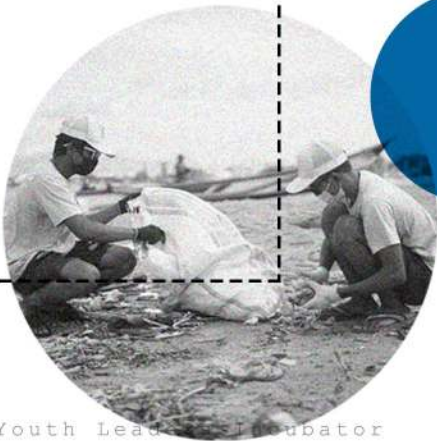




# youth leaders incubator

SEPTEMBER 2021 TO APRIL 2022



**MENTORING**

The Youth Leaders Incubator is a digital civic learning opportunity for Filipino youth groups and organizations that aim to create concrete social impact in their communities and encourage youth participation. Selected participants will receive eight months of hands-on, comprehensive support including training, knowledge sharing, mentoring, seed funding, and network building – all delivered virtually.

**PEER LEARNING**



**SEED FUNDING**





## CALL FOR APPLICATION

# *youth leaders incubator*

SEPTEMBER 2021 TO APRIL 2022

BROUGHT TO YOU BY  
OUT OF THE BOX MEDIA LITERACY INITIATIVE,  
MANO AMIGA PHILIPPINES, AND FACEBOOK

Around the world, young people are redefining what it means to participate and get involved in social issues and community affairs. With digital media tools that are easy to access and use, many youth find opportunities to express their advocacies and political views in creative ways, including through music, vlogs, memes and hashtags. To cultivate the digital civic engagement of the youth, they must be empowered to not only respond to the many challenges and opportunities presented in these digital spaces, but to also articulate their digital rights in today's modern democracy.

The **Youth Leaders Incubator** is a digital civic learning opportunity for Filipino youth groups and organizations that aspire to create concrete social impact in their communities and encourage youth participation. Selected participants will receive eight months of hands-on, comprehensive support including training, knowledge sharing, mentoring, seed funding, and network building—all delivered virtually.





## The Incubator Program

### PHASE 1

September  
2021

#### Digital Citizenship Training

- Virtual community platform
- 4 synchronous online training sessions
- Crafting of advocacy plans

*20 teams will be accepted in the program. They will receive online vouchers, certificates, and FB swag.*

**Submission of PHASE 1 Output: Advocacy Plans**  
*The 20 teams will be trimmed down to 10.*

October  
2021

### 5-month Project Implementation and Mentorship

- 5-month project implementation
- Regular mentoring sessions and fellowship gatherings

November  
2021 to  
March 2022

### PHASE 2

*Each of the 10 finalists will receive mentorship, seed funding of P10,000 per month, and Facebook ad credits for their 5-month project implementation*

April 2022

**Submission of PHASE 2 Output: Project Documentation**  
*From the 10 teams, the Top 3 will be named winners.*

April 2022

#### DIGITAL TAYO 3rd Anniversary

- Showcase of projects
- Awarding of winners

*NOTE: In Phase 2 of the incubator, OOTB will regularly check whether the teams meet the above-mentioned requirements. Failure to meet any of these could lead to an immediate termination of program support.*

## Who we're looking for

- Civic-oriented youth groups/organizations that support various advocacies (e.g. combating misinformation, climate crisis/environment, education, public health, mental health and digital wellness, diversity and inclusion, child safety, indigenous peoples' rights, peace-building, elections and voting rights, etc.)
- Youth groups/orgs (e.g., school-based clubs, community-based, faith-based, student councils, fan groups, Sangguniang Kabataan, national youth orgs) from Luzon, NCR, Visayas, Mindanao, and BARMM
- Youth groups/orgs who exhibit the capacity to run an advocacy in an online community through webinars, campaigns, or other online events and activations
- Participating youth groups/orgs should be represented by a team of 3-5 members
- Team members should be between ages 18 and 30 years old
- Teams who can commit to the entire duration of the incubator program (Phase 1: September 2021 and Phase 2: October 2021 to April 2022)





## What support will the selected youth groups/orgs receive?

### FOR PHASE 1

The 20 teams that will be selected for Phase 1 of the program will receive:

- An intensive 4-session training on digital citizenship, building advocacy plans, and social media marketing
- Online vouchers, certificates of participation, and FB swag

### FOR PHASE 2

The 10 teams that will advance to Phase 2 of the program will receive:

- 5-month technical assistance and mentorship by experts in organizing online campaigns for advocacies and digital citizenship
- Seed funding of P10,000 per month and Facebook ad credits to support their 5-month project implementation

The Top 3 teams with the best projects at the end of Phase 2 will receive:

- Tokens, Cash Prize, and continuous Facebook ad credits until the end of 2022

## What are your group/org's commitments if selected?

### FOR PHASE 1

- Designate three to five (3-5) members of your organization to represent you in the incubation program. Their responsibilities include attending and actively participating in the training sessions as well as cascading the acquired knowledge to their fellow members.
- Produce an advocacy plan that follows the provided template

### FOR PHASE 2

- Implement their advocacy plan for five months, under the guidance of their mentors.
- Attend and actively participate in the bi-monthly fellowship gatherings that will facilitate continuous learning from experts and knowledge sharing between the teams
- Produce a documentation report detailing the 5-month project implementation

*NOTE: In Phase 2 of the incubator, OOTB will regularly check whether the teams meet the above-mentioned requirements. Failure to meet any of these could lead to an immediate termination of program support.*





## Who will run the Incubator?

**Out of The Box (OOTB) Media Literacy Initiative** is a SEC-registered nonprofit organization that promotes the three media literacy practices of media interrogation, creation, and participation. Through its various educational programs, learning resources, and media campaigns, thousands of Filipino learners and educators have been trained to critically and responsibly engage in media.

