

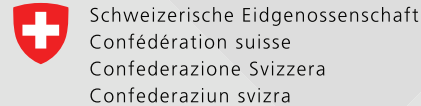
Sin Sar Bar | THINK

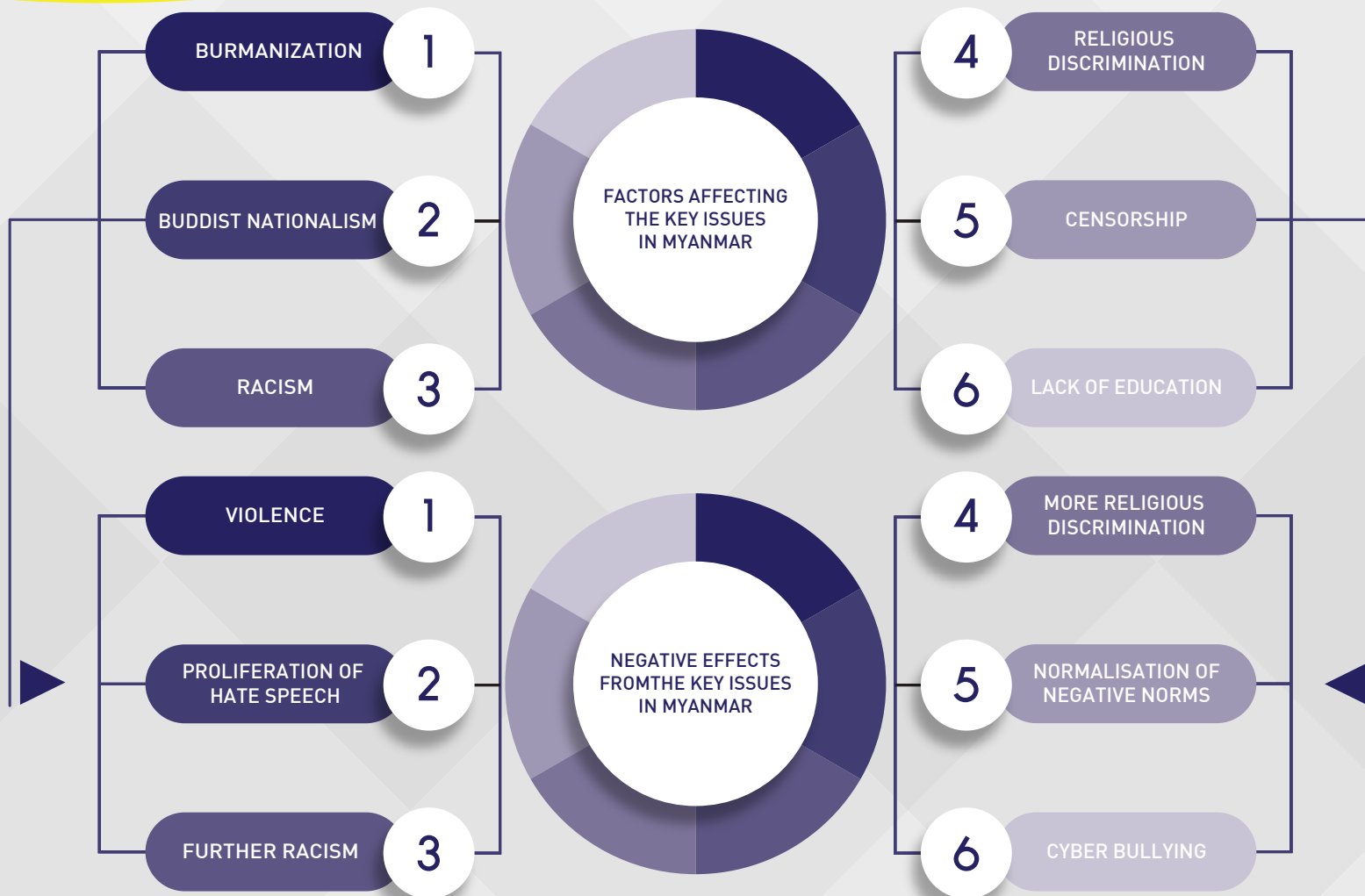
Sin Sar Bar is a social innovation organisation, and innovation is key to our organisational ethos.

We employ tried and tested innovations from the private sector, with a focus on community links and technology, and apply them to the non-profit sector, such as the ways to developing engaging content and the use of celebrity influencers to deliver NGO messaging, or the latest in AI chatbots.

Through our network of technical experts on a huge variety of topics, we are able to work on practically any issue, ranging from landmine awareness to drug addiction, working with national ministries (not anymore) and private donors. With the innovative tools we have developed working in this field, plus our teams innovative DNA, we have designed this project to be as cutting edge as possible.

Our Partners





The Sin Sar Bar team believes the combination of in-person trainings and public media campaign will raise public awareness on the most nuanced of the principles of FoE, FoR/B and Hate Speech.

In person training will equip key civil society organisations with the knowledge required to make real change to society, while the media campaign will inform the general public about the importance of these issues and being to effect change in Myanmar society.



GOAL

TO RAISE AWARENESS ON THE CONCEPT & PRINCIPLES OF KEY ISSUES, NAMELY - FREEDOM OF EXPRESSION, FREEDOM OF RELIGION / BELIEF AND HATE SPEECH

OBJECTIVE 1

TO IMPROVE CAPACITY AND KNOWLEDGE OF KEY ISSUES

TO INCREASE PUBLIC ATTENTION TO INFORMATION ABOUT KEY ISSUES

OBJECTIVE 2

ACTIVITY 1

PROVISION OF TRAININGS TO KEY MEMBERS OF CIVIL SOCIETY

MULTIMEDIA AWARENESS RAISING ACTIVITIES AND ARTIST ADVOCACY

ACTIVITY 2

IN PERSON TRAININGS

SOCIAL MEDIA CAMPAIGN

BASIC PRINCIPLES AND CONCEPTS OF HUMAN RIGHTS

CONSTITUTIONAL CLAUSES OF FoE and FoR/B IN MYANMAR

EMERGING NORMS OF HATE SPEECH IN MYANMAR

GRAPHICS AND CARTOONS

ETHNIC LANGUAGE VERSIONS

VIDEO CONTENT

OUTCOME 1

INCREASED CIVIL SOCIETY AWARENESS OF KEY ISSUES

OUTCOME 2

INCREASED CIVIL SOCIETY CAPACITY ON KEY ISSUES

OUTCOME 3

INCREASED PUBLIC KNOWLEDGE ON KEY ISSUES

OUTCOME 4

ADDRESS MISCONCEPTIONS AND STIGMA ON KEY ISSUES

THEORY OF CHANGE

The current limited awareness of key issues is negatively impacting communities' physical and psychological health.

