



**OAS** | More rights  
for more people

# DIGITAL DIPLOMA IN LEADERSHIP FOR SOCIAL INCLUSION AND ACCESS TO RIGHTS

*Para lograr más derechos para más gente, necesitamos conocimiento y acción!*  
Secretariat for Access to Rights and Equity - Department of Social Inclusion

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**OAS** School of  
GOVERNANCE







The concept of "inclusion" cannot be defined without first understanding what inequality is. The General Secretariat of the Organization of American States (OAS), approaches the issue from a multidimensional perspective; when we refer to inequality, we do not only speak of an unequal distribution of income and assets, but also about the gaps in opportunities throughout a person's life cycle, and the access to and quality of goods and services. In addition, we talk about the historically subordinate positions and roles in which groups of people have been placed because of their bodily, identity and human diversity, which generates situations of deeper and intersectional discrimination and exclusion, which unfortunately end up preventing, nullifying or reducing the full enjoyment or exercise of the human rights of these people. Groups in Situation of Vulnerability<sup>1</sup> (henceforth GSV) include women, people with disabilities, indigenous peoples, people of African descent, LGBTQI people, and the elderly, those living in poverty, among others, who often face intersectional forms of discrimination, which are now exacerbated as a result of the current global health pandemic.

In this framework, the concept of social inclusion refers to the process through which equality in diversity and of opportunities are achieved, and gaps are closed in the access to rights for all people in equal conditions. It is also a process that allows for the reformulation of the terms, roles, categorizations, and positions in which individuals and groups are part of society. It is about recognizing the dignity of all people, the inherent diversity of humanity, and facilitating access to opportunities to contribute to their societies.

In the Americas, approximately 85 million people live with a disability<sup>2</sup>, and 60% of them are women and girls. More than 57 million people (11% of the population) are elderly in the region, and it is estimated that by 2030, this group will represent 17% of the regional population. In addition, it is estimated that more than 130 million people in the region are Afro-descendants, and about 45 million people belong to indigenous communities, representing approximately 8.3.

**1** We define as Groups in Situation of Vulnerability (GSV) those groups of people who, based on nationality, race, ethnicity, age; sex; sexual orientation; gender identity and expression; language; religion; cultural identity; social origin; socioeconomic status; educational level; migratory condition; disability; genetic characteristics; bio-psychosocial condition, or any other condition, have been discriminated against and the recognition, enjoyment or exercise of their rights has been denied or violated. Definition taken from: *Inter-American Convention against All Forms of Discrimination and Intolerance*, OAS.  
See here:  
[http://www.oas.org/en/sla/dil/docs/inter\\_american\\_treaties\\_A-69\\_discrimination\\_intolerance.pdf](http://www.oas.org/en/sla/dil/docs/inter_american_treaties_A-69_discrimination_intolerance.pdf)

**2** Cf. World Bank, World Health Organization: *World Report on Disability*, 2011.

**3** Cf. Available in Spanish: <http://scm.oas.org/pdfs/2018/CP38713TPRESENTACIONCEPAL.pdf>



percent of the region's population<sup>4</sup>. Migrants, forcibly displaced persons, and refugees also represent a significant percentage of the population, with about 80 percent of the 5.4 million Venezuelans settling in countries in the region.

## JUSTIFICATION

The challenges faced by States in the region to achieve sustainable development despite the economic and social recession due to the global pandemic require a comprehensive, inclusive, and intersectional approach. To restart their economies and pursue their comprehensive development at and beyond pre-pandemic levels without reproducing the same inequalities, States must become aware of the need to leverage the energy of all their citizens. This means that they must guarantee the empowerment of all people by promoting their political participation, public visibility, social inclusion, and the full exercise of their human rights.

To further open up opportunities for employment, education, and political participation, it is crucial to equip representatives of governments, civil society, and other social actors, including the people most excluded of the GSVs, with the necessary skills to understand and take on the challenges involved in public policies to achieve effective inclusion and the fulfillment of all citizen rights. Likewise, it is important to provide these actors with knowledge and tools to exercise leadership aimed at achieving social inclusion and achieving public actions and policies with a human rights approach.

By empowering key actors who work for more rights for more people in the Americas, capacity can be built to effectively advocate for an inclusive and human rights agenda in all spaces, including government spaces, where they can more effectively influence the design and implementation of inclusive public policies for all people in the post-COVID-19 reconstruction process.

