The Connecting the Dots strategy seeks to improve the health and human rights situation for young people from sexual or gender minorities – including but not limited to lesbians, gays, bisexuals and transgender persons (LGBT) – by using web/mobile-based platforms and web-apps to support their wellbeing, raise their awareness of human rights and encourage their civic engagement.

We seek to realise our vision by pursuing three key implementation objectives with respect to young people from sexual or gender minorities:

1. Sharing more knowledge;

2. Creating and improving safe spaces; and,

3. Engaging communities more meaningfully.

These three objectives will frame and underpin CTD interventions across four main implementation areas:

- Promoting health-seeking behaviour

- Increasing awareness of human rights

- Encouraging civic participation

- Creating engagement opportunities with the private sector

The figure below illustrates how CTD interacts with stakeholders across the four implementation areas. A basis for gathering and sharing data among stakeholders is also illustrated. The B-Change Group's behaviour change communication (BCC) tools add value to CTD by enabling engagement with websites and audiences located outside of the strategy's specific target (ie. websites that provide HIV testing information to a general population). These tools will deliver valuable data that can help improve future interventions.

Guiding Principles

Rights-based Approach

CTD is informed by a rights-based approach, an articulation of the universality of human rights: the right of individuals regardless of sexuality and gender orientation to non-discrimination, equality before the law and to be given security, freedom and dignity to participate fully as part of the broader community. This comes with an acknowledgment that across many countries and communities in the Asia-Pacific region and other non-Western societies, the rights of sexual and gender minorities are still seen as a secondary issue, and a more concerted effort is needed to strengthen community mobilisation on equality and human rights for all. In particular, CTD focuses on support for young people, where much of the need is situated and where positive change can be effected in an exponential manner.

Figure 1. Overview of the "Connecting the Dots" Regional Strategy architecture: A blueprint for tech-based engagement and mutual benefit across the ecosystem of community development.
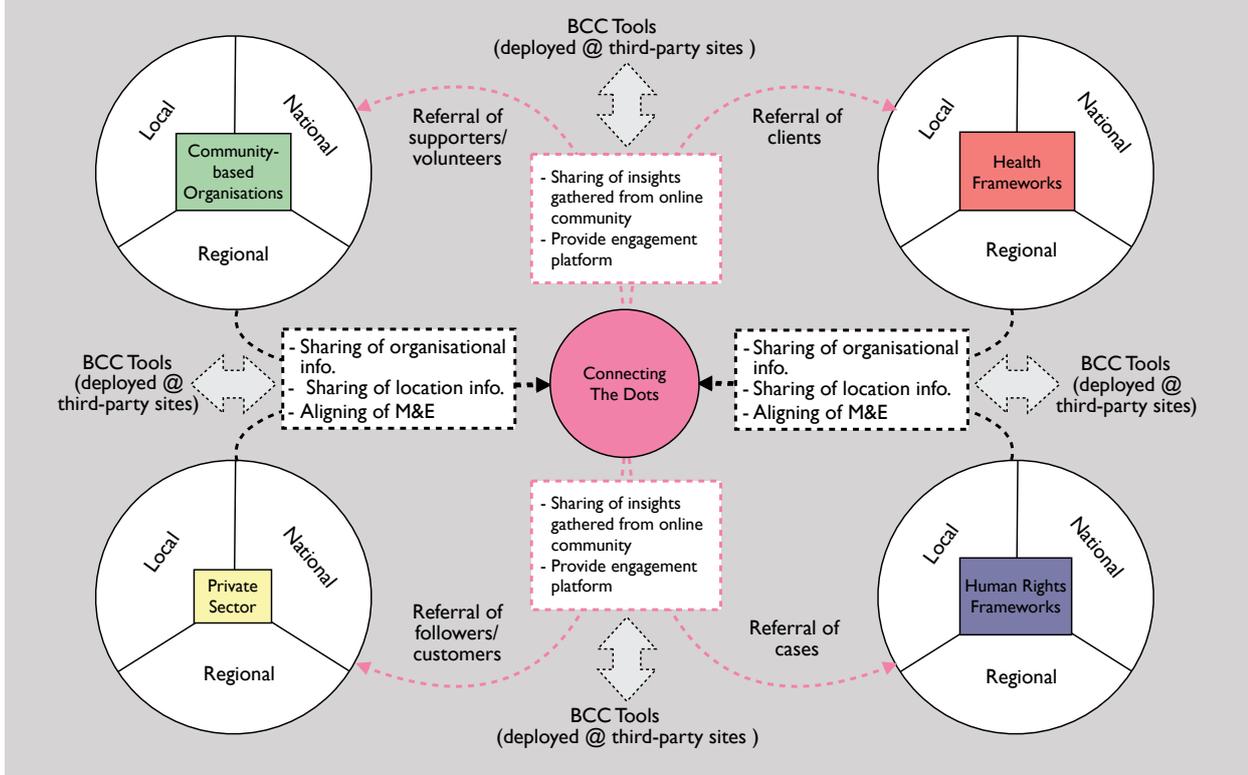
The "Connecting the Dots" strategy is informed by four key human rights principles addressed below:

- **Right to Universal Enjoyment of Human Rights, Non-Discrimination and Recognition before the Law**
  Firstly, CTD is informed by the need to advocate human rights as equally applicable to sexual and gender minorities, by highlighting disparities in the current status quo and providing spaces for recognition, advocacy and profiling of work within, and beyond, sexual and gender minority communities to address this issue.

- **Economic, Social and Cultural Rights**
  CTD is guided by the right to full enjoyment of economic, social and cultural rights, addressing social injustice affecting sexual and gender minorities especially in areas of employment, social security, education, sexual, reproductive and mental health, with the view of breaking down barriers to access and connecting services with the community.

- **Rights to Expression, Opinion and Association**
  CTD is informed by the need to create 'safe spaces' for promoting visibility, community building and representation of sexual and gender minorities. This is in response to the regional context, whereby a balanced dialogue and representation of SOGI issues is affected by socio-political and homophobic situations; where cases of negative media portrayal, government policies, community/individual isolation and stigma persist, thus posing barriers to freedom of association and community mobilisation.

- **Right of Participation in Cultural and Family Life**
  Lastly, CTD is guided by the need for freedom of sexual and gender diverse individuals to participate freely in their communities, providing spaces for community voices to be heard and acknowledged in

meaningful ways. In particular, this strategy acknowledges the importance of families, social networks, collective culture and community engagement, a hallowed ground for transformational work, not just for individuals but also the communities in which people are a part of, in the bid to provide a more balanced and compassionate narrative of sexual and gender issues and lives.

Note: *Key references will include: the Yogyakarta Principles, the UN Human Rights Council Resolution on discrimination and sexual orientation (A/HRC/17/L.9/Rev.1), as well as the United Nation's Development Program's (UNDP) Gender Equality Strategy and the gender equality, sexual orientation and gender identity strategies of the Global Fund to Fight AIDS, TB and Malaria and and IPPF's Declaration on Sexual Rights.*

Foster diversity: multilingual, multicultural and inclusive

Since CTD is oriented to address a gap in support for young people from sexual and gender minorities across the global South, a multicultural, multilingual approach is paramount. Codes of Conduct, Terms of Service, Standard Operating Procedures of the platforms and web-apps will be built on the assumption that diverse audiences will be its users.

Provision of multi-language functionality will be determined by geographic coverage, with an understanding that global audiences of the same languages may be drawn to the interventions.

While the vision of the strategy is ultimately to improve the well-being of young people from sexual and gender minorities, including LGBT people, the strategy outputs will be designed to be inclusive of broader audiences. For example, access will also be allowed for people who do not identify as a sexual and gender minority. However all users of the space will clearly be informed of the nature of the space and that tolerance and mutual respect are prerequisites of registration and access to the platforms and web-apps (including through specific provisions in the Terms of Use and in the Codes of Conduct).

