

Digital Transformation for Organizations

AI LITERACY AND DIGITAL EVOLUTION IN CIVIL SOCIETY



Co-funded by
the European Union



What Will We Talk About?





Let's Discuss

Why is digital transformation moving so slowly in the NGO sector?

Key Concepts (The Three D's)



Digitalization

It is the act of making any business, product, or service digital and presenting it in a digital environment. In line with the opportunities offered by information and communication technologies and changing social needs, it is the integration of business processes and technology to provide more effective and efficient services.



Digital Transformation

It refers to the transformation in the employee and beneficiary experience caused by the change brought about by the possibilities offered by digitalization. While digitalization is a technological process, digital transformation is a cultural process. In digitalization, the focus is technology, while in digital transformation, the focus is experience.



Digital Maturity

It describes how effectively an organization interacts with technology, how it integrates these technologies into its business processes, and to what extent it uses these technologies to achieve its strategic goals.

Why is Digital Transformation Important?

Digital Transformation is a cultural transformation, not technological



Traditional Culture

Institution-centric

Dependent

Text-Oriented

Assumption

Solution

“Do the best!”

Digital Culture

Human-centric

Autonomous

Visual-Oriented

Measurement

Participation

“Good is enough!”

Traditional Culture



Engaged in events and
activities

Digital Culture



Focused on creating a
value and an impact

Traditional Culture



It is based on proven best practices

Digital Culture



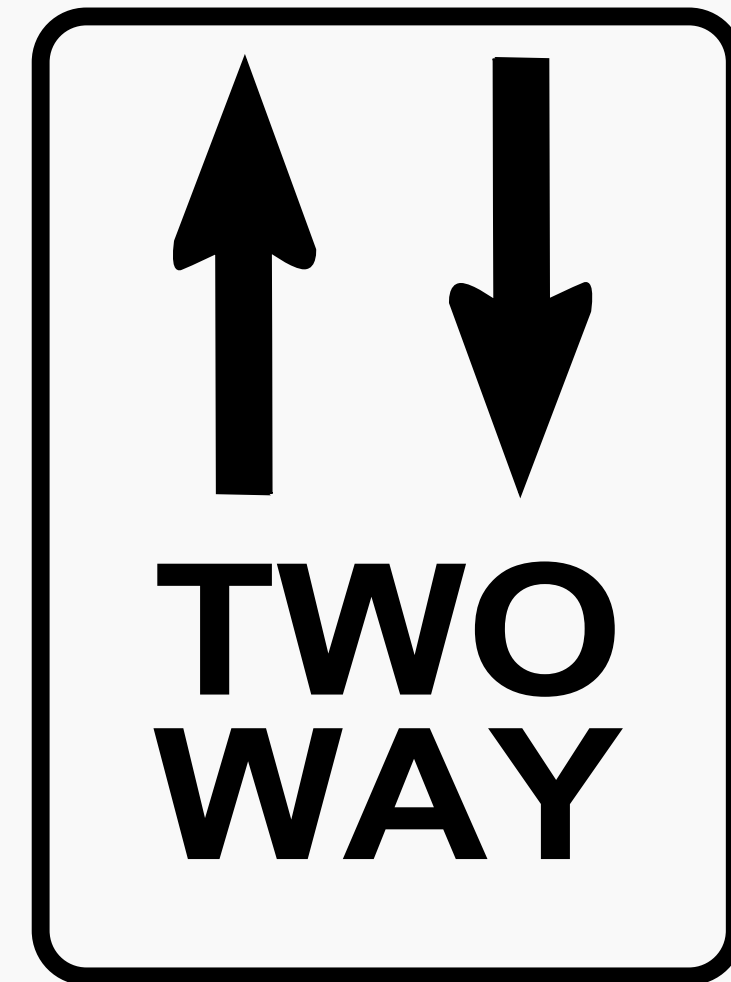
Experience, failure, chance, chaos, innovation

Traditional Culture



One-way communication
“Know your target audience”

Digital Culture



Two-way communication
“Stay connected with you community”

Traditional Culture



Rigid Hierarchy

Vertical Organization

Continuous Control

Digital Culture



Horizontal Relations

Network-Based Org.

Based on Trust

Traditional Culture

Managers who manage professionals and where decision-making authority is concentrated at the top



Digital Culture

Collective leadership that opens the door to diverse, original, and risky ideas



Digital Transformation and Collective Leadership

Collective leadership is a management model that emphasizes collaboration, shared responsibilities, and the active participation of all members within an organization. It creates an inclusive and innovative working environment by drawing on everyone's unique skills and ideas.