**Mano Amiga** is a school that provides underprivileged children access to international quality education (K-12), comparable with that of the best private schools. The school offers programs that promote values formation, skills and health development, and other services tailored to the needs of the community. Mano Amiga uplifts communities through increased student learning outcomes, improved access to health and medical services, and increased sustainable livelihood opportunities for families.

**Facebook** is a social media platform founded in 2004 that aims to give people the power to build community, stay connected, and share and express what matters to them. Facebook has previously implemented digital citizenship programs like Digital Tayo where accessible learning materials on digital literacy give Filipinos the skills to critically think and share online. Together with various partners from government, civil society and academe, Facebook aims to reach even more Filipinos to help create more positive, empowering and safe experiences online.

## How to Apply

All interested youth groups/  
organizations must submit their  
application through this link:

• <https://tinyurl.com/apply4incubator>





## Detailed Timeline

Dates	Activities
Aug 23 - Sep 11	Call for Participants
Sep 12-18	Selection and Announcement of Accepted Teams (20)
Sep 19-24	Teams enter the Community of Digital Tayo Youth Leaders Facebook group
Sept 25-26	<b>Sync Session 1:</b> Digital Tayo: Engagement and Empowerment
	<b>Sync Session 2:</b> Digital Tayo: Community Engagement Playbook for Youth Leaders
Oct 2-3	<b>Sync Session 3:</b> Youth and Civic Media Literacies [Lecture + Panel Discussion]
	<b>Sync Session 4:</b> Know Thy Audience [Panel Discussion]
Oct 4-15	Crafting of Advocacy Plan
Oct 16 (Sat)	<b>Deadline of Submission: Advocacy Plans</b>
Oct 17-24	Judging of Advocacy Plans
Oct 25-31	Announcement of Top 10 teams
Nov 1 - March 31	<b>5-month Project Implementation</b>
	<b>Regular Mentoring Sessions</b>
	<b>Bi-Monthly Fellowship Gatherings</b>
April 1-7	Preparation of Project Documentation
April 8 (Sat)	<b>Deadline of Submission: Project Documentation</b>
April 9-15	Judging of Projects
April 17-23*	Digital Tayo 3rd Anniversary (Awarding of Winners)

**Phase 1**  **Phase 2**  **Deadlines**





## FAQs

Curious about the Youth Leaders Incubator? Read our FAQs to learn more about this 8-month program you surely don't want to miss! Send your application on or before September 11 at [tinyurl.com/apply4incubator](https://tinyurl.com/apply4incubator)

### ***Is the program online?***

*Yes! The entire program will be done online with a mix of synchronous and asynchronous sessions with experts, mentors, and fellow youth civic leaders.*

### ***Is the program free?***

*Yes! Participating in the program will NOT require any fee.*

### ***How many synchronous sessions are there?***

*There will be FOUR (4) synchronous sessions in Phase 1 of the program (September 25-26 and October 2-3). Each synchronous session will run for 1.5 to 2 hours. For Phase 2, regular mentoring sessions and fellowship gatherings will happen at least once a month from November 2021 to April 2022.*

### ***Who will I work with and learn from?***

*You will learn from leading experts in the fields of Civic Media Literacy, Digital Citizenship, Advocacy Communications, and Social Media Marketing. If you make it to Phase 2, your team will be matched with a mentor that fits your organization's advocacies, interests, and needs. There will also be opportunities for you to learn from your fellow participants.*

### ***Is this open to nationwide participants? How about international participants?***

*We are accepting participants from all over the Philippines - in fact, applicants in every corner of the country is encouraged to apply! We welcome different voices, perspectives, and advocacies of any youth group. The program is exclusive for Philippines-based organizations, hence, international participants will not be accepted.*

### ***I am a member of a youth organization with some members who are below 18 years old and/or members older than 30 years old. Can we still join?***

*Yes! If your org or group will be represented by 3-5 members who are between 18 and 30 years old, you will be allowed to apply for the program.*

### ***My organization was formed just this year. Are we allowed to join?***

*Yes! Orgs or groups that are only recently formed are welcome to apply. The only requirement is for the org to have experience in promoting their advocacy online through campaigns, webinars, and other initiatives.*





***I am not sure if my organization falls under the description "civic-oriented". Can you expound on this?***

*The term civics can refer to a broad range of activities. For as long as it involves participation in community activities that focus on the common good, it falls under civic participation. Examples include clean-up drives, awareness campaigns, tutoring, lobbying, protests, sign-up petitions, charities, relief operations, sports clinics, tree-planting, etc. While political activities such as volunteering for a political party or politician is part of civics, the Incubator will be exempting groups/org that will be campaigning for any electoral candidate in 2022.*

***Are there any limitations to the advocacy plan and project we can mount?***

*Teams are encouraged to utilize all creative possibilities that employ digital media tools to communicate their advocacies. This includes, but is not limited to, infographics, vlogs, short films, memes, webinars, online contests, hashtag campaigns, and so on. Teams will only be prohibited to produce content and mount activities in relation to a political campaign of an electoral candidate for 2022.*

***Is the workload doable for teams with members who are enrolled students?***

*Yes! All sync sessions and deadlines are set on Saturdays which should fit well in most students' academic calendars. Also, sufficient time is allotted for teams to work on their outputs. The program stretches for 8 months to allow the teams to strategize effectively and work on their plans at their own pace.*

***What is the language of instruction?***

*The program will be in English and Tagalog.*