Tools and resources will be made available and/or designed specifically for families, friends, educators, community support providers, etc, to promote understanding and inclusivity, and achieve the advocacy objectives of the strategy.

Note: Phase I coverage sites are: Bangkok, Jakarta, Kuala Lumpur, Manila and Singapore. Phase I languages includes Chinese (simplified), Bahasa Indonesia, Bahasa Malaysia, English, Filipino and Thai. Phase II sites/languages and future phases will be determined based on strategy evaluation after Phase I.

Maximise usability

High design and production values will be a priority for the CTD platforms as this supports a sense of credibility and acceptability among users. Web interfaces will be responsive for both desktop and mobile devices. Desktop interfaces will be designed first and once stability has been achieved, mobile interfaces will be released.

Note: Phase I web-app development will be solely browser-based, for both desktop and mobile interfaces. Pending available resources for future iterations, development and deployment of native apps will be assessed.

Build partnerships

It is the philosophy of the B-Change Group to work in partnership with other organsations and stakeholders. This will help build a critical mass of users and partners organisations around the CTD platforms, as well as building the foundation for network social marketing of the platforms. The approach taken for CTD is consistent with this philosophy and is demonstrated by the range of national, regional and regional partners that have collaborated in the process to bring deliver the CTD strategy.

CTD strategic partners are expected to draw in additional partners, especially at the country/city-level, as this will be necessary to test and evolve the concept.

Note: Affiliates and members organisations of the strategic partners involved in Phase I will form the basis our further outreach to additional local, country and regional partners.

Build capacity of communities

Community Managers will be hired to work within the CTD platforms to moderate interactions among users, refer users to support services and tools when needed and work with country-partners to assess and document cases of human rights abuses. Community Managers will be hired for each language and will undergo standardised training in peer support, case assessment, referral and documentation policies. These Community Managers will be bound by Codes of Conduct and work under the work under the supervision of B-Change Foundation.

Privacy and security is a priority

Orientation for first-time registrants: All users (individuals and organisations) will be advised of the purpose of the web-apps, codes of conduct, terms of use and privacy policy upon first registration via an orientation process. Users will be advised prior to any changes in the terms and policies, and CTD strategic partners will be consulted throughout the process.

Data Security and cyber protection: B-Change Foundation maintains independent oversight on data collected through the CTD strategy. The B-Change Group warrants that user privacy and security is its highest priority and will integrate ethics-bound protocols and technologies that are continually maintained and aligned with international good practice.

User Control: users will be given full control of their privacy settings. Equally so, users will be informed of any interaction with their external social media accounts (ie. Facebook, Twitter, etc) . There is no interaction with external social media sites by default.

Anonymity: users will have the option of anonymity (that can be constructed from non-public avatars, backed-up by minimum credentials - ie. email and/or social network IDs – that must be presented upon registration). However, anonymous users will be restricted to limited interaction within the community of users as a measure to promote user accountability and deter cyber-bullying. CTD strategic partners will work with stakeholders to design a protocol that supports security of geo-location information of registered service providers in settings where there is a high-risk of violence.

Note: In Phase I, the CTD strategic partners will privacy and anonymity polices where anonymous users are limited in their ability to interact with other users of the platforms. The rationale for this is based on the basic foundations of civic participation and the need to mitigate anonymous cyber-bullying and attacks among the user community. All comments and message between users ideally should be attributable and subject to post-moderation by the Community Managers. This framework can be tested, and adapted over the course of Phase I. In order for the platforms and web-apps to be successful, user interaction is imperative. Hence incentives for active participation will be presented within the space, and that participation comes with mutual responsibility.

Keeping focused, avoiding "silver bullets"

CTD and its outputs are designed to be focused and highly-targeted, for a specific audience. The strategy is not intended to be an intervention for all people everywhere as this is not realistic, and could reduce the efficacy of the intervention.

The CTD strategic partners understand the realities of technology access in the global South and it is for this reason that the strategy focuses on urban centres, where there are more robust technology infrastructures in operation and higher population density.

In terms of scaling up, there is scope for CTD to be expanded globally to urban centres in Africa, the Middle East, Latin America, and Eastern Europe. In addition, it is expected that consistent monitoring, evaluation and learning from CTD interventions will also reveal prospects for adaptations to eventually target rural populations and other socio-economic settings.

Complementarity

The CTD strategic partners support the existence of a thriving ecosystem of interventions, web-apps, and social media platform within the community development and technology space.

It is not the intention of CTD to dominate or replace existing web-app and/or social consumption. The intention of CTD is to innovate and to break new ground, while complementing and supporting the existing environment (eg. interconnectivity with social media platforms such as Facebook, Twitter, Weibo, etc)

The reality for many people is that they use a diverse collection of different apps, tools, sites, etc in their everyday life. This norm is an underlying assumption that will inform CTD's approach.

CTD strategic partners will actively engage with various partners and stakeholders to identify and mitigate areas of potential duplication.

Innovate, learn and adapt

The most successful interventions are those whose relevance and design respond to the wants and needs of the community, with a focus on innovation where possible. The same can be said of apps and web-platforms. The implementing partners of this strategy intend to focus on an issue that is common for all young people tackling issues of sexual orientation and gender identity. CTD will be developed iteratively using a "lessons learned" approach, the aim being to continually improve design for scale, simplicity and adaptability, as well as ensuring that the tone and language of the intervention reflects the realities of the intended users. Scale helps improve efficiencies and cost-effectiveness, but also underscores the importance of strong linkages with partners to ensure the platforms are informed at the local and national level.

Promoting and linking to services

One of the central methodologies that will be fully explored within this strategy will be application of new frameworks, technologies and user experiences that link people to services (eg. health, community support, social protection, legal assistance, commercial service, etc). The past 20 years of an open and free internet has demonstrated how web-based and mobile technologies have great value in creating demand and monitoring supply/quality of services, especially in the private sector (e.g. travel, entertainment, tourism, restaurants, etc). The CTD strategic partners see immense potential for this to be applied to public health, social protection and human rights sectors, as long as this is process is guided by an ethical and rights-based approach. Clear examples of how this Regional Strategy will realise this approach is illustrated in the four main implementation areas below.

Highly-targeted Behaviour Change Communications

Public health practitioners and human rights advocates have excelled at producing a diverse range of behaviour change communication (BCC) campaigns that has leveraged the distributive power of the

internet. Over the last decade, the bulk of the BCC work created has been designed on the premise that information *pushed* (ie. websites, videos, photo stories, web banners, email, etc) can raise awareness and inform better decisions. The advent of highly interactive social networking platforms (Web 2.0), more sophisticated mobile devices becoming more accessible,[42] coupled with an emergent generation of "digital natives" – a generation where computers, mobile devices and internet are the norm – has increased the appetite for new approaches that provide a richer user experience. In an attempt to meet this need, the B-Change Group will work with technical partners to develop a new generation of BCC interactive tools that are produced centrally, designed for rebranding and customisation, and deployed for embedding on partner websites, platforms, and apps.

These BCC tools will be highly-specific and designed as utilities that can actively inform decision-making in innovative and interactive ways. Examples of these include interactive service locators (eg. B-Change Foundation's mapping initiatives that will inform people where local health or social protection services are located and empower users by enabling them to comment on the quality of service they received, a risk calculator (eg. the ACON Health has a web-based calculator that informs people about the relative risk of different sexual practises to help improve risk assessment in relation to HIV) and an automated test reminder (eg. the We All Test platform enables users to set a private reminder for testing of sexually transmitted diseases to be sent via SMS, linking you to local health providers)[43].

These tools will add value to CTD by enabling engagement with websites and audiences located outside of the strategy's specific focus (ie. websites that provide HIV testing information to a general population) and will deliver valuable data that can help improve future interventions.

Monitoring and evaluation

A robust and scalable monitoring and evaluation (M&E) framework will be created in order to maximise a "lessons-learned" approach within the context of CTD. The B-Change Group will lead the M&E process with oversight residing with B-Change Foundation, in collaboration with strategic and technical partners. CTD strategic partners will actively engage with technical partners to identify and mitigate potential duplication of M&E in other interventions.