By providing training sessions and related materials for communities and key targeted populations, individuals will be more resilient to the consequences of conflict and political crisis.

FREEDOM OF RELIGION AND BELIEF is one of the most sensitive and contentious topics in Myanmar. The US government reported that about 88% of Myanmar are Buddhism with the remaining 12% population practices Christianity, Islam, Hinduism and Animism. Because of the majorities practice of religion, it influences social orders - such as starting schools with Buddhist prayers, the government's allocation of the state budget through its religious and cultural affairs ministry and the inter-state Sangha Maha Nayaca Committee- that overseas most of the monastic activities and perform the Buddhist rituals at the state events, despite Myanmar not declaring the official state religion as Buddhism.

On the contrary, religious minorities are targeted of violence, systematic oppression and discrimination from the state institutions and other forms of agencies. The restriction of freedom of religion/ belief display in the form of discrimination by state actors, hate-speech exercised by the public and monks themselves - and often those acts go unpunished or are even condoned. It is vital that Myanmar's civil society organizations attempt to counter these challenges.

HATE SPEECH: Myanmar is considered to be one of the most toxic social media user communities globally as social media users frequently use the platform to spread hate speech . By creating an environment where extremists' discourse can thrive, human rights violations are legitimized, and incitement to discrimination and violence facilitated.' When influential people in society – including religious leaders and members of the government and military – spread hate speech or espouse discriminatory sentiments, it gives permission to the general population to pick up and promote the same views.

According to a monthly report released by Burma Monitor in 2022, online hate speech continues, and the group categorize the messages by monitoring Facebook accounts of influencers, religious leaders and other individuals.

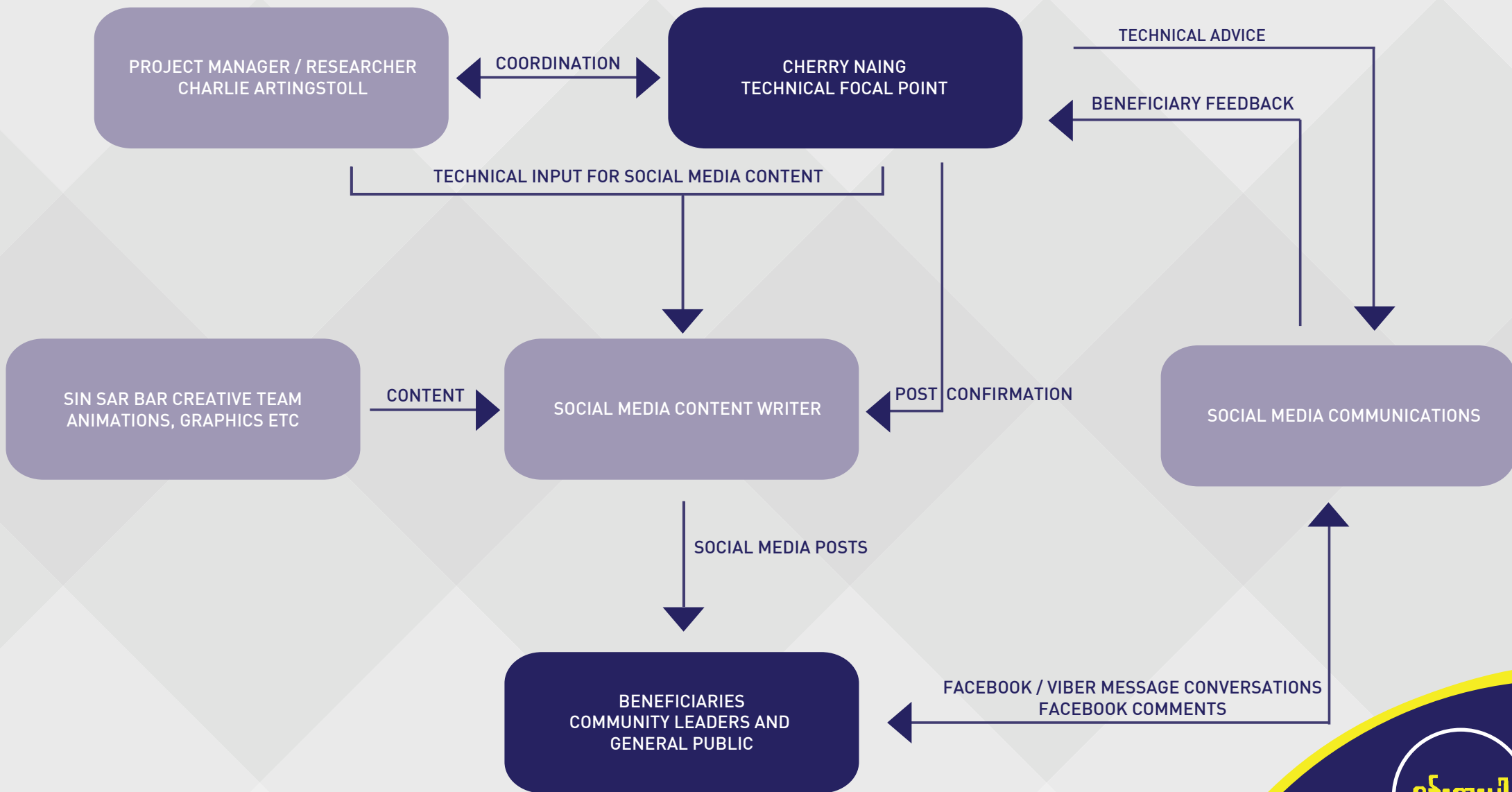
Categories of hate speech include; 1) Hate-speech blaming anti-coup activists for economic backlash, 2) hate speech that encourage the attack on mosques, 3) hate speech and misogynist speech against detained actresses, 4) hate speech that incites violence against Kachin Independence Army (KIA) and 5) Hate Speech to portray People Defense Force, Arakan Army and Ta-ang National Liberation Army (TNLA) as criminals.

FREEDOM OF EXPRESSION; An important issue in Myanmar civil society is freedom of expression- particularly where state views it as a threat to their power.

According to a report published by Reporters without Borders in June 2022, Myanmar ranks 176 out of 180 countries under the study. In 2021, Myanmar ranks 140 out of 180 countries. This study demonstrates the drastic decline in Press Freedom after the military coup in 2021 . The authorities continue to arrest journalists, film makers and artists to suppress information.

While the state is actively suppressing FoE related activities that are critical of the government and authorities, society is grappling the notion of FoE. Due to the legacy of the suppression under the military rule over the past 7 decades, the general public do not know how to exercise their basic rights such as FoE in the constructive manners that bring social solutions to social problems at the community levels.

