



**HEROES HUB  
YOUTH FELLOWSHIP  
PROGRAM  
2023**

**BRIEFER**







# CALL FOR YOUNG HEROES


The **Heroes Hub Youth Fellowship Program** seeks to cultivate young voices, storytellers, artists, educators, and movement leaders who value creativity, imagination, and innovation in the advocacy for human rights, freedom, democracy, and rights-based governance.

Heroes Hub is looking for brave spirits and open minds who are seeking to activate their curiosity and idealism in reinvigorating the youth movement toward genuine social transformation.

Heroes Hub is a platform for youth of diverse backgrounds to learn from one another, work collectively, and be engaged in the meaningful transformation of their communities and the country. The program shall provide dynamic, open, and safe structured spaces and access to resources and networks for 30 young people to build their capacity and drive for change-making through a **free** series of empowering training, mentoring, and solidarity-building sessions.

The selected youth participants shall work with DAKILA and Active Vista's extensive network of youth, artists, advocates, and partners in reimagining the youth movement toward the pursuit of a vision of the Philippines that the youth want, deserve, and will fight for together.

More than just a program, Heroes Hub facilitates the lifelong learning of #LahingDAKILA as a way of life, embracing one's innate heroism, and developing the individual's capacity to make change and involvement in the wider social movement.





The background of the entire page is a collage of images of diverse young people, primarily of Filipino descent, smiling and looking towards the camera. Overlaid on this are various abstract shapes in yellow, orange, and blue, including stylized clouds, paper airplanes, and organic, flame-like forms. The text is contained within white rectangular boxes with colored borders (orange for the first two sections, yellow for the last).

## PROGRAM OVERVIEW

The Heroes Hub Program is a youth leadership empowerment and advocacy development program that aims to empower Filipino youth to be agents of social change. The Heroes Hub offers a transformative learning process through the pursuit of knowledge, skills, values, and practices to form the youth's critical thinking, progressive ideas, and creative innovations which are fuel to their development as citizens and their participation in nation-building.

The Heroes Hub facilitates a learning process where youth are given opportunities to connect, collaborate and create with their fellow youth. It provides spaces for immersion, discourse, expression, and innovation to happen and avenues for developing and nurturing ideas into action.

## PROGRAM GOALS

1. Build the capacity and commitment of young leaders to appreciate, defend, and advocate for human rights toward social transformation.
2. Empower decentralized yet unified hubs of youth leaders in different regions that will serve as structured spaces for them to collectively campaign for change in their own communities.
3. Sustain the formation journey by providing avenues, access to resources, and networks for the fellows to continue to engage in activism work.

## PROGRAM DESIGN

The Heroes Hub Youth Fellowship Program is designed to take youth participants on a heroic journey of their own self-transformation toward their empowerment as active agents of social change. Through a series of learning sessions designed to build the capacity of selected fellows in leadership and advocacy work, participants will be able to elevate their understanding of youth movement building that is grounded on human-centered concepts of heroism, human rights, and democratic governance. Experts from various fields and disciplines shall guide, train, mentor, and co-create with youth participants of the program.





# TRAINING COURSES

## Course 1: Heroism in Youth Leadership

The session introduces the concept of modern heroism as an orientational framework in leadership empowerment and advocacy development of the youth. Presented through the lens of 'taya' (stake) in the Bayan (society), in Bayanihan (community), and the Bayani (self), It will take the participants on a journey to discovering their inner heroes. The course shall help participants expand and deepen their understanding of heroism in the context of youth empowerment, and the youth's vital role in contributing to positive social change.

## Course 2. Ibang Klase Education Sessions

The course organizes a variety of specialized courses anchored on the universal principles of human rights (karapatan), freedom (kalayaan), truth (katotohanan), reason (katuwiran), justice (katarungan), independence (kasarinlan), and social progress (kaunlaran). The course will cover topics on human rights, justice, democracy, rights-based governance, and the challenges of disinformation, widening social divide, shrinking civic spaces, and the culture of violence and intolerance. It shall help the participants learn intersectional approaches in looking at social issues and how society affects their life, livelihood, and lifestyle. The course aims to incite critical discourse to empower individuals to take a stand on relevant social issues and develop strategies for action. Issue experts and leading development practitioners and thinkers, policy leaders, and academics, are invited as resource persons.