The backbone of this framework will be machine-generated data, complimented with observational and consultative enquiry. The positive impact of the interventions contained within the strategy will be maximised through advocacy to align with existing institutions that already collect M&E data (eg. ministries of health, departments of social welfare, city health departments, etc.).

B-Change Foundation (BCF) seeks to convene ICT Reference Groups at country and/or city-level, based on the U.S model of Federal Web Councils that provide guidance for the aids.gov resource. BCF's Reference Groups will be a forum for high-level validation of data, alignment of M&E mechanisms (eg. implementation of online/offline Unique Identifier Codes, etc), and opportunities for capacity building of stakeholders for operationalising tech-based interventions. B-Change Foundation's strategy is to work with technical partners to convene these Reference Groups and to ensure that all stakeholders are engaged in the process.

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42   In developing countries, the number of mobile broadband subscriptions more than doubled from 2011 to 2013 (from 472 million to 1.16 billion) and surpassed those in developed countries in 2013 indicating expanded access of internet-enabled devices in the global South. International Telecommunications Union, 'ICT Facts & Figures 2013'; http://www.itu.int/en/ITU-D/Statistics/Documents/facts/ICTFactsFigures2013.pdf

43   https://www.wealltest.com/test/

Programmes

CTD encompasses programmes that are drawn from the B-Change Group's portfolio of work and other components from the programmes of CTD strategic partners.

The rationale for this is to avoid "reinventing the wheel" and provide the CTD strategic partners to seek synergies where possible, and focus available resources to aspects of the CTD strategy that are breaking new ground.

Key programmes included in Phase I of CTD include:

BE

A multilingual web-app, designed to be responsive to desktop and mobile devices created to enhance the connectivity of young sexual and gender minorities, including LGBT persons, to empower them, by: 1) promoting support among peers using a dynamic question and answer system to enable "crowd-sourcing" of peer support; 2) create and distribute originally produced knowledge products and tools that help raise understanding of health and human rights information; and, 3) also connect users to health, human rights and social protection services that are in their local area. Service locator maps will be designed to enable "feedback loops" between service providers and clients; clients can post feedback about the quality of services they receive and service-providers can respond to client feedback, triggering a process that could lead to improvements in overall quality of services for young people.

PLUS

A multi-lingual peer-support web-app designed to be responsive to desktop and mobile device interfaces specifically designed for gay men and other MSM living with HIV in Asia. PLUS' focus is promoting well-being and the mental health aspects of living with HIV, fostering trust and mutual support among peers, as well as linking users to real-world health and support service providers in their local area.

HIV GSM

A scalable and sustainable framework for collecting, validating and distributing geo-location and service-quality data for HIV testing and treatment sites globally using web-based maps and open data-sharing methods. The subsequent data can then be used for stakeholder engagement, strengthen accountability and advocacy to improve quality of public health services.

Implementation

The execution of the "Connecting The Dots" strategy will be structured around four implementation areas.

These areas are:

1. Promoting health-seeking behaviour

2. Increasing awareness of human rights

3. Encouraging civic participation

4. Creating engagement opportunities with private sector

Data and analysis generated within the strategy will be shared with stakeholders and communities via networks of strategic partners and public communications channels. Active participation of young people will be prioritised and community consultation will help guide future implementation phases of the strategy

Strategic Entry Point

While promotion of health-seeking behaviour, human rights awareness, civic participation and private sector engagement are the thematic centerpieces of CTD, the entry-point to engagement with the target users is through sharing of personal narratives on issues of well-being.

The external communications strategy of CTD platforms and web-apps will feature the creation and distribution of narratives (in video, photographic and text form) that reflect the target-user demographic. These narratives will also feature the viewpoints of other significant people in the lives of these story-tellers, ie. their families, friends, colleagues, educators, etc.

User Experience

Once users are oriented to Codes of Conduct, Terms of Use and registered inside the space, they will be invited to complete their profile privately. Profiles pages will invite the user to reflect on a range of topical questions that are standard across all profiles, including questions that deal with the topics of well-being, sexual orientation and gender identity. Users will have the option to maintain the privacy of their profiles or enable other registered users to access them. Responses to questions that are enabled for sharing within the space will be aggregated, enabling users to explore the diversity of responses among users pertaining to the same issues.

The functionality of the web-apps will be structured around making questions and answers among peers easy and in real-time. Thereafter, users will have the option to access other tools and resources that are available.

Incentives, (in the form of badges, prizes, access to premium functions) will be provided to encourage active participation and mutual support within the space.

Users will have full control over their privacy settings, with sufficient guidance provided.

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Figure 2. Design and mutual benefit of "Connecting the Dots" with health ecosystems
Analysis from anonymised aggregate data will be publically released periodically to stakeholders and communities in the form of white-papers, peer reviewed reports and other knowledge products. The CTD strategic partners aim to provide these reports in as wide a variety of languages as possible, pending available resources.
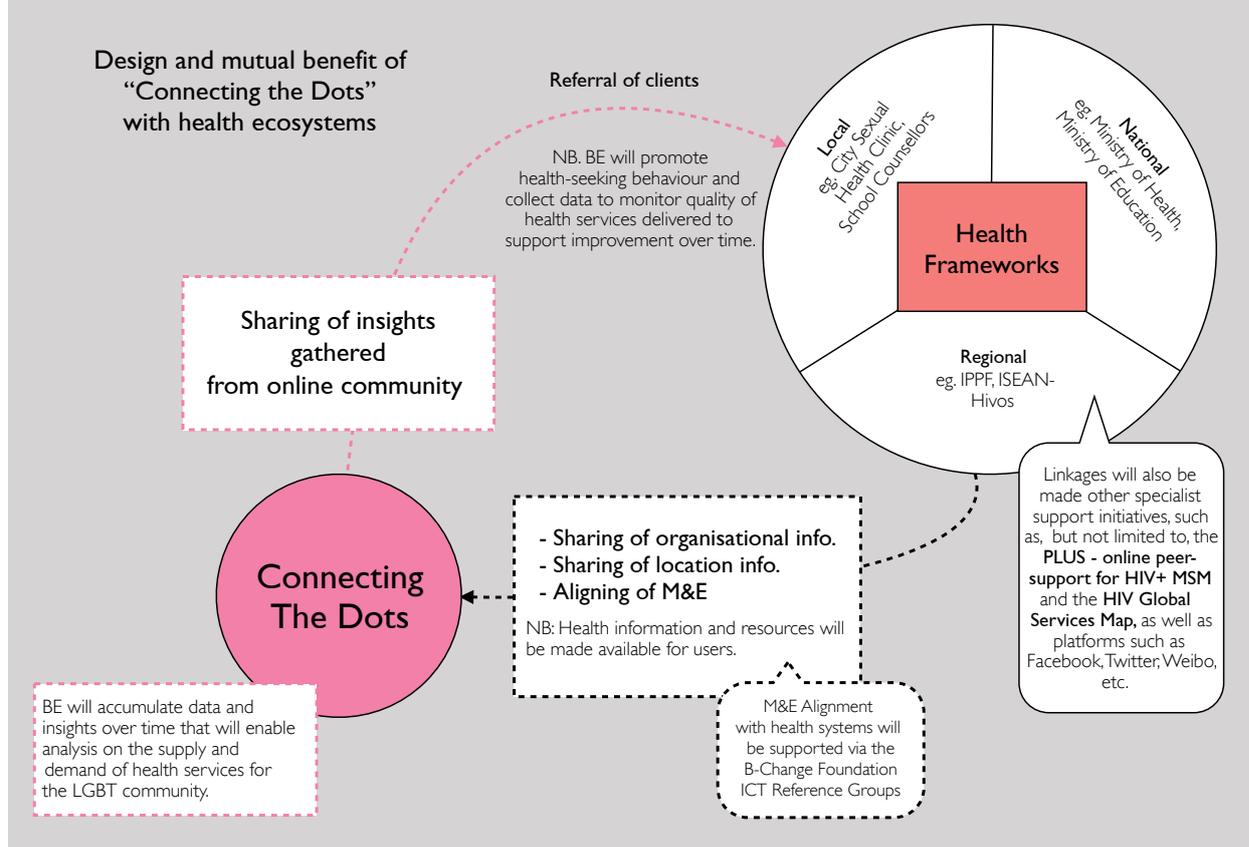
Following is an analysis of the four implementation areas, including a discussion on how these themes are linked to CTD objectives, as well a forecast of the mutual benefit that the strategy has to offer stakeholders of CTD.

