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EX POST PAPER
EU Internet Forum – 18-19 November 2019
Dublin, Ireland

CSEP

Civil Society Empowerment Programme

Supported by **RAN**

Civil Society Empowerment Programme Campaigns Event #02

This paper provides you with insights into the principles behind online communication with groups and individuals who are vulnerable to radicalisation. It captures the key lessons of the second CSEP Campaigns Event that took place in November in Dublin.

Here, the representatives of 18 CSEP-funded projects met with a diverse group of preventing and countering violent extremism (P/CVE) online campaigning experts from the European Strategic Communications Network (ESCN), Facebook, the Centre for Analysis of the Radical Right (CARR), Moonshot CVE, the Communication and Narratives Working Group (RAN C&N), Twitter, Verein für Gewalt- und Extremismusprävention (TURN) and the Zinc Network. Together, they explored how to set up effective online and social media campaigns targeting vulnerable people. The result of their joint efforts can be found in this paper.

The meeting provided the newest insights into online campaigning and expanded on the lessons learned from the first CSEP Campaigns Event. The results of the previous event are captured in the ex post paper titled 'The nine essentials to consider while engaging in online P/CVE campaigning' ([1]).

The **Radicalisation Awareness Network Centre of Excellence (RAN CoE)** has been tasked by DG Migration and Home Affairs to organise the event, in partnership with the European Strategic Communications Network (ESCN), VoxPol, Facebook, Google and Twitter.

([1]) Read more: https://ec.europa.eu/home-affairs/sites/homeaffairs/files/what-we-do/networks/radicalisation_awareness_network/rancsep/docs/csep_campaigns_event_ex_post_brussel_31012019_en.pdf

Civil Society Empowerment Programme

CSEP is an initiative under the umbrella of the EU Internet Forum. The goal is to tackle terrorism online. Civil society organisations (CSOs) are the central pillars of a democratic society. They are the bridge-builders between civil society and the state and the most credible messengers to undermine terrorist content through positive alternative narratives online.

At the beginning of this year, 12 projects launched in Brussels on 30-31 January 2019 at the first CSEP Campaigns Event. Now, at the end of 2019, there are 20 projects that will aim to use the positive power and tremendous reach of the internet to provide effective alternatives to the messages coming from violent extremists and terrorists, as well as ideas that counter extremist and terrorist propaganda. Many CSOs across the EU are already actively providing alternative narratives and sharing moderate voices.

In Dublin, the CSEP Campaigns Event #02 catered to the needs of the beneficiaries of both the first and the second calls for proposals. The results and lessons learned are captured in **10 KEY POINTS!** From these points, nine are insights from the ESCN ([2]). In addition, shared insights from the other experts are added in these key points. Lastly, the Fundraising Agency shared their key points in building a sustainable campaign, making this the +1.

| ESCN's 9 KEY POINTS +1 KEY POINT |
|---|
| *Influencing perception: principles of impactful communication* |
| KEY POINT #1   UNDERSTAND THE WIDER IMPACT |
| KEY POINT #2   CORRECTING DOES NOT FIX IT |
| KEY POINT #3   DATA DATA DATA |
| KEY POINT #4   WHAT ARE YOU FIGHTING FOR? |
| KEY POINT #5   TRUST |
| KEY POINT #6   CREDIBILITY |
| KEY POINT #7   REALITY |
| KEY POINT #8   THE LONG TERM |
| KEY POINT #9   DO SOMETHING |
| KEY POINT #10 SUSTAINABILITY |

Civil society in the communications ecosystem

The ESCN keynote speech, by Elliot Grainger, also highlighted the workings of the communications ecosystem, giving those present a look into the state of play of the online world and the role for civil society. With radicalisation, the key question for civil society is how to prevent the influence of extremist narratives. One answer was that we have to fight back with our own narratives.

The main findings regarding the dynamic nature of the online space and recent developments that influence how we communicate include:

- The overall view of the communications space in Europe is becoming **increasingly negative**.
- One of the main concerns is the mainstreaming of extremist messages, spreading the **Us versus Them** narrative. While Islamist extremism still remains a key concern in European politics, the mainstreaming of the extremist language and narratives of far-right extremism (FRE) makes it difficult to counter it ([3]). As mentioned by FRE expert Matthew Feldmann of CARR ([4]), not only white supremacy is growing, ethnic religious supremacy is also growing (e.g. India, Malaysia, etc.), making this a global ideology.
- The meta narrative of extremism is that **you can't fit in, you don't belong. Hence, violence is the only justice**.
- Terrorism is designed to create fear and uncertainty in communities.

([2]) The ESCN is a network of EU Member States, funded by the European Commission, which collaborates to share analysis, good practices and ideas on the use of strategic communications in countering and preventing violent extremism.
([3]) European Strategic Communications Network. (2019, February). *Thematic Paper 3: How the (violent) extreme-right 'radicalises the mainstream' in Europe*.
([4]) Learn more about the work of CARR via their website: https://www.radicalrightanalysis.com/