Within this framework, the Department of Social Inclusion (DSI) of the Secretariat for Access to Rights and Equity (SARE) launches the Digital Diploma in Leadership for Social Inclusion and Access to Rights, henceforth "Digital Diploma."

## OBJECTIVE

To take advantage of the opportunity offered by the current context and considering the need to address the deepening inequalities brought by the COVID-19 crisis, the Digital Diploma will harness and transform in-person discussions and knowledge sharing to a virtual format. The Digital Diploma seeks to contribute to reduce inequalities through the promotion of an agenda of human rights and inclusive development and to promote the full inclusion of GSV in the Americas in the process of post-COVID-19 reconstruction, through the strengthening of leadership skills for inclusion and human rights, for political change, and social participation, in key actors of this agenda at the national and regional level.





# I. GENERAL OBJECTIVE

To update and integrate the main knowledge and practices in terms of the international and Inter-American framework on human rights of groups in a historical situation of vulnerability, as well as the debates on the subject, and experiences and practices related to the exercise of human rights in the region, political leadership and social activism. Furthermore, the Diploma seeks to promote the development and strengthening of leadership skills for political advocacy, negotiation and public policy proposals, which are oriented towards full inclusion, equity, social justice and the exercise of all rights of citizens in the region.

It is expected that by the end of the Digital Diploma students will be able to:

- Understand the main concepts in the equity and social inclusion agenda, as well as in the human rights field, including the different definitions and perspectives that have been and are being applied to different GSV, to analyze their implications and impact on the social inclusion and political participation of these people.*
- Learn about the main international and Inter-American instruments on human rights of GSV and their scope and application, as well as the channels of participation and use of the mechanisms created for compliance.*
- Identify, develop and practice positive and proactive political and social leadership skills, such as collaboration, negotiation, development of emotional intelligence, conflict management, advocacy strategies, digital communication, preparation of proposals, and projects, among others.*



# II. SPECIFIC OBJECTIVES

Digital Diploma participants will learn to:

- Critically review the paradigmatic definitions of social inclusion, equity, and the human rights agenda, placing the lens on those used to position vulnerable groups in the Americas, from an intersectional perspective.*
- Identify the multiple forms of discrimination that are manifested in daily life and in social and power centers at local and national levels.*
- Deepen knowledge, scope, and application of international and Inter-American treaties on human rights, and the mechanisms and channels to demand their compliance and denounce their violations.*
- Identify the different types of leadership and learn and apply tools to exercise proactive, political, and/or social leadership, to be prepared to eventually assume key positions in the public sector.*
- Learn and apply basic tools of political incidence and use of technologies for this purpose, to promote social inclusion and access to rights.*
- Develop and strengthen communication skills, and design and presentation of proposals for inclusion and social justice, including digital communication tools and strategies.*
- Learn and apply theoretical and practical elements that allow the participants of the Digital Diploma to advise the management of new leaderships in their country (training of trainers to replicate what they have learned locally).*
- Identify and apply inclusive and accessible media and social network management strategies for the promotion of human rights.*

# III. APPLICATION AND ADMISSION

## WHO CAN APPLY?

Government officials, members of civil society organizations, and other key actors in the social inclusion and human rights agenda at the regional level with a demonstrated interest in leadership for inclusion and human rights.






Representatives of these social actors are especially invited, including people of African descent, indigenous peoples, people with disabilities, women, young people, older persons, people who have migrated or been forcibly displaced, and LGBTQI groups.

A balance will be sought in the representation of actors (government, civil society), gender, sub-regions of the Americas, urban and rural areas, and age groups, among others.

## APPLICATION REQUIREMENTS

Send an email to the Department of Social Inclusion: [dis@oas.org](mailto:dis@oas.org) that includes:

-  *A motivation letter demonstrating interest in the Digital Diploma.*
-  *A CV describing training and experience.*
-  *Two references (with email and phone to contact).*

# IV. METHODOLOGY

The Diploma will be developed in two virtual sessions per week of 2 hours each, for a total duration of 6 weeks, through the Zoom platform and will combine class formats and participatory dialogues. It will also be complemented by a bibliography of required readings, and others suggested to complement the knowledge received in the virtual sessions.

A certificate with an OAS seal will be awarded to those who meet 90% attendance and the delivery and evaluation standards of an essay containing a review of concepts, trends, and a proposal for action in leadership for social inclusion and human rights.