1. Promoting health-seeking behaviour

An important aspect of improving the well-being of young people from sexual and gender minorities is encouraging them to take charge of their own health. By presenting physical and mental health services in close proximity to app users, CTD provides an alternative linkage between users to health services, a link that might otherwise have relied on conventional means of health provider-patient engagement (ie. word of mouth, contact via social/outreach workers, web searches).

The platforms will encourage users to comment and provide feedback about the quality of services received. The platforms will also provide a channel for health care providers to more responsive to their clients. There are many pressing health issues that affect sexual and gender minorities with a historic emphasis on sexual health, especially HIV. CTD aims to broaden the discourse on health for sexual and gender minorities, with prioritization on mental health and psycho-social support that can include addressing inter-personal relationships, harm reduction and more holistic approaches to health.

Key references to inform CTD include resources from Advocates for Youth. WHO's guidelines on 'Prevention and treatment of HIV and other sexually transmitted infections among men who have sex with men and transgender people' (2011), and the Mental Health Action Plan: 2013-2020 (2013), International Planned Parenthood's Framework for comprehensive sexuality education and good practices the Federation has identified for sexual and reproductive health of young people.[44,45]

Outputs of the strategy related to health

Objective I: Sharing more knowledge

Original content addressing the mental and physical health of young people from diverse sexual and gender minorities is created to raise awareness and educate users on health issues affecting the community. Case studies are created to help catalyse discussion. Users are encouraged to share their own experiences within the platforms, either privately, or among peers through user-generated narratives on the CTD platforms.

The backbone of the user-narrative experience are the user profile pages which are interlinked with the question and answer system. Users can choose to keep their profile private, or enable access to other registered users. The apps feature publically available knowledge resources designed to enable educational material to be shared with friends, family, teachers, co-workers, employers and other external networks who may benefit from the information, promoting further awareness building.

Objective II: Creating and improving safe spaces

The strategy contributes to building demand and supply of safe spaces by promoting increased awareness and access to services using interactive maps. The maps contain geo-location information of health service-providers that are relevant within the context of young people, sexual orientation and gender identity. The apps enable users to share their knowledge of services in their local area and the map is augmented by high-quality sources of service provider mapping data sourced the B-Change Group and its strategic partners. This data is then validated collaboratively through a framework involving stakeholders of the health response (public, private, civil society, monitoring agencies) at the national and/or local level.

The aim of the validation framework is to maintain high quality data and strengthen engagement between stakeholders of the data. The validated geo-location data is presented using web-based, mobile-accessible maps. Users are encouraged to give feedback on the quality of the services they received. This represents a simple, yet efficient method for improving transparency and building accountability among service providers. Service-providers are notified of the feedback posted by automatically generated notifications and encouraged to respond.

Objective III: Engaging communities more meaningfully

Web 2.0 strategies and techniques are used to motivate users to interact and support their peers (eg. content sharing, user ranking/reputation indexes, virtual badges as reward for high-levels of interaction, location-based interactions, etc.) Multiple Community Managers are assigned to each of the CTD platforms and work remotely within specific language communities. These managers have a duty to facilitate and moderate user engagement and are bound by Codes of Conduct and Standard Operating Procedures.

44   Effective Strategies for Sexual and Reproductive Health Programs for Young People, International Planned Parenthood, 2007, http://www.ippfwhr.org/sites/default/files/files/BestPractices_Youth_EN_0.pdf

45   Keys to youth friendly services, International Planned Parenthood Federation, http://ippf.org/resources/publications/Keys-youth-friendly-services

This ethically driven framework for the Community Managers is important, especially when referring users to health services, and in response to requests for assistance and/or triage assessment of users during times of crisis (e.g. self-harm, violence, need for HIV post-exposure prophylaxis, etc). Community Managers also refer users to partner websites that can provide specialist support, ie. peer support site for people living with HIV, such as PLUS, focal points of Facebook groups for trans communities, lesbian and bisexual women's, etc.

Expected shared value of "Connecting the Dots" related to health

Expected Benefit

Local Stakeholders (e.g. City Sexual Health Clinic, School Counselors)

Health service providers can experience increased demand from young people using the CTD platforms, stemming from location-based, web referral traffic. Providers stand to gain from greater feedback and engagement with the communities of users. Providers who have registered to the platform and agreed to Codes of Conduct have their service information made easily accessible to users.. The overall focus on well-being is underscored by promoting health-seeking behaviour and resilience among young people, covering mental health, sexual and reproductive health.

National Stakeholders (eg. Ministries of Health, Ministries of Education)

Data gathered and shared from the CTD platforms provide the basis for structural interventions and advocacy to be strengthened. The platforms can add value and compliment government initiatives by disseminating health promotion information and referring users to health services, both of which play a role in achieving national commitments to health, well-being and the social protection of young people. CTD also provides an opportunity for researchers and non-government organsations to use the platforms as a means of ethical scientific inquiry and health promotion, on the proviso that external parties agree and abide to Codes for Conduct established within CTD which includes demonstrating a commitment to sharing relevant findings back to communities of users.

Since the platforms seek to address the barriers to health service access by creating user feedback channels, they can encourage more positive health-seeking behaviour.

More young people who are confident in accessing services, result in improved health, outlook and optimism, creating a powerful driver for youth to participate in civic life and contribute back to the community and the economy.

Regional Stakeholders (eg. IPPF, ISEAN, ASEAN)

For regional and international technical partners, CTD can build awareness and enable alignment with regional/international health frameworks in relation to SOGI as they emerge. International frameworks around sexual and reproductive health have been longstanding for young people and IPPF has a track record of including issues of sexual orientation and gender identity within this context. CTD will support partners such as IPPF with data for advocacy and by distributing of tools and resources that can enable stakeholders at local- (eg. municipal departments of health), national- (eg. ministries of health, private health providers) and regional-level (eg. ASEAN Socio-Cultural Community, Health Ministers Meeting, Ministerial Meeting on Youth) to improve the quality of health services for young people.

Output from CTD can also contribute to existing frameworks around sexual health by providing of data and periodic reports that support community mobilisation for advocacy. The focus will be on expanding health coverage for young people that is inclusive of sexual and gender minorities. The CTD platforms

form a channel where international health treaties/guidelines can be shared rapidly and communities can be empowered to engage in the civic discourse on health for young people from sexual and gender minorities.

Expected Contribution

Local Stakeholders

Health service providers are encouraged to provide free and accurate geo-location data and background information relating to their points of service. There is also an expectation that providers demonstrate a readiness to respond (either directly or indirectly) to quantitative and qualitative feedback received from users of the platform.

Similarly, a commitment to collaborate with CTD partners to improve, align and adapt monitoring and evaluation protocols over time is expected. There is great potential for web-based health interventions to contribute to local health responses, however cooperation is vital for this outcome to be achieved. Local and national CTD partners will invite local governments (e.g. City Health Departments) to build partnerships and align monitoring and evaluation (M&E) protocols.

CTD strategic partners will request Creative Commons licenses from selected providers to reproduce content and knowledge resources that support the well-being and health of young sexual and gender minorities.