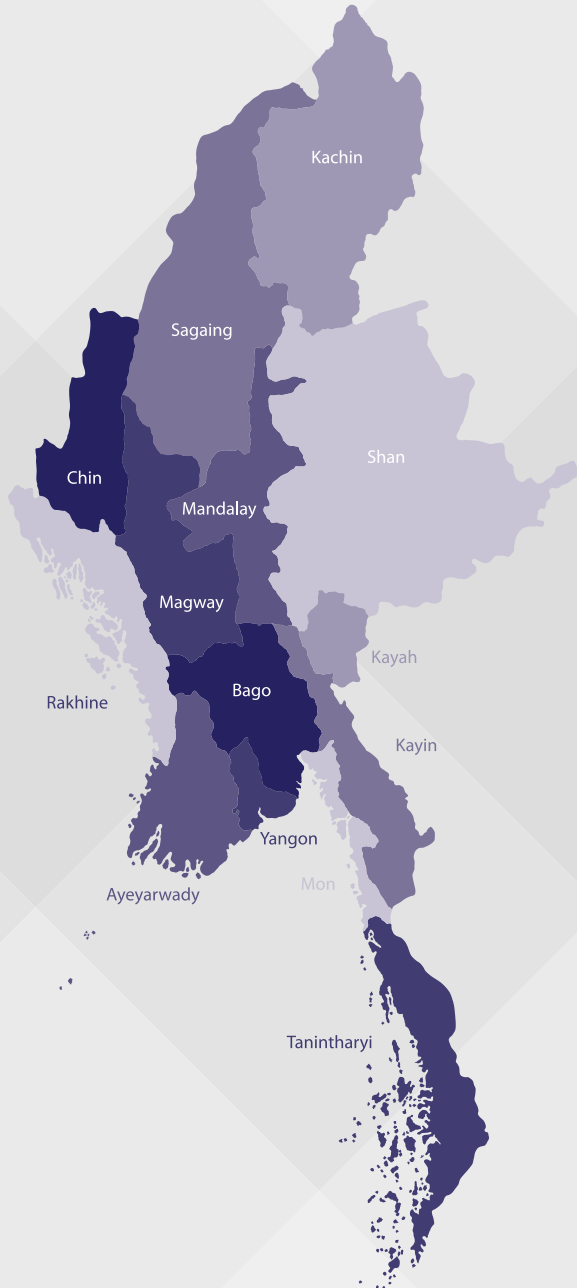
The dire impacts are; fear, lack of confidence to speak, the lack of skills in constructive dialogue and mis-use of freedom of expression in some circumstances.



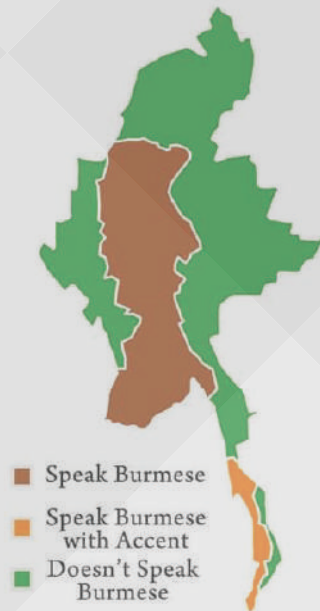
The Importance of Language

Given that a key aspect of this project is concerned with is the expression of one's feelings, it is best provided in an individual's mother tongue. While Burmese is spoken widely across the country, for many it is a secondary language, and therefore, wherever possible we will try to communicate in the language that individuals feel most comfortable with.

Sin Sar Bar has experience with working in different languages and dialects, and we have a wide network of local language networks who, where possible, can help identify community leaders who speak other ethnic languages and dialects, and also assist with the translation of creative resources. We can provide technical advice as which languages to use and how to distribute these resources.



LANGUAGES



POPULATION DISTRIBUTION



THEORY OF CHANGE

// IF //

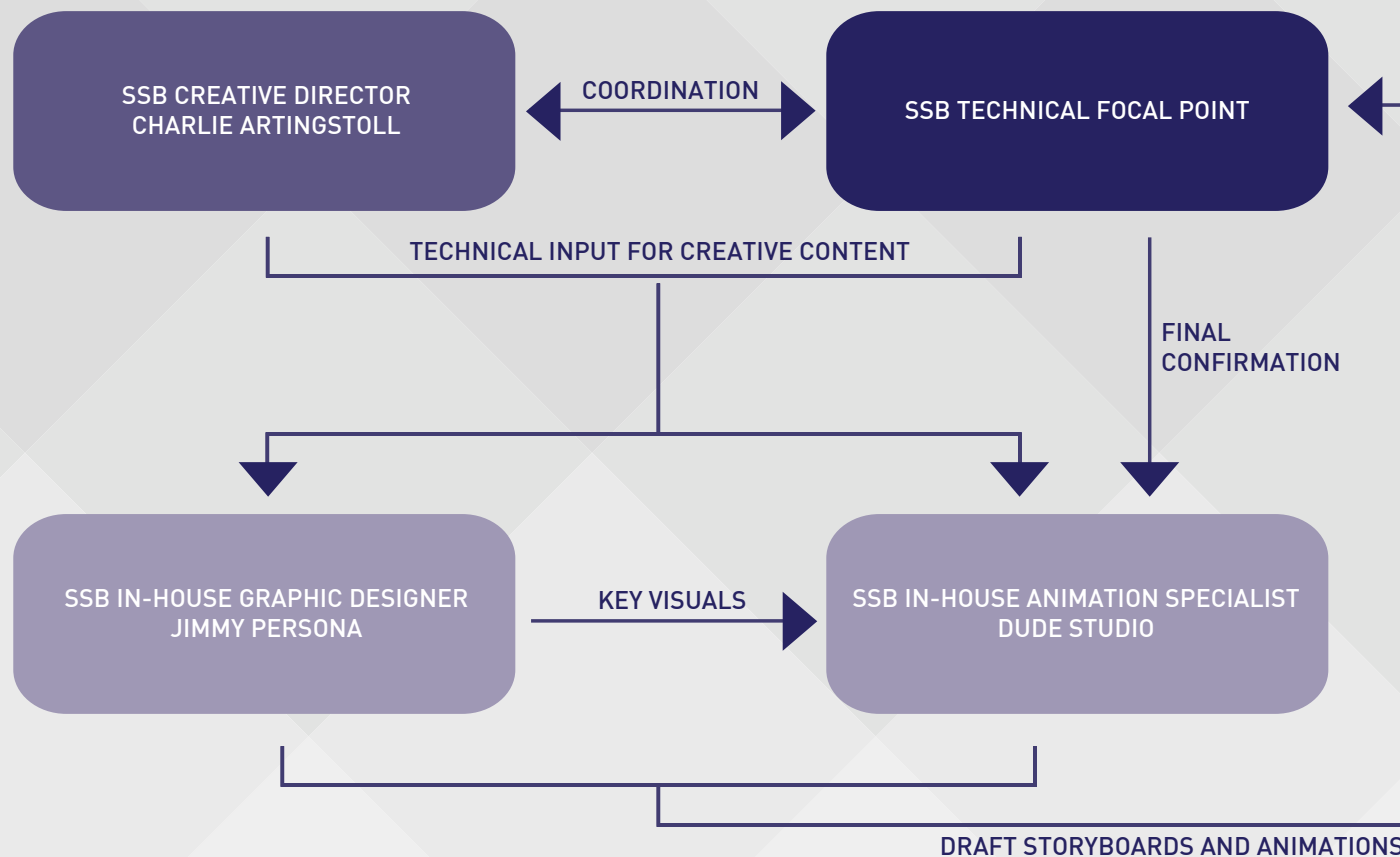
we can combine the technical input of our technical advisors regarding the wellbeing of key beneficiary groups and our creative social media team,