## Course 3. Movement Building for Change

The course shall provide the organizing framework, key concepts, and tools to help people - the youth and their communities to build, strengthen, and forge their own power. Through this course, participants are ushered in conviction and appreciation of the importance of organizing the youth as a potent social force in nation-building. Grounded on the framework of genuine people empowerment and the thrust of creating a leaderful youth movement, the course combines the basic principles of organizing with real-world context and experience of participants to enable them to turn the resources they have into the power they need to make the change they want. Participants are introduced to various strategies and tactics designed to empower communities to make decisions and take actions that create meaningful impact in their lives.





#### Course 4. Designing Campaigns for People's Victory


The course shall build the capacity of participants to design their own advocacy campaigns and dive into the process behind creating campaign strategies that lead to concrete victories. The course provides an overview of the theory and practice for successful grassroots campaigning and includes topics on defining what an advocacy campaign is, identifying the types and elements of a campaign, planning a campaign, and formulating tactics for effective campaigning. In this course, youth fellows shall develop strategies for local mass campaigns and collaborate on ideas and actions that will contribute to broadening and strengthening the citizens' movement for the protection and promotion of human rights and democracy.

#### Course 5. Narrative Change


Harnessing the power of stories, the course introduces the participants to the Narrative Change approach to social change. Through a workshop designed to create narrative power, the course integrates narrative change-making with our change-making strategies and approaches such as the social-behavioral change approach. The workshop aims to identify dominant harmful narratives and determine opportunities for interventions that can change these into desired narratives, and at the same time, grow and nourish the narrative power of change-makers.



#### Course 6. Strategic Communications for Social Change



In the face of massive disinformation, fake news, and historical distortion widening social polarization, the course unpacks core communication concepts and frameworks in addressing these challenges by building an army of advocates online and offline that would counter-attacks on human rights and democracy and promote spaces where rights and freedoms are upheld, protected and promoted. The course shall equip participants with skills in developing key messages and employing effective multi-disciplinary approaches to communicate utilizing various tools and platforms.

An illustration of several raised fists in various colors (brown, pink, yellow, grey) against a background of orange and yellow flames. The fists are clenched and raised in a gesture of solidarity or protest.






## Course 7: Arts and Advocacy Lab

This course shall enable the creative expression of participants through community exposure and engagement activities. The participants shall have first-hand experiences in using arts for advocacy through talks, performances, and workshops hosted by highly-esteemed cultural groups and artists who shall share their insights in using film, art, spoken word, music, and other creative forms for advocacy expression.

## Course 8: Project Management and Field Work

The course aims to equip youth leaders with skills in project planning, management, and implementation through praxis as they will collectively design, plan, and implement the activities and strategic actions towards engaging their fellow youth in their own communities in the promotion of human rights and democracy. Fellows will lead the organizing of the Active Vista International Human Rights Festival in their own regional communities as part of their fieldwork in the fellowship.





# SESSION SCHEDULE

*Schedules are subject to change.*

| SCHEDULE   | PROGRAM  |
|--|--|
| June 10 - 12, 2023<br>Saturday - Monday                          | <b>Session One: Heroes Hub Youth Fellowship Program</b> <ul style="list-style-type: none"><li>• <b>Course 1:</b> Heroism in Youth Leadership</li><li>• <b>Course 2:</b> Ibang Klase Education Sessions</li></ul>   |
| June 30 - July 2, 2023<br>Saturday - Monday<br>Luzon Fellows     | <b>Session Two: Heroes Hub Youth Fellowship Program</b> <ul style="list-style-type: none"><li>• <b>Course 3:</b> Movement Building for Change</li><li>• <b>Course 4:</b> Designing Campaigns for People's Victory</li></ul>  |
| July 14 - 16, 2023<br>Friday - Sunday<br>Central Visayas Fellows |  |
| July 21 - 23, 2023<br>Friday - Sunday<br>Western Visayas Fellows |  |
| July 28- 30, 2023<br>Friday - Sunday<br>Mindanao Fellows         |  |
| August 26 - 28, 2023<br>Saturday - Monday                        | <b>Session Three: Heroes Hub Youth Fellowship Program</b> <ul style="list-style-type: none"><li>• <b>Course 5:</b> Narrative Change</li><li>• <b>Course 6:</b> Strategic Communications for Social Change</li><li>• <b>Course 7:</b> Arts and Advocacy Lab</li></ul> |
| September 2023   | <b>Field Work</b> <ul style="list-style-type: none"><li>• <b>Course 8:</b> Project Management</li><li>• Active Vista International Human Rights Festival</li></ul>   |