National Stakeholders

The national-level CTD partners are expected to advocate government bodies such as ministries of health, social welfare and education, AIDS control bodies etc. to work in partnership with the aim of aligning and sharing monitoring and evaluation (M&E) protocols. Doing so would enable CTD to meaningfully contribute to national reporting on health data. National technical partners will be asked for advice on how to strengthen referral protocols, ethical standards and improve scalability.

In addition, national technical partners are encouraged to cooperate with other domestic stakeholders, including local and national CTD strategic partners, to implement and scale national, regional and international frameworks, guidelines and treaties, as well as ensuring active participation of young people in the implementation and monitoring of the strategy. Partners are encouraged to fully integrate CTD platforms in their organisational advocacy and communications planning.

When applicable, a Creative Commons licenses will be requested from national technical partners to reproduce content and knowledge resources that support the well-being and health of young people from sexual and gender minorities.

Regional Stakeholders

Regional and International Technical Partners (such as IPPF, Advocates for Youth, IGLHRC) are expected assist with keeping the CTD implementation up-to-date with guidelines and treaties. Partners are expected to help liaise and coordinate with national stakeholders regarding regional and international frameworks, that can improve service and the enabling environment, as well as ensure active participation of young people throughout the process.

These partners will also be asked to disseminate periodic reports and knowledge products from CTD throughout their communications channels and assist with introductions to new potential partners to the strategy. Conversely, partners are expected to fully integrate CTD platform into their organisational advocacy and communications planning.

Figure 3. Design and mutual benefit of "Connecting the Dots" with human rights ecosystems
Analysis from anonymsied aggregate data will be publically released periodically to stakeholders and communities in the form of white-papers, peer reviewed reports and other knowledge products. The CTD strategic partners aim to provide these knowledge products in as wide a variety of languages as possible, pending available resources.
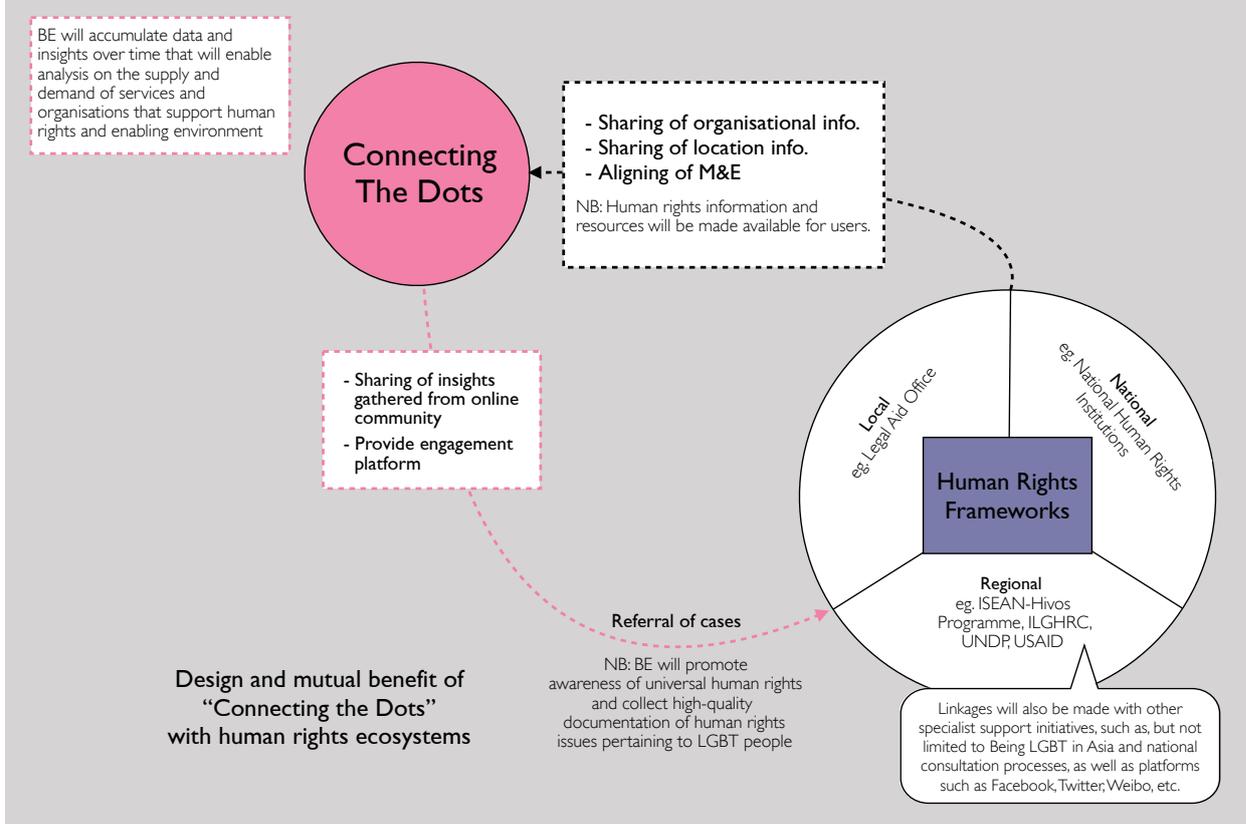
Additionally, Creative Commons licenses will be requested to reproduce selected content and knowledge resources from regional technical partners.

2. Increasing awareness of human rights

The "Connecting the Dots" strategy seeks to raise awareness of the universality of human rights and its relevance to SOGI. This will be done through education: by encouraging users to share their experiences among peers on the platforms and by linking users to relevant service organisations. Geo-location data of service-providers that offer legal assistance, community support, and social protection will be gathered, validated and presented using online maps. Service providers will be consulted to assist the design of protocols that will help mitigate security risks where the threat of homophobic violence poses a barrier to sharing of location data. Peers and Community Managers will have the ability to refer users to service providers in specific cases.

User comments will enable feedback on the quality of services to be shared and also provides an opportunity for service providers to better understand the needs of young people from sexual and gender minorities. In addition, an ethics-based process for documentation and quality assurance will be implemented to ensure that data on human rights successes and abuses are captured, compiled and referred for action by CTD strategic partners, thus strengthening the community's evidence base needed for further advocacy.

Key references to inform this strategy will be the Human Rights Reports from the International Lesbian and Gay Human Rights Commission (ILGHRC), due in December 2013. International Development Law Organisation's toolkit to scaling-up HIV-related legal services (2009). Lessons-learned from community engagement with national human rights institutions on SOGI. The United Nation's Development Programme's 'Legal protections against HIV-related human rights violations: Experiences and lessons learned from national HIV laws in Asia and the Pacific' (2013), the 'Being LGBT in Asia' initiative, as well as The Yogyakarta Principles on SOGI in the context of the Universal Declaration on Human Rights.

Outputs of the strategy related to Human Rights

Objective I: Sharing more knowledge

Original content is created within the CTD strategy to educate users about human rights and SOGI. Users are also encouraged to share their own experiences on specific topics related to human rights. The backbone of the user sharing experience the question and answer system operating within the CTD platforms. This system is interlinked with user profiles and users have control on whether their profile, questions and answer are kept private or accessible to other users. The user experience of the apps are also designed for users to have control over sharing of education resources and information with their friends, family, teachers, co-workers, employers and other external networks.

Objective II: Creating and improving safe spaces

CTD creates safe spaces for dialogue and building awareness on human rights in the context of SOGI by providing platforms for sharing narratives and personal experiences as well as facilitating the connection between users and support services. Parameters for safe spaces are be defined by members-only areas (with registration required), orientation for first-time users, user-oriented privacy controls, clear Codes of Conduct and Terms of Use, tools for users to report behaviour contravening Codes of Conduct and Terms of Use. Community Managers are equipped to respond conflict resolution.

An interactive map of service providers for legal, community support, and social protection is compiled to promote better access of the services. Users are encouraged to contribute and share their knowledge of services in their local area and this will be complemented with high quality map data sources identified by the B-Change. This data is validated through a framework involving the collaboration of stakeholders in the public, private, civil society and monitoring agencies at the national and/or local level to maintain high quality, security and privacy, especially in settings where there is a high risk of gender-related or homophobic violence.