// THEN //

we can create an informative and engaging social media campaign that will inform key beneficiaries on all aspects of the key issues

// WHICH //

will improve their lives



SOCIAL MEDIA CAMPAIGN AT A GLANCE

24 posts - 8 posts for each of the 3 key topics

Post content:
3 cartoons
18 graphics

Translated and posted in 5 ethnic languages



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VIDEO CONTENT

OUTCOME 1
INCREASED CIVIL SOCIETY AWARENESS OF KEY ISSUES

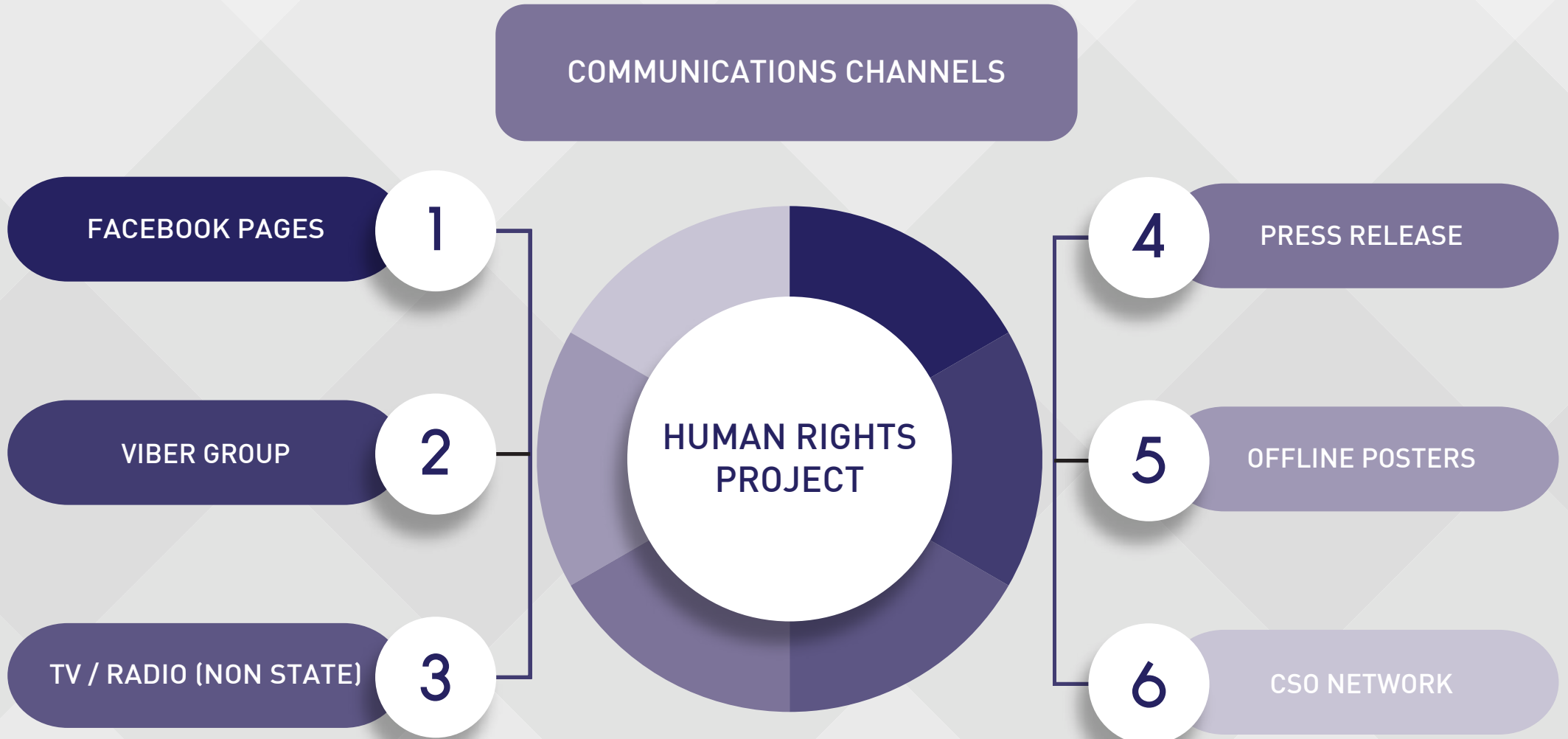
OUTCOME 2
INCREASED CIVIL SOCIETY CAPACITY ON KEY ISSUES

OUTCOME 3
INCREASED PUBLIC KNOWLEDGE ON KEY ISSUES

OUTCOME 4
ADDRESS MISCONCEPTIONS AND STIGMA ON KEY ISSUES

THEORY OF CHANGE
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By providing training sessions and related materials for communities and key targeted populations, individuals will be more resilient to the consequences of conflict and political crisis.





Training Module: A basic human rights training with the focus of Freedom of Expression, Freedom of Religion / Belief and Hate Speech

The training module includes;

- The concept of basic human rights
- The principles of basic human rights
- International Human Rights Framework including the Universal Declaration of Human Rights (UDHR), International Covenant on Civil and Political Rights (ICCPR) and other relevant international instruments
- The Constitutional clauses on FoE/ FoR/B in Myanmar
- The emerging norms on Hate Speech and theoretical aspect of Hate Speech vs FoE

The training will be conducted in four areas within Myanmar with the selection of 30 pax from each training. The training will be co-organized with community-based organizations (CBO), that will select the participants for each training. The selection criteria will be consulted and agreed with the local partner organizations.

