

16 Week Online University Course

STRATEGIES OF NON-VIOLENT MOVEMENTS

Analyzing Civic & Social Campaigns



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USAID-ის სამოქალაქო საზოგადოების ჩართულობის პროგრამა
USAID CIVIL SOCIETY ENGAGEMENT PROGRAM





The **USAID Civil Society Engagement Program** in Georgia is a five-year, 15 million USD activity funded by the **United States Agency for International Development (USAID)** and implemented by **East-West Management Institute, Inc. (EWMI)**.

The Program aims to strengthen Georgian civil society through building the capacity of new and existing civic actors to perform as trusted, legitimate, and effective representatives of citizens' interests, empower communities to advocate for their rights, and build an ecosystem for civic actors to diversify their resource base. The Program supports civic organizing, civic activists, and civil society organizations (CSOs) from across the country to put forward and advance citizen-vetted solutions to citizens' key concerns and priorities.



ABOUT THE PROGRAM

Charismatic individual leaders like Mahatma Gandhi, Martin Luther King Jr., and Greta Tunberg taught the world that peaceful social change is not just possible but profoundly transformative. Yet the thousands of largely nameless activists engaged in more recent nonviolent social activism around the world have demonstrated the depths of power ordinary people possess. When harnessed in mass numbers, the potential for this power to reverberate regionally or even globally, bringing social change, such as tackling gender and racial inequality, and moving communities toward democracy—is truly extraordinary. In fact, recent research has found that nonviolent approaches are twice as likely to be successful, ten times as likely to have democratic outcomes, and are resolved twice as fast as when violence is involved.

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However, the success of modern civil society is by no means predestined and remains hard-fought. From eastern Europe to Latin America, we see global democracy backsliding. As people face more and more oppression for their activism, managing the transition from protest and action to good governance and long-term sustainability requires greater forethought and planning.



Strategies of Non-Violent Movements Analyzing Civic and Social Campaigns

is a 16-week online program offered by the USAID Civil Society Engagement Program.

Under this program, EWMI partnered with the Center for Applied Nonviolent Action and Strategies (CANVAS) to create this executive online program to offer university students and academia an opportunity to promote social and political progress ideas through **nonviolent actions** and campaigns within the university community or beyond. Participants will deepen their understanding of civil society and civic engagement's importance, especially among young people, and learn how to strengthen public interest in civic engagement. The program will explore the practical and theoretical aspects of modern, impactful movements. Through a systematic and highly collaborative review of case studies and current research, students will build the crucial leadership skills necessary to engage large constituencies and achieve success in their dynamic environments.



CURRICULUM

Students will analyze historical and contemporary cases of civilian-led struggles, including movements for human rights, perseverance in building a democratic society, and civic unity. Learning from the experience, failures, and victories of civil activists in the past will allow students to achieve changes today and organize civil society successfully. More specifically, the course will address the following questions:

- What is people's power?
- What have been the impacts of nonviolent civic organizing throughout history?
- What are the main misconceptions concerning nonviolent civic organizing?
- Why do certain civilian-led engagements succeed while others fail?
- What are critical tactical and strategic considerations for nonviolent civic organizing?
- How do non-democratic regimes respond to civilian-led challenges, and how can nonviolent actors be prepared for and exploit regime?
- What role do new media and communication technologies play in strategic nonviolence?
- How have external actors influenced movements - positively or negatively?

The program also recognizes the existence of civic engagement in democratic societies. Any society experiencing injustice and inequality can be a battlefield for protecting civil and political rights, victory over corporate corruption, or demanding the end of the war. It is confirmed by the example of the environmental movement, the global push for support of Ukraine, anti-corruption campaigns, actions for integration into the EU, etc.



