

**Module 3 European Studies through Digital European Law**

**Practical workshop No. 5**

**Topic 5: The Role of Digital Advocacy in Shaping EU Policies**

**Part 1: The Mechanisms and Strategies of Digital Advocacy in the EU**

1. **Definition and Importance of Digital Advocacy**
    - How digital activism influences policymaking in the EU.
    - The role of NGOs, civil society, and grassroots movements in digital advocacy.
  2. **Key Digital Advocacy Tools and Platforms**
    - Online petitions and citizen initiatives (e.g., **European Citizens' Initiative**).
    - Social media campaigns and digital storytelling for policy change.
    - Crowdsourced policymaking through **EU consultations and digital feedback mechanisms**.
  3. **Influence on EU Institutions and Decision-Making**
    - How digital advocacy engages the **European Parliament, European Commission, and national governments**.
    - Case studies of successful digital campaigns affecting EU legislation.
  4. **Challenges in Digital Advocacy**
    - Misinformation and the challenge of ensuring factual accuracy.
    - Regulatory restrictions on online activism and lobbying in the EU.
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**Part 2: Case Studies and Future Trends in Digital Advocacy for EU Policymaking**

1. **Case Studies of Successful Digital Advocacy Campaigns**
  - **#SaveYourInternet**: How digital activism influenced the EU Copyright Directive.
  - **Stop TTIP**: Digital mobilization against the Transatlantic Trade and Investment Partnership.
  - **GDPR Awareness Movements**: How citizen advocacy shaped the discourse on data privacy.
2. **The Role of AI and Big Data in Digital Advocacy**
  - How AI-driven sentiment analysis and data analytics track public opinion.
  - The use of chatbots and automation in political advocacy.
3. **The Future of Digital Civic Engagement in the EU**
  - The potential of **blockchain for secure e-voting and petitions**.
  - Augmented Reality (AR) and Virtual Reality (VR) in civic participation and policymaking simulations.
4. **Regulating Digital Advocacy: Finding the Balance**
  - How the EU's **Digital Services Act (DSA)** regulates online activism and platform responsibility.
  - Ensuring transparency in digital lobbying and citizen engagement.