The processed geo-location data is then presented within CTD platforms using web-based, mobile-accessible maps, combined with data-sets from the HIV Global Services Map. Users are encouraged to give feedback on the quality of the services they received, thus creating an opportunity to improve transparency and building accountability among service providers. Service-providers are notified of the feedback posted and encouraged to respond. Data is also be made available for strategic partners to advocate for the promotion of an enabling environment and increased demand and supply of human rights and social protection services for young people of sexual and gender minorities.

Objective III: Engaging communities more meaningfully

Web 2.0 strategies and techniques are used to motivate users to interact and support their peers (eg. content sharing, user ranking/reputation indexes, virtual badges as reward for high-levels of interaction, location-based interactions, etc.). Multiple Community Managers are assigned the duty of facilitating and moderating user engagement within the CTD platforms and these managers work under ethics-based Codes of Conduct and Standard Operating Procedures. Operating under this ethically driven framework

is important, especially when referring users to legal services, community support and social protection service, as oftentimes it is in response to requests for assistance and/or triage assessment of users during instances of crisis (eg. self-harm, violence, etc), where the privacy, confidentiality and safety of the person is important.

Expected shared value of "Connecting the Dots" related to human rights

Expected Benefit

Local Stakeholders (eg. Legal Aid Offices)

Service providers that support legal and human rights can experience an increased demand for services by young people using the platforms, stemming from referral traffic. Providers stand to gain through direct engagement with the community. and can mobilise participation in human rights awareness raising activities.

National Stakeholders (eg. National Human Rights Institutions, NHRIs)

The CTD platforms can contribute to structural interventions by providing data that supports the achievement and monitoring of national commitments to human rights and social protection for young people. CTD also provides an opportunity for researchers and third-party organisations to utilise the platforms as a means of ethical inquiry and research to document and collect data for further advocacy, on the proviso that external parties agree to Codes for Conduct set by CTD strategic partners and are prepared to share relevant findings with communities of users.

Regional Stakeholders (eg. ISEAN, ILGHRC, UNDP, USAID, 'Being LGBT in Asia')

For regional and international technical partners, the CTD platforms can enable highly efficient dissemination of information and knowledge resources on regional/international human rights and social protection frameworks, treaties/guidelines. This can inform and empower users to participate in civic discourse on human rights in relation to SOGI.

Expected Contribution

Local Stakeholders

Human rights and social protection service providers are requested to provide free and provide accurate geo-location data and background information relating to their points of service. There is also an expectation that providers will demonstrate a readiness to respond (either directly or indirectly) to quantitative and qualitative feedback from users of the platform.

Similarly, a commitment to collaborate with CTD partners at the local and national level towards improving, aligning and adapting monitoring and evaluation protocols over time is expected. These collaborations can enable web-based human rights interventions to provide a more meaningful contribution monitoring and evaluation practices in the future. CTD strategic partners will request Creative Commons licenses from selected providers to reproduce content, resources and knowledge resources that support the human rights situation for young people from sexual and gender minorities.

National Stakeholders

National Governments are encouraged to collaborate with local and national CTD strategic partners and explore how data collected from the platforms can meaningfully contribute to achieving national commitments on human rights and the status of young people. National technical partners will be asked for advice on how to strengthen referral protocols, improve scalability and ensure active participation of young people throughout the process. Partners are encouraged to fully integrate CTD platforms in their organisational advocacy and communications planning.

In addition, national technical partners are encouraged to cooperate with domestic stakeholders to implement and scale national, regional and international frameworks, guidelines and treaties. When applicable, a Creative Commons licenses will be requested to reproduce content and knowledge resources that support a dialogue and awareness on human rights for sexual and gender minorities.

Regional Stakeholders

Regional and International Technical Partners (such as IPPF, Advocates for Youth, IGLHRC) are expected help ensure that the implementation of CTD remains up-to-date with international treaties and guidelines. Partners are also expected to assist with coordination among national stakeholders regarding the dissemination of regional and international frameworks, guidelines and treaties that can improve service and the enabling environment while ensuring active participation of young people throughout the process. These technical partners will also be asked to disseminate data and other knowledge products from CTD through their channels and networks, as well as assist with introducing new potential partners to the strategy. Conversely, partners are expected to fully integrate CTD platform into their organisational advocacy and communications planning.

Additionally, selected technical partners will be asked for Creative Commons licenses to reproduce content and knowledge resources that support awareness of human rights for young people from sexual and gender minorities.

3. Encouraging civic participation

The "Connecting the Dots" strategy will be structured to stimulate civic participation by facilitating discussion among users about the value of social protection, justice and community leadership. The discussion will take place within the safe spaces created across the various CTD platforms. The tone and architecture of the platforms will be designed to encourage users to find their voice and engage with each other. The community of users will be guided towards discourses around SOGI issues, thus expanding agency among young people who are dealing the issue, either directly or indirectly.

Central to the CTD strategy is the goal of increasing linkages between users, community-based organisations (CBOs) and not-for-profit organisations (NPOs). Online referrals and exposure to campaigns and events from CBOs and NPOs are some of the engagement methods that will help drive linkages, as are calls to action which will include: volunteer recruitment, leadership capacity building, and donations drives for registered CBOs and NPOs. The aim is to support users to take their online advocacy offline into the real world and diversify the channels that civil society organisations have for reaching new audiences and supporters.

Figure 4. Design and mutual benefit of "Connecting the Dots" with ecosystem of community-based organisations.
Analysis from anonymised aggregate data will be publically released periodically to stakeholders and communities in the form of white-paper, peer reviewed reports and other knowledge products. The strategic partners of CTD aim to provide these products in as wide a variety of languages as possible, pending available resources.
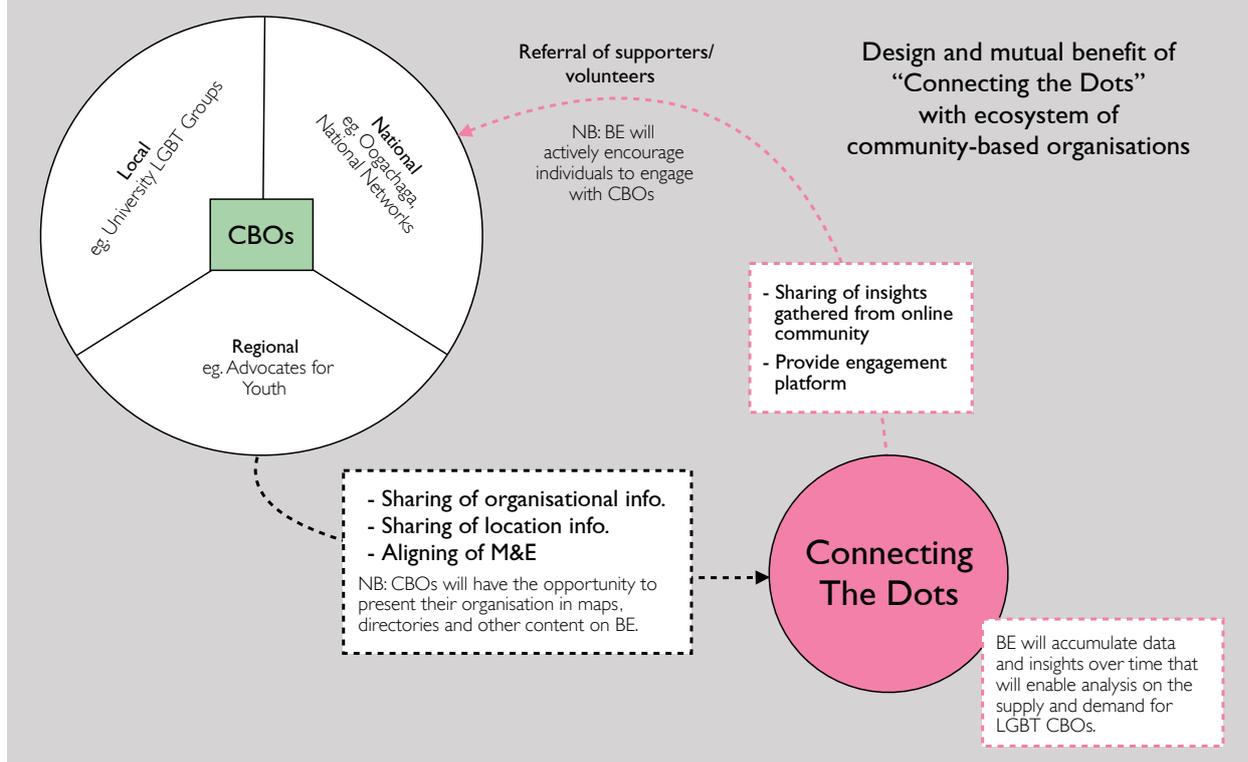
Key references to inform this strategy will include Advocates For Youth's resources on youth involvement,[46] youth development,[47], youth participation,[48] and advocacy,[49] frameworks for advocacy drafted by regional community networks (such as the Islands of Southeast Asia's Regional Advocacy Framework, due in July 2013). The Global Fund's Community Systems Strengthening Framework,[50,51] provides a basis contextualising the value of supporting the capacity of communities towards achieving development outcomes.