WHO SHOULD ATTEND

The program is designed for students passionate about social sciences (political science, international relations, peace and conflict studies, state and local policy, and related disciplines, including sociology, law, etc.) or humanities. It is also intended for students involved with non-governmental organizations focused on human rights, democracy promotion, or conflict resolution. Ideally, you are currently working on a campaign for social change, or you have a problem

in your community for which you would like to design such a campaign. Strategies of Non-Violent Movements – Analyzing Civic and Social Campaigns is offered online, making the program accessible to a wide array of participants. This format opens the program to a diverse, vibrant community composed of students from several Georgian universities, creating rich opportunities for networking and exchanging ideas.

ENROLMENT

Enrolment to the program is competitive and based on student's GPA and driving passion to be part of this new executive course. Also, there are formal educational requirements for admission.

1. Bachelor (3rd and 4th-year)
2. Master's level students at Ilia State University, Saba University, Free University, Caucasus University, and GIPA
3. Fluency in written and spoken English is necessary for participation

INSTRUCTORS



Srdja Popovic
Co-founder of the
CANVAS

Srdja Popovic is the Founder and Executive director of the Center for Applied Nonviolent Actions and Strategies (CANVAS). Since his early 20ies, he has focused on activism, democracy, and human rights issues by working with activists and teaching courses on mobilization, community organizing, and leadership in non-violent movements at NYU, Colorado College, and Grinnell College in the United States as well as the University of Essex in the United Kingdom. Additionally, he taught a highly successful online course for Harvard's Executive Education program, "Leading non-violent movements for social progress," from 2014-2018. He was the 53rd Rector of the University of St Andrews for 3 years from 1 November 2017. Popovic is also the author of "Blueprint for Revolution" and co-author of "Pranksters vs Autocrats: Why Dilemma Actions Advance Nonviolent Activism."



**Slobodan
Djinovic**
Co-founder of the
CANVAS

Mr. Djinovic is the President and Founder of the Center for Applied Nonviolent Action and Strategies. He studied Law and Diplomacy at Tufts Fletcher School in 2006. He has authored multiple CANVAS editions, including "Slate, Foreign Policy, and Humanity in Action." In addition, he has lectured at several universities, including Colorado College, Grinnell College, University of Belgrade, New York University, and Harvard University Kennedy School of Government. Mr. Djino

vic, on behalf of CANVAS, has received several awards throughout his career, including the Poul Lauritzen award in human rights, the Tufts University Global Citizenship Award and most recently Brown Democracy Medal from McCartney Institute at Penn State University in 2020.



Cecilia Pe Lero
Ph.D. in Political
Science, CANVAS

Cecilia Lero has been a trainer with the Centre for Applied Nonviolent Action and Strategies (CANVAS) since 2008. She has conducted dozens of training in community organizing and community-building activities and has helped many local leaders and key decision makers bring local democracy together, facilitated coalitions, and assisted in campaign development. In 2021, she was an Adjunct Instructor at New York University for the course "Waging Non-violent conflict: Organizing for Social Change." She recently co-edited the book, The Radical Right: Politics of Hate on the Margins of Global Capital (Brill). Cecilia completed a post-doctoral fellowship at the University of São Paulo (Brazil) and holds a Ph.D. in Political Science from the University of Notre Dame (USA) and a B.A. in Politics from New York University (USA).



Giorgi Meladze
Associate Professor
of Ilia State
University

Mr. Meladze is the Director of the Center for Constitutional Research at Ilia State University in Tbilisi. He served as Executive Director of the Liberty Institute, and was a Member of the Advisory Committee of the Framework Convention for the Protection of National Minorities within the Council of Europe. Meladze was one of the founders of the Kmara movement, and since 2007 he has served as a CANVAS trainer. Over the years, he provided more than 50 grassroots training to human rights activists and campaigners worldwide.





We start on
Wednesday, 22 February 2023

The course will have **16 consecutive sessions**
every **Wednesday** at 8pm GET, via Zoom.

APPLY NOW!

<http://bit.ly/3UcPAw8>

Applications are open
from 20 December 2022 to 27 January 2023



<https://ewmi-activism.org>

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