# ELIGIBILITY AND QUALIFICATIONS

The Heroes Hub Youth Fellowship Program (HHYFP) provides an opportunity for 30 youth leaders of diverse backgrounds from all across the Philippines to learn from one another and to lead projects that make a meaningful impact for their communities, the country, and society.

- ✔ Youth ages 18-35 years old, special consideration may be given to minors with parental consent
- ✔ An applicant must be able to participate in the full fellowship program - 3 batches of 3-day learning sessions and practical fieldwork in their own regional communities.
- ✔ An applicant must have active engagement or leadership experience in their schools, communities, or among peers (a formal leadership position is not a requirement).
- ✔ An applicant values human rights and democracy, demonstrates interest in social issues, and in engaging fellow youth in rights-based democratic governance.
- ✔ An applicant must display the commitment to engage their fellow youth in schools and communities, and at the local and national level to build a strong citizens' democratic movement towards social transformation.
- ✔ An applicant must possess good collective leadership skills and must be able to work with diverse groups of people, contributing their creativity, ideas, and voice.
- ✔ Applicants directly affected by, or with significant direct personal experience of the challenges, policies, and practices, of human rights engagement are strongly encouraged to apply, especially but not limited to:
  - Freedom of expression
  - Good governance & civic participation
  - Voter education & voters' rights
  - Labor rights
  - Digital rights/internet freedom
  - Climate justice & environmental rights
  - Right to education/students rights & welfare
  - Equity, diversity & inclusion of SOGIE, women, PWDs, IPs, minorities, etc.
  - Transport & commuter rights
  - Mental health
- ✔ Sessions will be held both face-to-face and online. Access to a mobile phone, laptop, or tablet and an internet connection will be needed for the applicants to be able to join the online sessions. We want to ensure that every youth gets a fair chance to be part of the program and should the technical requirements be difficult, please let us know.





## APPLICATION SCHEDULE

The Heroes Hub Youth Fellows shall be selected through the following process:

|          |   |
|----------|---|
| April 17 | Call for Youth Fellows                        |
| May 1    | Deadline for Applications                     |
| May 2- 5 | Review & Selection of Short-listed Applicants |
| May 8-11 | Panel Interview of Short-listed Applicants    |
| May 16   | Announcement of Heroes Hub Youth Fellows      |

Deadline for applications is on **May 1, 2023.**

## GET TO KNOW THE ORGANIZERS

**DAKILA**  
[www.dakila.org.ph](http://www.dakila.org.ph)

DAKILA - Philippine Collective for Modern Heroism is an organization creatively building a movement of heroism towards social transformation. DAKILA cultivates one's innate heroism, organizes communities of heroes, and creatively fosters social involvement by building one's capacity to make change, influencing individuals and groups to be part of the movement for change, and taking on advocacies and social concerns to bring about strategic actions that make real change.

DAKILA was founded in 2005 by multi-awarded writer Lourd de Veyra, musician Noel Cabangon, actor Ronnie Lazaro, Parokya ni Edgar bassist Buhawi Meneses and the late comedian Tado Jimenez.

**▲ACTIVE VISTA▲**  
[www.activevista.ph](http://www.activevista.ph)

Active Vista is an institution established by DAKILA to support its mission of building the movement of heroism toward social transformation. Active Vista facilitates the learning process of empowering citizens to become agents of social change. It utilizes the arts, media, and popular culture in human rights education by providing platforms for citizen engagement. It organizes the annual Active Vista International Human Rights Film Festival.