46   Factsheet On Youth Involvement, Advocates For Youth, http://www.advocatesforyouth.org/storage/advfy/documents/involvement.pdf

47   Factsheet on Youth Development, Advocates For Youth, http://www.advocatesforyouth.org/storage/advfy/documents/ythdevelop.pdf

48   Youth Participation Guide, Advocates For Youth, http://www.advocatesforyouth.org/publications/publications-a-z/1652-youth-participation-guide-assessment-planning-and-implementation

49   Youth Advocacy Manual for Central Asia & Eastern Europe, Advocates For Youth, http://www.advocatesforyouth.org/storage/advfy/documents/advocate_eeca.pdf

50   Community Systems Strengthening Framework, the Global Fund to Fight Aids, TB & Malaria, 2010, http://www.theglobalfund.org/en/civilsociety/reports/

51   Community Systems Strengthening, Civil Society Action Team, http://www.csactionteam.org/?content=13

Outcomes of the strategy related to civic participation

Objective I: Sharing more knowledge

Original content created within the platforms helps to educate and raise awareness among users about the value of civic participation. Users are also encouraged to share their own experiences related to these topics through the question and answer systems within the CTD platforms, thus increasing the volume of user-generated narratives. Trends on the most pressing issues can be highlighted and analysed providing real-time insights for community leaders who participate. Publically available content published as a result of the strategy is designed for sharing with friends, family, teachers, co-workers, employers and other external networks who may benefit from the information, promoting further awareness-building.

Objective II: Creating and improving safe spaces

A database of geo-location information on CBOs and NPOs run by or for sexual and gender minorities, as well as other organisations related to community-building, health and human rights can help young people find like-minded organisations. Community organisations will contribute to the design of provisions that provide additional security for geo-location data in settings that are hostile to sexual and gender minorities. Users can also contribute their own knowledge of geo-location data of related services in their local area. This data is then validated by teams of stakeholders (public, private, civil society, monitoring agency) at the national and/or local level, convened with the assistance of CTD strategic partners. The validated geo-location data is presented using web-based, mobile accessible maps, combining data-sets from the HIV Global Services Map and accessible across the CTD platforms. User's feedback on the quality of their interactions with organisations can improve quality and building accountability. Users can control permissions for feedback to be shared with CBOs and NPOs. If feedback is shared then the organisations are encouraged via automated notifications to respond.

Objective III: Engaging communities more meaningfully

Web 2.0 strategies and techniques are used to motivate users to interact and support their peers (eg. content sharing, user ranking/reputation indexes, virtual badges as reward for high-levels of interaction, location-based interactions, etc.). Community Managers are facilitating discussion within the platforms and if necessary referring users to organisations.

The managers are engaged under Codes of Conduct and Standard of Procedures. Operating under this ethically driven framework is important in the context of referring of users to specific points of legal assistance, community support and social protection services. In particular, responses to requests for assistance and/or triage assessment of users at points-of-crisis (eg. self-harm, violence, PEP etc) need to be sensitive to the situation at hand, and be bound by an ethical guidelines. The platforms and the Community Managers support more meaningful participation and engagement among users resulting in increased volunteerism, community leadership and mobilisation.

Expected shared value of "Connecting the Dots" related to civic participation

Expected Benefit

Local Stakeholders (eg. University LGBT groups, LGBT sports teams, etc)

CBOs and NPOs can expect increased demand and support for services from referred traffic, contributing to the on-going viability of their organisations. The tools and channels created by the platforms provide additional tools for organisations to engage new audiences and specific groups more

efficiently. The connectivity that is encouraged through the platforms galvanises community participation and supports an on-going dialogue on social justice issues.

National Stakeholders (eg. Oogachaga, National Community Networks[52], etc)

For governments, this platform provides additional platforms to encourage young people to participate and contribute to their communities and promotes harmony and mutual understanding among different groups. National technical partners stand to gain insights from communities of young people that can enrich advocacy around policy- and decision-making processes. Technical partners can also benefit from increased participation and feedback from young people in their campaigns and initiatives through the platform.

Regional Stakeholders (eg. Advocates for Youth, etc)

For regional and international technical partners, the CTD platforms enable efficient awareness-building and dissemination of regional/international frameworks, treaties/guidelines in relation to civic participation within the context of SOGI. Additionally, regional and international technical partners are given an additional channel to advocate, engage and collaborate with national and local stakeholders, as well as young people using the platforms.

Expected Contribution

Local Stakeholders

CBOs and NPOs are asked to provide free and accurate geo-location data and background information of their points of service. The organisations are also requested to demonstrate a readiness to respond to quantitative and qualitative feedback with the view of improving their quality of service over time. Local partners are also asked to provide advice on how the monitoring and evaluation protocols of the platforms can be improved and aligned, enabling more meaningful contribution of web-based health interventions to point-of-service data in the future. A Creative Commons license may be requested to reproduce content and knowledge resources that support civic participation of young people from sexual and gender minorities.

National Stakeholders

National governments and technical partners are encouraged to provide advice on how CTD monitoring and evaluation (M&E) protocols can be improved and aligned to enable meaningful contribution of web-based health interventions to national data in the future. In addition, advice will be sought on how to improve referral protocols to ensure safety while promoting active participation of young people in the process.

In addition, National Technical Partners (including, but not limited, to country-level affiliates of Advocates for Youth, IGLHRC, ISEAN) are encouraged to utliise the CTD platforms as they build the capacity of local stakeholders on national, regional and international frameworks, guidelines and treaties. Partners are encouraged to fully integrate CTD platforms in their organisational advocacy and communications planning.

A Creative Commons license will be requested to reproduce selected content and knowledge resources that support civic participation among young people from sexual and gender minorities will be negotiated.

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52   Community Networks include those organised around human rights, sexual and reproductive health, recreation, social protection, etc.

Regional Stakeholders

Regional and International Technical Partners (such as IPPF, Advocates for Youth, IGLHRC) are expected to integrate the CTD platforms in their planning and implementation of their organisational advocacy and communications strategies. Partners are expected to assist with coordination among local and national stakeholders regarding regional and international frameworks, guidelines and treaties. Conversely, technical partners will be asked to disseminate data and knowledge products from CTD throughout their networks and communications channels.

Regional and International Technical Partners are also requested to facilitate introductions of new potential national and local partners to the CTD strategy.

Creative Commons licenses to reproduce content, knowledge may be requested from technical partners for selected material that promotes the civic participation of young people from sexual and gender minorities.