Training methods:

- The training will be consisted with the group activities including drawing a human picture; identify the commonality in human needs and relate with rights enshrined in UDHR
- The training will be consisted with the group discussions on FoE and FoR/ B and group reflections
- Presentation on International Human Rights mechanisms with the emphasis on FoE and FoR/ B
- Presentation on National HR mechanisms on FoE/ FoR/B

Training 1: Kalaymyo, Sagaing Region with Chin Pawlpi (Chin Association-Kalay)

Training 2: Taunggyi, Shan State- Shan Women Action Network or Kanbawza Library

Training 3: Chin Advocacy Network- Yangon with participants will be invited from the different parts of Chin State

Training 4: Myitkyina, Kachin State- the partners are undecided

Training Schedule

November 2022: Kalaymyo, Sagaing Region

December 2022: Chin Advocacy Network-Yangon

January 2023: Taunggyi- Shan State

February 2023: Myitkyina, Kachin State

The Importance of Influencers

If we employ influencers to deliver vital message to the Myanmar public. Then they are more likely to accept them and change their minds/behavior on social issues BECAUSE these influencers are widely respected and followed by a large part of Myanmar public and can thus reach these people more easily than convential marketing campaigns.

Taken from: “Communicating for the Future: Briefing papers, Search For Common Ground,” Nov, 2019.

[in Myanmar] Television personalities and celebrities are by far the most trusted source of “important information,” and their insight is relied upon significantly more than religious, political, or community leaders. When asked to indicate three sources that you trust the most to learn important information, the top three responses are TV personalities, posts from my favourite Facebook pages, and community based organizations at 25%, 14%, and 9%, respectively. By contrast, political leaders of my state/region, international media, and national level political leaders were listed by 4%, 3%, and 3%, respectively.

Full Paper Available at:

<http://www.sfcg.org/wp-content/uploads/2020/07/Search-for-Common-Ground-Briefing-Papers.pdf>





Full Video Link:

<https://www.facebook.com/watch/?v=1715930188771263>

Social Media Landscape in Myanmar

Over the past year, the social media landscape in Myanmar has seen many changes - Facebook, the biggest platform is now only available by VPN which has recently been banned.

Additionally, the cost of mobile data has increased significantly.

However, data suggests that Facebook is still the most dominant platform in the country.

Level Up Marketing Group
February 3 at 11:50 PM · 🌐

January ဂယက်ကြောင့် Facebook User ကျသွားလားမေးရင် Statcounter က ထွက်လာတဲ့ ဒီဒေတာအရ မကျဘူးလို့ပဲ ပြောပါရစေ။ ကျွန်တော်တို့ လဆန်းပိုင်းရောက်ပြီဆိုရင် ကျွန်တော်တို့ရဲ့ Level Up က client တွေအတွက်ကို အမြဲ platform health check လုပ်ပေးလေ့ရှိပါတယ်။ အခု January မှာ ထွက်လာတဲ့ data မှာတော့ တကယ်ကို သိသိသာသာကျသွားတဲ့ မနှစ်က March to June data နဲ့ ပြန်ယှဉ်ကြည့်မယ်ဆိုရင် Facebook User လုံးဝ ကျမသွားသေးတာကို မြင်ရမှာပဲ။

ဖုန်းတွေပေါ်က Facebook သုံးစွဲသူ စုစုပေါင်း သန်း ၂၀ နီးပါး Tablet တွေထဲမှာဆို စုစုပေါင်း သုံးသိန်းဝန်းကျင်၊ Desktop ကနေ Facebook သုံးစွဲသူ သုံးသိန်းဝန်းကျင် ရှိကြပါတယ်။

ဒီတော့ တခြား channels တွေကို Back Up တခုအနေနဲ့ လုပ်နေတာလည်းတ ပိုင်းရှိသလို Facebook ကိုလည်း လွှတ်မထားသင့်သေးတဲ့အချိန်၊ အားစိုက်ထားရ မယ့်အချိန်လို့ မြင်ပါတယ်ခင်ဗျာ။

Marketing နဲ့ ပတ်သက်ပြီး SME တွေအတွက်ဆို Facebook ဦးစားပေးနိုင်တဲ့ Level One Agency နဲ့ Large Company တွေအတွက်ဆိုရင် Digital Marketing တခုသာမကဘဲ Commercial Video ရိုက်ကူးရေးကအစ လုပ်ပေးနိုင်တဲ့ Level Up Agency ရဲ့ နေ့စဉ်မလို့ marketing အတွက်တခုခုလိုအပ်တယ်ဆိုရင် m.me/lvlupmm ကိုသာ လာခိုပါစေဗျာ။

English Summary from our Social Media Partner

According to Statcounter, the number of Facebook users in January didn't seem to be lower than the peak crisis time of 2021, March to June, due to the telecom issues.

There's still around 20 million mobile users and around 300,000 users for tablets and desktops.

So, we suggest it's always best to have back up channels but Facebook is still the most useful platform for your business.



Sin Sar Bar has partnerships with a number of key media outlets across multiple platforms - Facebook, Twitter, Youtube and Television. Below are details of the organisations we have worked with before.



Mizzima - News in Burmese

Myanmar (Burma) News, Breaking News, Business, Opinion, Analysis

17,660,751 people like this including 601 of your friends

20,461,210 people follow this

Mizzima News

37.4K Tweets

Mizzima News @MizzimaNews

Myanmar News brings you the latest news and insight into Burma or Myanmar as the country transitions. [L.me/mizzimatv](https://www.mizzima.com)

Media & News Company Myanmar [mizzima.com](https://www.mizzima.com)

Joined September 2009

869 Following 703.1K Followers

DVB TV News

DVB Multimedia Group - TV and News Media Network

The DVB (Democratic Voice of Burma) is a non-profit Burmese media organization committed to independent and responsible journalism.

Our mission is -... See more

16,760,917 people like this including 606 of your friends

18,480,690 people follow this

DVB Burmese

119.2K Tweets

DVB Burmese @dvbburmese

The Democratic Voice of Burma. DVB Multimedia Group. #DVBTV is daily television channel and news media organization covering for Myanmar/Burma since 1992.

#Burma #Myanmar DVB.no Joined July 2011

329 Following 380.4K Followers

BBC Burmese

ဘီဘီစီ မြန်မာပိုင်းရဲ့ Facebook စာမျက်နှာမှာ တင်ပြပေးနေတဲ့ သတင်းတွေ၊ သတင်းစာတိုက်တွေမှာ ကိုယ့်ရဲ့ သဘောထား မှတ်ချက်တွေ ရေးသားပေးနိုင် ပါတယ်။ အဲဒီလို ရေ... See more

20,441,563 people like this including 740 of your friends

22,751,484 people follow this

BBC News မြန်မာ

35.6K Tweets

BBC News မြန်မာ @bbc_burmese

BBC Burmese.