Unlike traditional hierarchical leadership, where decision-making power is concentrated at the very top, collective leadership distributes this authority throughout the entire organization. This approach ensures that diverse perspectives and expertise contribute to the overall direction and success of the institution.



Core Principles of Collective Leadership



Establishing a shared vision and clear goals

that align everyone's
efforts and nurture a
strong sense of purpose



Empowering individuals at every level

to take initiative
and make decisions



Promoting open communication and cooperation

across all departments and
teams to foster a culture of
togetherness

Digital Transformation and Collective Leadership



By distributing decision-making power and responsibility throughout the organization, collective leadership creates an environment where employees feel valued and are motivated to contribute their best ideas and efforts.

By fostering a culture of collaboration and open communication, innovative ideas emerge from all levels of the organization. This allows for the faster identification of more creative solutions and opportunities for technological advancement.

Collective leadership increases organizational agility by decentralizing decision-making and providing faster responses to social changes and technological developments.

It creates an environment where information flows openly through seamless communication and transparency. By using digital tools, organizations ensure that everyone stays aligned with transformation goals.

As digital transformation introduces new technologies and processes, employees must constantly acquire new skills. Collective leadership supports this by encouraging knowledge sharing, mentoring, and peer-to-peer learning.

By distributing leadership responsibilities and building a culture of collaboration, organizations become less dependent on a few key individuals. This ensures continuity and stability, even during times of significant change or crisis.

Why Digital Transformation is Important for NGO's?

Current business models of technology companies present risks for data protection, algorithmic bias, discrimination, and privacy violations, undermining the safety and security of online civic spaces.

Globally, digital technologies are being used to silence, monitor, and manipulate civil society, as well as to spread extremist views or hate speech.

Where individuals do not have equal access to digital technologies, new forms of exclusion proliferate (digital divide/digital gap).

Hate speech, fake news, and misinformation targeting vulnerable groups spread through social media and other digital tools; efforts to combat disinformation often result in intentional or unintentional censorship.

Government and technology company control over online spaces challenges the independence of NGOs.

In the context of Covid-19, mass surveillance systems used to track and monitor infected individuals, and the requirements for disclosing health data, have triggered concerns about personal privacy and civil liberties on a global scale.



71% of people with internet access report living in countries where individuals are arrested or imprisoned for publishing content on political, social, or religious issues.

Sixty-five percent live in countries where individuals have been attacked or killed for their online activities since June 2018.

There have been cases of news organizations engaging in phone hacking activities to gather information; consulting firms have collected personal data from millions of people's social media accounts without their consent for political advertising purposes.

Divisions are exacerbated by the digital divide: only 24% of the population in Africa has internet access, compared to 90% in Europe; women facing cultural barriers are up to 50% less likely to connect.

Source: Freedom House

Digitalization Fields for NGO's

Using Cloud Services

Utilizing cloud services that provide adequate security is beneficial for reasons such as information management, data security, and paper savings.

Online Education/Meeting Platforms

Working efficiently and effectively using remote work, training, seminar, and meeting tools.

Digital Comm. and Social Media

Conducting advocacy activities through digital tools and social media.

Data Collecting and Digitalization

Improving advocacy and lobbying activities through online data collection, analysis, and visualization.

Using Mobile Applications

Digitalization of processes using mobile applications.

Internal and External Management of NGOs

Membership management, network-based stakeholder relations, crowdfunding, process automation, etc.



Why NGO's Fail?

Cultural Mindset

Digital transformation requires a cultural shift. This includes fostering a culture of collaboration, continuous learning, innovation, and adaptability.



Lack of Management Support

Leadership support is essential for setting priorities, allocating resources, and building commitment across the organization.



Complex Software and Technology

The complexity of software and tools can lead to implementation delays, integration problems, and difficulties in achieving the expected benefits.



Lack of Digital Transformation Strategy

The absence of a consistent strategy can lead to fragmented efforts that lack coherence and fail to meaningfully contribute to objectives.



Spending Restrictions

Budget constraints can prevent investment in necessary tools, technologies, and skills.



Security Concerns

Implementing robust security measures is crucial for protecting sensitive data.



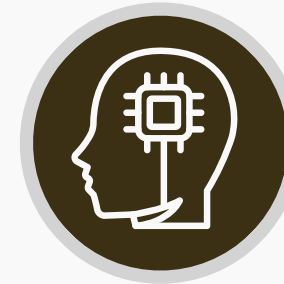
Resistance to Change

Effective management strategies are needed to ensure that employees and volunteers understand, accept, and participate in new working methods.