4. Creating engagement opportunities with private sector

The "Connecting the Dots" strategy will be structured to allow registered users an opportunity to learn about private sector organisations, from small enterprises to multinational corporations that have a track record in supporting sexual and gender diversity in the workplace and across the broader community. In addition to highlighting businesses that provide direct services to sexual and gender minorities – including the LGBT community, the CTD strategy aims to spotlight enterprises that implement inclusive corporate policies and practices. Narratives from entrepreneurs speaking about the value of respecting dignity and diversity in the workplace as well among corporate stakeholders will be created as the strategy is implemented.

Through the CTD platforms, two-way engagement between users and enterprises will also be facilitated with an emphasis on supporting user awareness and understanding of choice in the market place. Tools and resources will be provided to communities of users to strengthen their advocacy towards companies and corporations to include of issues around sexual orientation and gender identity in corporate social responsibility programmes. The strategy framework also creates an avenue for companies and corporations hear feedback from the communities and potential clients about the services bring provided in the market place.

Key references to inform this strategy will be Community Business' LGBT Inclusive Workplaces resources for companies in Asia.[53] Pride in Diversity's tools and resources on SOGI in the workplace.[54]

Outcomes of the strategy related to private sector

Objective I: Sharing more knowledge

Original content is created to educate users with case studies of: advocacy in corporate social responsibility, the value of diversity in the workplace and inclusion of sexual and gender minorities in entrepreneurship and employment. Users are also encouraged to share their experience related to these topics via the question and answer systems integrated within the CTD platforms. The apps are designed to enable tools and resources designed for public distribution – created as part of the strategy – to be shared with friends, family, teachers, co-workers, employers and other external networks who may benefit from the information.

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53   LGBT Inclusive Workplaces: An online resource for companies in Asia (2013), http://www.lgbtinclusiveasia.org/
54   Sexual Orientation and Gender Identity in the Workplace, Pride In Diversity, 2010, http://prideindiversity.myshopify.com/collections/
       publications/products/pid-publication-packs

Figure 5. Design and mutual benefit for "Connecting the Dots" with private sector ecosystem
Analysis from anonymised aggregate data will be publically released periodically to stakeholders and communities in the form of white-papers, peer reviewed reports and other knowledge products. The strategic partners of CTD aim to provide these reports in as wide a variety of languages as possible, pending available resources.

BE will accumulate data and insights over time that will enable analysis on the supply and demand of businesses and their potential workforce.

- Sharing of organisational info.
- Sharing of location info.
- Aligning of M&E

NB: Companies will have the opportunity to present their business in maps, directories and other content on BE.

Connecting
The Dots

- Sharing of insights gathered from online community
- Provide engagement platform

Local
eg. Bar owners, DJs, nightclubs

National
eg. Interbank LGBT Forum, Chambers of Commerce

**Private
Sector**

Regional
eg. Community Business - Asia Google, Thomson Reuters, Barclays, IBM

Referral of followers /customers

NB: BE will provide (and in some case actively seek) opportunities for for business owners to engage with their markets. This strategy is deemed necessary for on-going sustainability.

Design and mutual benefit for "Connecting the Dots" with private sector ecosystem

Objective II: Creating and improving safe spaces

CTD promotes the formation of safe spaces for dialogue and raising the profile of private sector responses and corporate responsibility in the context of SOGI. Geo-location information on enterprises operated by or in support of sexual and gender minorities is compiled to facilitate linkages with the community and presented on web-based maps. Users contribute their own knowledge of supportive enterprises in their local area and this is complemented with data collected by the B-Change Group from high-quality sources. This map data is validated with the participation of the enterprises and other stakeholders. CTD partners and users help design policies to ensure protection of user data, especially in highly discriminatory settings. The validated geo-location data is presented using web-based, mobile-accessible maps, that combines data-sets from the HIV Global Services Map.

Users are encouraged to give feedback on the enterprises and the quality of service that they received, helping to improve transparency and building accountability. Enterprises are automatically notified of the feedback posted and encouraged to respond. Communities of users can access tools and resources that enable the creation of safe spaces for discussion about corporate social responsibility offline, in the form of events, corporate forums and other activities.

Objective III: Engaging communities more meaningfully

Web 2.0 strategies and techniques are used to motivate users to interact and support their peers (eg. content sharing, user ranking/reputation indexes, virtual badges as reward for high-levels of interaction, location-based interactions, etc.). Community Managers hired as part of the CTD strategy have a duty to facilitate and moderate user engagement across the platforms. These managers work under Codes of Conduct and Standard Operating Procedures and are accountable to CTD strategic partners. Operating under this ethically driven framework is important, especially when working with highly sensitive information under discriminatory settings where the privacy and confidentiality of user needs to be ensured.

Expected shared value of "Connecting the Dots" related to private sector engagement

Expected Benefit

Local Stakeholders (eg. SMEs, etc)

Small Enterprises can gain from increased demand from young people using the CTD platforms, stemming from location-based, web referral traffic. These innovative engagement platforms enable enterprises to engage directly with potential new client bases which might have been inaccessible through conventional marketing. User engagement is permitted on the proviso that enterprises agree to Codes of Conduct and Terms of Service. User comments will be enabled so that feedback from the community can be shared. Enterprises can be more responsive to the market by learning insights from communities of users. In addition, as users scout for future employment using resources developed through the CTD strategy, there is an opportunity for enterprises to present themselves as an "Employers of Choice".

National Stakeholders (eg. Interbank LGBT Forums, Chambers of Commerce, etc)

National Corporations can gain from increased following and demand for their services, stemming from location-based web referral traffic from the CTD platforms. Corporate consortiums are provided resources to introduce their members to SOGI and diversity in the context of corporate social responsibility. These innovative engagement platforms also enable enterprises to engage directly with potential new market segments that might have been inaccessible through traditional means. User engagement is permitted on the proviso that enterprises agree to Codes of Conduct and Terms of Service. Additionally, as users scout for future employment using resources developed through the CTD strategy, there is an opportunity for corporations to present themselves as an "Employers of Choice".

Regional Stakeholders (eg. Community Business Asia, Google, Thompson Reuters, IBM, Barclays, etc)

Multinational Corporations can gain from increased following and demand for their services, stemming from location-based, web referral traffic from the CTD platforms. These innovative engagement platforms also enable enterprises to engage directly with potential new market segments that might have been inaccessible through traditional means. User engagement is permitted on the proviso that enterprise users agree to Codes of Conduct and Terms of Service. Additionally, as users scout for future employment using resources developed through the CTD strategy, there is an opportunity for corporations to present themselves as an "Employers of Choice".

Expected Contribution

Local Stakeholders

Small enterprises are encouraged to provide free and accurate geo-location data and background information relating to their points of service. There is also an expectation that the enterprises demonstrate a readiness to respond directly or indirectly to quantitative and qualitative feedback provided by CTD platform users and strategic partners. Corporate users of the platforms are expected to comply with Codes of Conduct and Standard Operating Procedures that are set by CTD strategic partners.

National Stakeholders

National Corporations are encouraged to provide free and accurate geo-location data and background information relating to their points of service. There is also an expectation that the enterprises demonstrate a readiness to respond directly or indirectly to quantitative and qualitative feedback from the community of users and CTD strategic partners. Corporate consortiums will   be asked for assistance to scope out and implement forums for dialogue with consortium members and work in partnership towards including SOGI in the context of corporate social responsibility. Corporate users of the platforms are expected to comply with Codes of Conduct and Standard Operating Procedures that are set by the CTD strategic partners.

Regional Stakeholders

Multinational Corporations are encouraged to provide free and accurate geo-location data and background information relating to their points of service. There is also an expectation that enterprises demonstrate a readiness to respond directly or indirectly to quantitative and qualitative feedback from communities of users and CTD strategic partners. Corporate users of the platforms are expected to comply with Codes of Conduct and Standard Operating Procedures that are set by CTD strategic partners.

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