

# Theory of Change

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## Goal

Build a global pro-encryption consensus.

## Insight

Encryption keeps us safe but is taken for granted.

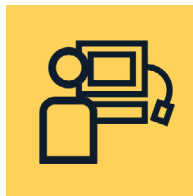
## Strategy

Mobilise trusted voices to make the case for encryption.

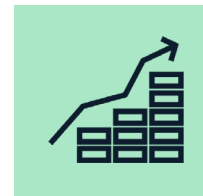
## Campaign Themes



National Security



Personal Security



Economic Benefit



Vulnerable Groups



Social Justice



Crime Prevention