If you can't see this page, please try a different browser, and check that you have the correct font installed (see our website).

London bbc.in/LnLamJ Born September 2 Joined March 2009

9 Following 579.2K Followers

Khit Thit Media

Your reliable Media in Myanmar.

ရန်ကုန်ခေတ်သစ်သတင်းဌာနသည် ၂၀၁၈ ခုနှစ်၊ ဇန်နဝါရီလ ၁ ရက်နေ့တွင် စတင်ထူထောင်ခဲ့သော သတင်းဌာနဖြစ်သည်။

3,730,312 people like this including 426 of your friends

4,284,801 people follow this

Khit Thit Media

8,508 Tweets

Khit Thit Media @Khitthitofficial

ရန်ကုန်ခေတ်သစ်သတင်းဌာနသည် ၂၀၁၈ ခုနှစ်၊ ဇန်နဝါရီလ ၁ ရက်နေ့တွင် စတင်ထူထောင်ခဲ့သော သတင်းဌာနဖြစ်သည်။

Media & News Company Thit Taw St, Yangon, Myanmar. [yktnews.com](https://www.yktnews.com)

Joined April 2021

20 Following 114.9K Followers

3. Mizzima TV - Viewer Data

Date	Channel	Total Individuals	(MALE)	(FEMALE)	AGE(10- 17 YRS)	AGE(18- 24 YRS)	AGE(25- 34 YRS)	AGE(35- 40 YRS)	AGE(40+ YRS)
1/06/2020	MIZZIMA								
2/07/2020	MIZZIMA								
3/08/2020	MIZZIMA								
4/09/2020	MIZZIMA								
5/10/2020	MIZZIMA								
6/11/2020	MIZZIMA								
7/12/2020	MIZZIMA								
8/01/2021	MIZZIMA								
9/02/2021	MIZZIMA								
10/03/2021	MIZZIMA								
11/04/2021	MIZZIMA								
12/05/2021	MIZZIMA								
13/06/2021	MIZZIMA								
14/07/2021	MIZZIMA								
15/08/2021	MIZZIMA								
16/09/2021	MIZZIMA								
17/10/2021	MIZZIMA								
18/11/2021	MIZZIMA								
19/12/2021	MIZZIMA								
20/01/2022	MIZZIMA								
21/02/2022	MIZZIMA								
22/03/2022	MIZZIMA								
23/04/2022	MIZZIMA								
24/05/2022	MIZZIMA								
25/06/2022	MIZZIMA								
26/07/2022	MIZZIMA								
27/08/2022	MIZZIMA								
28/09/2022	MIZZIMA								
29/10/2022	MIZZIMA								
30/11/2022	MIZZIMA								
31/12/2022	MIZZIMA								
1/01/2023	MIZZIMA								
2/02/2023	MIZZIMA								
3/03/2023	MIZZIMA								
4/04/2023	MIZZIMA								
5/05/2023	MIZZIMA								
6/06/2023	MIZZIMA								
7/07/2023	MIZZIMA								
8/08/2023	MIZZIMA								
9/09/2023	MIZZIMA								
10/10/2023	MIZZIMA								
11/11/2023	MIZZIMA								
12/12/2023	MIZZIMA								
13/01/2024	MIZZIMA								
14/02/2024	MIZZIMA								
15/03/2024	MIZZIMA								
16/04/2024	MIZZIMA								
17/05/2024	MIZZIMA								
18/06/2024	MIZZIMA								
19/07/2024	MIZZIMA								
20/08/2024	MIZZIMA								
21/09/2024	MIZZIMA								
22/10/2024	MIZZIMA								
23/11/2024	MIZZIMA								
24/12/2024	MIZZIMA								
25/01/2025	MIZZIMA								
26/02/2025	MIZZIMA								
27/03/2025	MIZZIMA								
28/04/2025	MIZZIMA								
29/05/2025	MIZZIMA								
30/06/2025	MIZZIMA								
31/07/2025	MIZZIMA								
32/08/2025	MIZZIMA								
33/09/2025	MIZZIMA								
34/10/2025	MIZZIMA								
35/11/2025	MIZZIMA								
36/12/2025	MIZZIMA								
37/01/2026	MIZZIMA								
38/02/2026	MIZZIMA								
39/03/2026	MIZZIMA								
40/04/2026	MIZZIMA								

MizzimaTV

1.19M subscribers

BBC News မြန်မာ

778K subscribers

DVB TVnews

1.09M subscribers

ရန်ပြည်တော်က ဇာတိကျောင်း သူ့ကို အစွဲပြုကြည့်ဖို့ ကြိုးပမ်း...

958K views • 2 years ago

မျက်နှာစင် သေနတ်ထိမှန်သွားသည် ကို အမှတ်မထင် ချက်ကူးမိထား...