Lack of IT Skills

Investing in training for employees and volunteers, and hiring the right talent, are crucial to success.



5 Steps of Digital Transformation

1 To align people, processes, and technology, we need to establish a common frame of reference.



2 You need to evaluate your current approach to digital technology and determine your digital maturity level.



3 You need to develop a digital transformation strategy.



4 Developing a security policy and strategy is crucial. Choosing a cost-effective and secure cloud platform is the most important step to take regarding security.



Get to work! **5**



Digital Maturity



Crawling

NGOs that do not regularly use digital communication tools, do not measure them, do not have a communication plan, are aware of the power of digital communication but have not yet taken the necessary steps.



Walking

At this stage, NGOs are using digital communication tools but are not achieving the impact they aim for. They have a communication plan but it needs to be changed.



Running

At this stage, NGOs can use many digital communication tools, can conduct measurements, and can implement digital communication plans.



Flying

At this stage, NGOs have placed digital communication tools at the center of their organizations and are working to fulfill their missions by building strong relationships with a wide network.

Future Scenario #1

What does this future look like?

Governments, corporations, media outlets, and radical groups **leverage digital technologies to restrict the activities** of civil society actors, leading to the gradual collapse of civic space.

As a result, **state and corporate surveillance increases**, while civil society actors voluntarily abandon online spaces due to various security concerns.

Civic Space in Digital

What should be done?

1. **Bridge the Gap:** Create policies and programs to help NGOs overcome digital transformation challenges.
2. **Empower NGOs:** Boost the digital skills of organizations and groups supporting disadvantaged people.
3. **Fight Surveillance:** Launch global campaigns against the development and use of digital surveillance technologies.
4. **Collaborate for Rights:** Work with other countries to protect digital rights and safety, especially during crises.
5. **Combat Fake News:** Partner with media to fight disinformation and help citizens recognize hate speech and fake news.

Future Scenario ^{#2}

What does this future look like?

A legal framework exists that **enables the development of the civic sphere** both online and offline.

A model of democratic digital governance (**digital democracy**) has been established in the digital realm, respecting fundamental rights.

The digital public sphere is defended and expanded through the actions and interactions of states, corporations, and other actors.

Civic Space in Digital

What should be done?

Support programs that **enhance the digital capabilities** of legal, judicial, and security officials and institutions to address digital rights violations.

Support programs that **combat disinformation** by enhancing the digital capabilities of media officials and institutions for quality investigative journalism.

Support **digital literacy in civil society** and the development of public service media.

Future Scenario ^{#3}

What does this future look like?

The online space has become not only a place for coming together, expressing oneself, and building relationships, but also a **space where people can construct public spaces (digital agoras)** at national, regional, and global levels.

These digital agoras have become possible thanks to digital tools that allow citizens to connect with society easily and effectively.

While state-citizen relations based on representative democracy models are becoming dysfunctional, **social movements** have begun to constitute a large part of civil activism.

Institutionalized NGOs are far **less influential than they used to be.**

Civic Space is Transforming Itself

What should be done?

Working with digitally empowered civil society actors at local, national, and global levels, and developing new network-oriented methods for civil activism and advocacy.

Developing projects with private sector stakeholders aimed at technology transfer to civil society, beyond the boundaries of traditional PR activities.

Supporting non-profit technology startups specializing in technology development. For example: Software Cooperatives.

Future Scenario ^{#4}

What does this future look like?

Some civil society organizations **failed to embrace digital transformation and collapsed**; others thrived because they **adopted human-centered and human rights-based technology principles**, as well as other digital measures necessary to protect and expand the civic space.

Civil society **faced severe restrictions**, but nevertheless managed to avoid a complete shutdown, partly through the use of civic technologies. The civic space as a whole became neither cohesive nor integrated, dysfunctional, and significantly **weakened and limited**.

Civic Space is Falling Apart

What should be done?

1. **Supporting legal frameworks** that protect digital rights. Encouraging digital participation for a free, open, and inclusive digital space,
2. Investing in **developing civic digital infrastructure**. Implementing digital literacy training programs for civil society organizations,
3. **Supporting programs** that strengthen independent media at local, regional, and global levels,
4. Strengthening the alignment of **national laws and regulations** with **international digital governance** frameworks.



the presentation is over

Ali Selim KARA

Communication Specialist and Youth Trainer

✉ aliselimkara@gmail.com

[in](https://www.linkedin.com/in/aliselimkara) /aliselimkara