These essays will be evaluated by the group of experts from the Department of Social Inclusion of the SARE/OAS.

## DURATION

6 weeks of sessions, 2 sessions per week.



# V. DESCRIPTION OF MODULES

## MODULE I

### SOCIAL INCLUSION AND ACCESS TO RIGHTS: GENERAL NOTIONS, PARADIGMS OF APPROACH AND POSITIONING, AND STATE OF SITUATION

#### SESSION 1:

Introduction to the Digital Diploma | Equity, Social Inclusion, and Human Rights.

#### DATE AND TIME:

Tuesday March 9, 2021; 6pm – 8pm EST

Teachers:

- ◆ *Betilde Muñoz-Pogossian, Director of Social Inclusion, OAS*
- ◆ *Pamela Molina, Executive Director of the World Federation of the Deaf, WFD*
- ◆ *Paulina Corominas, Human Rights Specialist, DSI/OAS*
- ◆ *María Fernanda Trigo, Director of Public Management, and the OAS School of Governance, OAS*
- ◆ *Welcome, presentation of the Digital Diploma and its Objectives*
- ◆ *Presentation of the OAS School of Governance*
- ◆ *Equity, Social Inclusion: Concepts, Trends, and the Regional Agenda*
- ◆ *Understanding GSV in the Americas: Definition, scope, diversity, representativeness*
- ◆ *The concept of Inclusive Development*





◆ *Notions of Intersectionality: Multiple discrimination, structural inequality, privilege, and oppression*

◆ *Notions of Interculturality and Transversality*

## MODULE II

# INTERNATIONAL AND INTER-AMERICAN HUMAN RIGHTS POLICY FRAMEWORKS. MECHANISMS FOR THE PROTECTION, PARTICIPATION, AND EXERCISE OF RIGHTS

### SESSION 2:

Inter-American Human Rights Framework.

### DATE AND TIME:

Thursday March 11, 2021; 6pm – 8pm EST

Teachers:

◆ *Roberto Rojas Dávila, Section Chief, Inclusion of GSV, DSI/OAS*

◆ *Paulina Corominas, Human Rights Specialist, DIS/OAS*

◆ *What is the OAS, and which are its participation mechanisms?*

◆ *The Inter-American Human Rights Framework | Treaty Signature and Ratification Process | General Review*

- 1 *Normative Frameworks in Human Rights for People of African Descent. Situation, challenges, and pending agenda.*
- 2 *Marcos Normativos en DDHH sobre Pueblos Indígenas. Situación, desafíos y agenda pendiente.*
- 3 *Marcos Normativos sobre Personas Adultas Mayores. Situación, desafíos y agenda pendiente.*







## **SESSION 3:**

Rights of Persons with Disabilities and LGBTQI People

### **DATE AND TIME:**

Tuesday March 16, 2021; 6pm – 8pm EST

Teachers:



*María Soledad Cisternas, UN Special Envoy for the Rights of Persons with Disabilities*



*Andrés Scagliola, member of the Working Group on the Protocol of San Salvador*



*Concepts and Regulatory Frameworks on the Rights of Persons with Disabilities - Challenges and pending agenda*



*Concepts and Regulatory Frameworks on the Rights of LGBTQI People - Challenges and pending agenda*

## **SESSION 4:**

Rights of Migrants, Refugees and Forcibly Displaced Persons in the Americas

### **DATE AND TIME:**

Thursday March 18, 2021; 6pm – 8pm EST

Teacher:



*Álvaro Botero, Chief of the Migration, and Forced Displacement Unit*



*Migrants, Refugees, Forcibly Displaced Persons, and other categories of international protection*



*Regulatory frameworks for international protection*



*State of the Americas*



*Challenges and pending agendas*



## SESSION 5:

Women's Rights

### DATE AND TIME:

Tuesday March 23, 2021; 6pm – 8pm EST

Teacher:

-  *Alejandra Mora, Executive Secretary of the Inter-American Commission of Women (CIM)*
-  *Regional Assessment: Women's Rights in the Americas*
-  *Concepts and Regulatory Frameworks on Women's Rights*
-  *Challenges and pending agendas*





## SESSION 6:

Discrimination, Intersectionality: The Inter-American and Global Protection Framework

### DATE AND TIME:

Thursday March 25, 2021; 6pm – 8pm EST

Teacher:

-  *Montserrat Solano, former Costa Rican Ombudsperson (TBC).*
-  *Concept of Discrimination, and manifestations in all its facets*
-  *Combating Discrimination: Proposals and Strategies*
-  *The role of Ombudspersons as allies in the agenda of promoting inclusion and access to rights*

## MODULE III POLITICAL AND SOCIAL LEADERSHIP

## SESSION 7:

Human Rights Education: Concepts and Strategies



## DATE AND TIME:

Tuesday March 30, 2021; 6pm – 8pm EST

Teacher:

◆ *Romina Kasman, Programs Coordinator, United Nations Educational, Scientific and Cultural Organization (UNESCO), Regional Office, Santiago de Chile, Chile*

◆ *Democracy, Development, and Human Rights: Concepts and Trends*

◆ *Education for Inclusion and Democracy, what are democratic values? Democracy and Leadership*

◆ *What are human rights, how are they structured, and how important are they?*

## SESSION 8:

Influence and Persuasion in Strategic Communication

## DATE AND TIME:

Thursday April 1st, 2021; 6pm – 8pm EST

Teacher:

◆ *Silverio Zebal, Specialist, School of Governance, Department for Effective Public Management*

◆ *Narrative Structuring*

◆ *Persuasion and Influence Theory*

◆ *Elements of Persuasion and its applications*

◆ *Practical Exercise*

## SESSION 9:

Leadership and Strategic Communication in Human Rights

## DATE AND TIME:

Tuesday April 6, 2021; 6pm – 8pm EST

Teacher:

◆ *Olinda Salguero, Chief of Staff, General Secretariat of the Central American Integration System (SICA)*

◆ *Strategic Communication*

◆ *Elaboration of communication proposals*



## SESSION 10:

Political advocacy for inclusion and social justice

### DATE AND TIME:

Thursday April 8, 2021; 6pm – 8pm EST

Teacher:

 *Pamela Molina, Executive Director of the World Federation of the Deaf, WFD*

 *Political Advocacy Strategies for Change - The 8 steps*

## SESIÓN 11:


Twitter and Instagram as tools to promote a Social Inclusion and Human Rights agenda at a regional level

### DATE AND TIME:

Tuesday April 13, 2021; 6pm – 8pm EST

Teachers:

 *Karina Caceres (Twitter), ADEN International Business School, Red Polítólogas #NoSinMujeres*

 *Verónica Ruiz del Vizo (Instagram), Chief Executive Officer, Team Remoto*

 *Social Media Management*

 *Twitter as a mechanism to mobilize agendas: Objectives and Strategies*

 *Instagram as a mechanism to create community and mobilize agendas | Objectives and Strategies*

## SESSION 12:

Closing panel

### DATE AND TIME:

Thursday April 15, 2021; 6pm – 8pm EST

 *Luis Almagro, OAS Secretary General (TBC)*

 *Epsy Campbell, Vice President of Costa Rica (TBC)*

 *Patricia Velázquez, Goodwill Ambassador for the Rights of Indigenous Peoples of the OAS (TBC)*

 *Gabriel González, Vice Minister of Culture of Panama (TBC)*

Moderator: Farah Urrutia, Secretary for Access to Rights and Equity, OAS





## GRADUATION:

Virtual delivery of OAS School of Governance certificates.

Participants:

- María Fernanda Trigo, Director of the Department for Effective Public Management
- Betilde Muñoz-Pogossian, Director of the Department of Social Inclusion, and Academic Director of the Digital Diploma for Leadership on Social Inclusion and Access to Rights

## COST:

In its first edition, the Digital Diploma will be held at no cost to participants.

## TIMELINE:

December 10, 2020

Launch of the Digital Diploma

December 10, 2020 - January 31, 2021

Submission of applications [dis@oas.org](mailto:dis@oas.org)

February 28, 2021

Announcement of participants of the Digital Diploma for Leadership in Social Inclusion and Access to Rights

March 9, 2021

Start of sessions of the Digital Diploma

April 15, 2021

Closing of the Digital Diploma

Betilde Muñoz-Pogossian, Director of Social Inclusion of the OAS, and Academic Director of the Digital Diploma:  
[bmunoz@oas.org](mailto:bmunoz@oas.org)

Paulina Corominas, Human Rights Specialist, OAS Secretariat for Access to Rights and Equity:  
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