952K views • 1 year ago

ဝါရင့်သတင်းစာဆရာ ဦးမောင်မောင် ပြင် နှင့် တွေ့ဆုံမေးမြန်းခြင်း

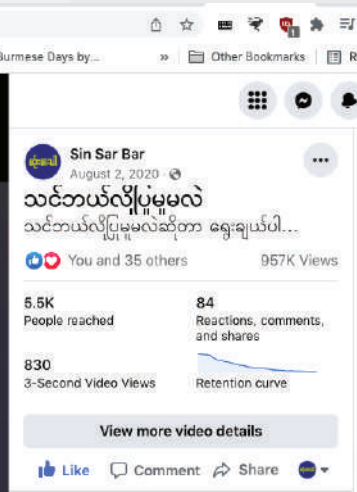
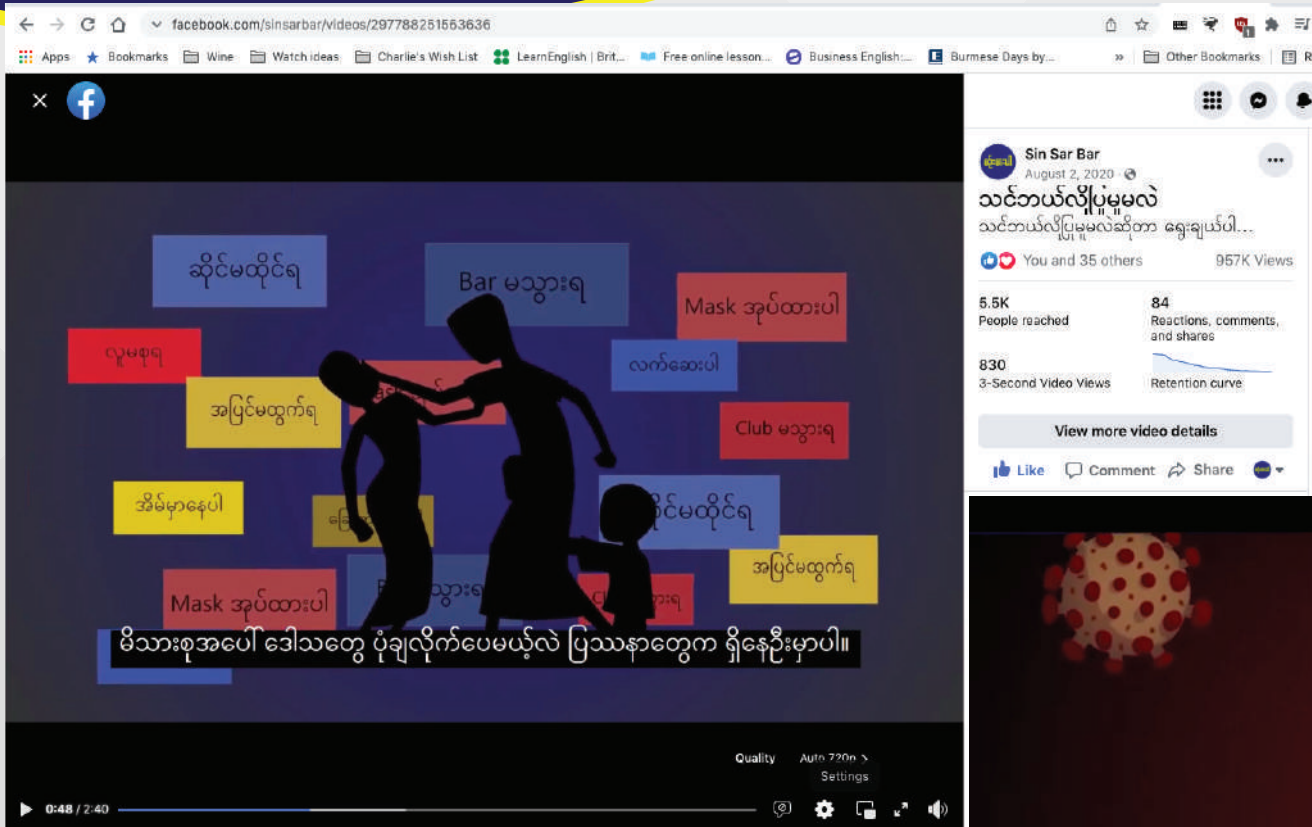
912K views • 11 months ago

ကျွန်ုပ်တို့အတွက်ဥပဒေအပိုင်း (၄) အသက် ၁၀ နှစ်အရွယ်မိန်း...

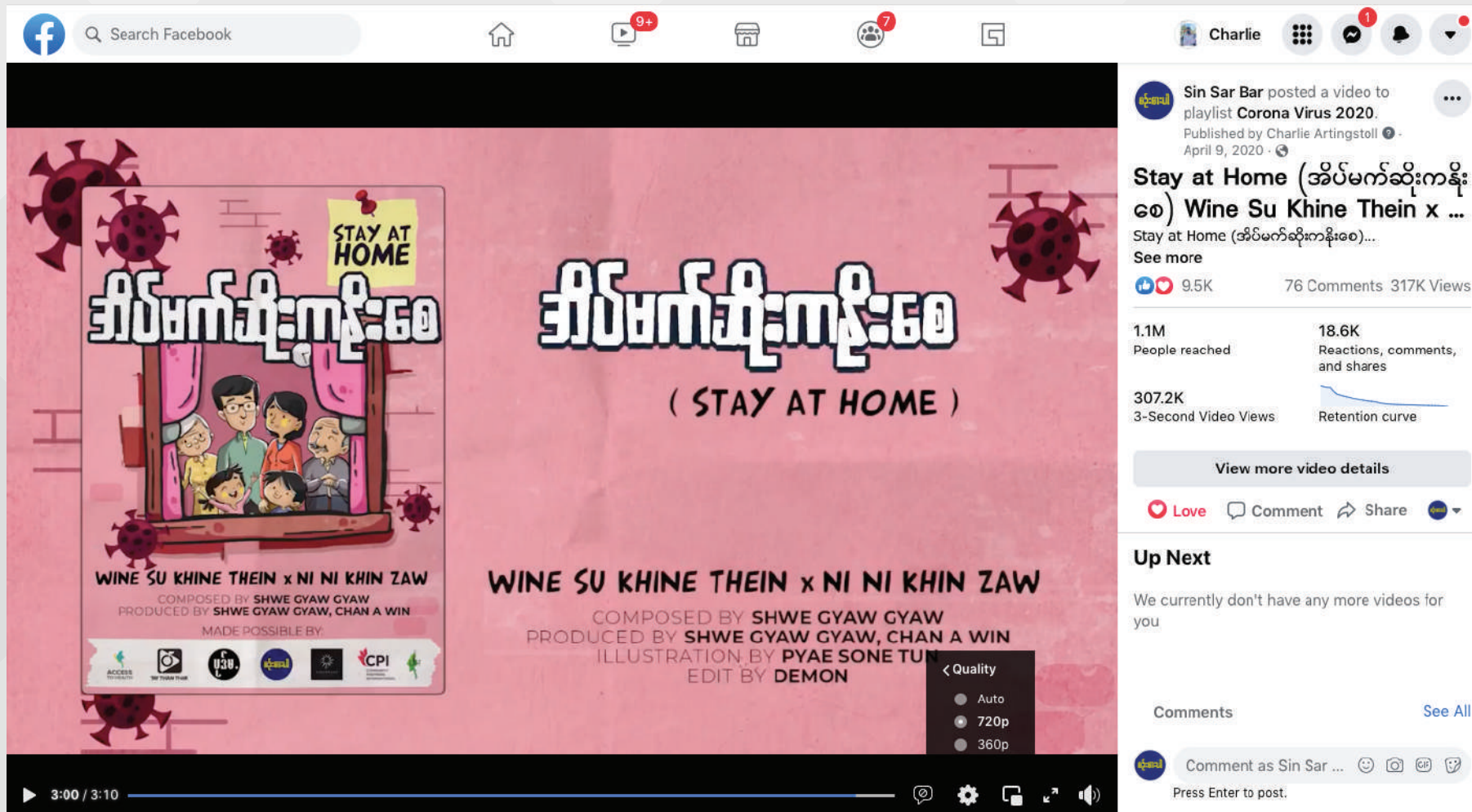
831K views • 4 years ago

#Documentary_တရုတ်ဒဂါကြီးနဲ့ အပေးအယူ

785K views • 1 year ago



More examples below:
<https://tinyurl.com/2jxm5tpz>



Stay at Home

A song focused on maintaining social distance during the COVID-19 Pandemic.

Video link: <https://tinyurl.com/y2dr3f8h>





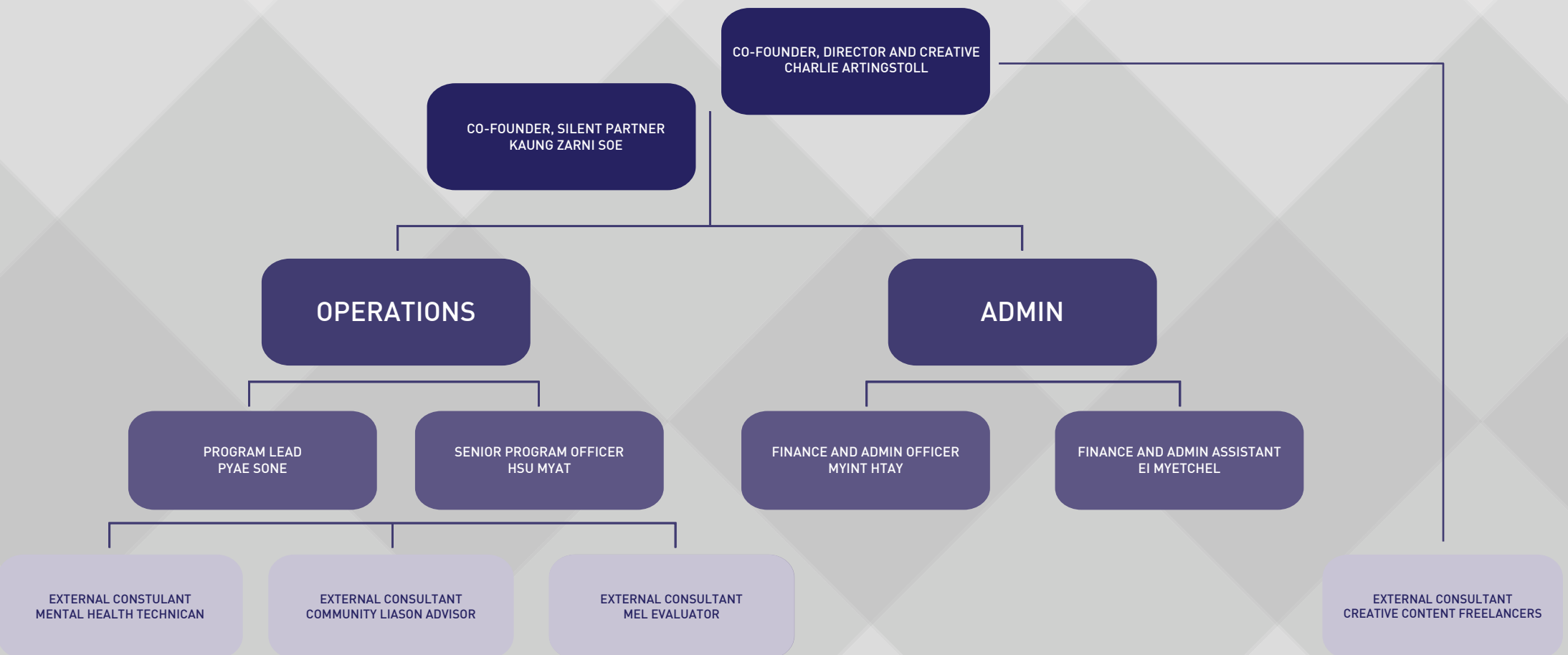
Stay at Home Ethnic Versions

The song was also recomposed into Shan, Chin, Kayin and Rakhine languages, the animation adjusted, and boosted on social media.

Video link: <https://tinyurl.com/yxyuy83j>







SIN SAR BAR IS A NON-PROFIT COMPANY LIMITED BY SHARES, COMPANY REGISTRATION NUMBER: 131640811



Sin Sar Bar | THINK

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131640811

Registration Type

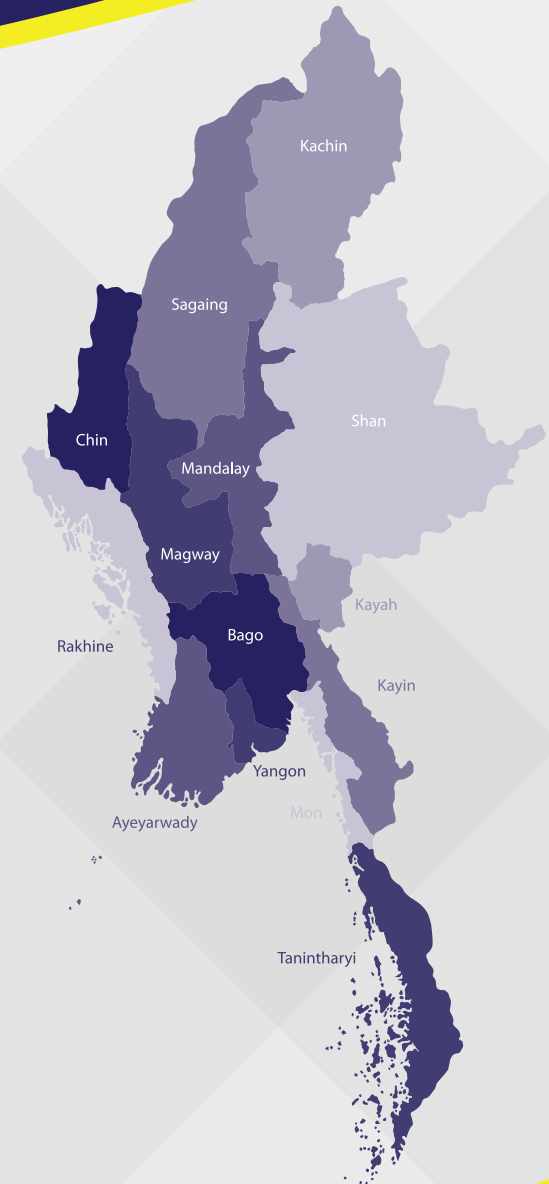
Private Company Limited by Guarantee (Non Profit)

Registered Myanmar Address

Bogalay Zay Road, no - 57/59, 6th Floor, Botahtaung Township, Yangon Region, Myanmar

Registered UK Address

2 China Farm Barn, Upper Harbledown, Canterbury, Kent, CT2 9AR



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