- The social consequences of being an extremist are less severe because of polarisation. Assuming that political extremism and religious extremism will continue to exist in Europe, there is an urgent **need to engage with the issues of polarisation and extremist content**.
- Much has been done to try to limit access to extremist material online. While more legislation and measures are developed, extremist groups have responded by moving off mainstream platforms to alternatives like the dark web or closed communication apps like WhatsApp or Telegram.
- It was further mentioned that how we respond to the threat is in itself a **communication mechanism**. Within societal responses, reactions prompt further reactions. We cannot see communication in the traditional way of a messenger sending a message and an audience receiving the message. Now, the **choice of the channel influences** the way we communicate. Next to that, the **audience is not just the solemn recipient**. Those who share the message can influence other peers.
- **The online world is complex, confusing and competitive!** Use the GAMMMA+ model ([5]) to make sense of it.
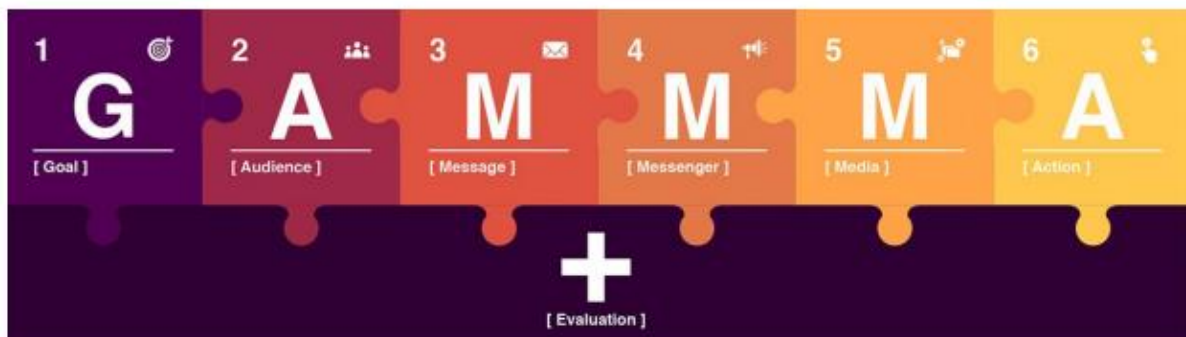
([5]) For more on GAMMMA+, please see: https://ec.europa.eu/home-affairs/sites/homeaffairs/files/what-we-do/networks/radicalisation_awareness_network/about-ran/ran-c-and-n/docs/ran_cn_guidelines_effective_alternative_counter_narrative_campaigns_31_12_2017_en.pdf

KEY POINT #1 UNDERSTAND THE WIDER IMPACT

You need to have an understanding of how the communications will be conceived by your target audience. It is not about big numbers but reaching the right people with the right message. It's not just about views but about who did you reach and what impact did it have on them? Keep in mind that you cannot identify your audience based purely on desk research. It is a difficult job to match research with action, and take into consideration that it's a process, without an easy hack. Whatever you do, you need to work with representatives from the target audience throughout the campaign to understand how it influences them, who their influencers are, what messages are most appealing to them, through what medium they communicate, and lastly, if your call-to-action facilitates behaviour change, and consequently has impact. Ask yourself, do you have resonance? Why would the target audience engage with you?

As mentioned in the Jamal al-Khatib Campaign ([6]) presentation, this is how you identify the right people: **team up with someone from the community to identify the right audience**. This way, you match your method to your target audience. If your method does not suit your target group, then rethink the method. How do you know this method really suits your target group? Your first option is to have a test run. If you have limited funding you could ask the target audience, conduct focus groups, interviews, etc. **Product testing is an important way to understand your impact.**

> **TIP:** *As mentioned by Jonathan Russell (Zinc Network ([7]) and co-chair of RAN C&N), don't forget the audience at any point in your campaign! Focus – find a small audience you can have a deep impact with.*

KEY POINT #1
UNDERSTAND THE WIDER IMPACT

"Communications needs to be understood as intervening in an ecosystem of networks that interact with each other."

- Have a confident understanding of how your communication will play – to the intended audience and to those around them
- Do you understand the ecosystem into which your campaign will be launched

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([6]) Find out more about the campaign via their website: https://www.turnprevention.com/jamal

([7]) Look at what the Zinc Network does via their website: https://zincnetwork.com/
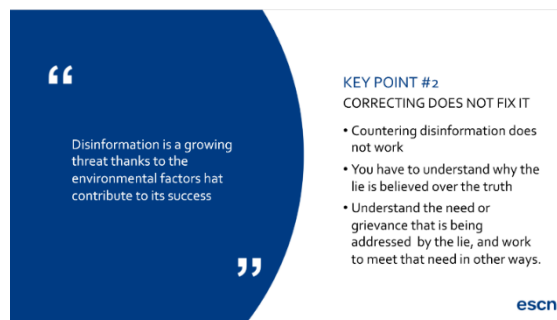
KEY POINT #2 CORRECTING DOES NOT FIX IT

The key to understanding how extremists are succeeding in reaching people, is the **rejection of a rational factional world**. The retreat into conspiracy theories, coupled with the spreading of lies and disinformation are problematic by themselves, but by adding a call to action, they are a considerable threat. An understanding of how information is misused and how it works is important. Simply countering disinformation does not work. Furthermore, despite improved efforts in legislation and by social media companies to take down such messages, you have to accept that taking down all disinformation is probably not possible.

Keeping this in mind, **think again about your message**. For people to understand the facts, you have to give something more to convince them. One of the general principles of content is that your competition is everywhere on the internet — **so you have to do something that is entertaining** and attracts the attention of the audience. Different actors and channels are fighting for the audience, so you need to be creative and innovative. **Use storytelling and visualisation** to make it more real. As mentioned by RAN C&N ([8]) co-chair Alexander Ritzmann, "humans are story loving beings." A message needs to have an **emotional effect** and some key aspects of the message need to be **endlessly repeated**.

> **TIP:** *During the Talkshow, Sofija Todorovic of the* [Balkan Investigative Reporting Network](#) *mentioned this key lesson: "You really have to take care of the timing. People forget when they write what is their original story."*
>
> **TIP:** *From Jamal al-Khatib, "always respond to all comments, even to fake accounts, because people are reading it. That's influence."*

([8]) Find out more about the work done by the RAN C&N Working Group via: https://ec.europa.eu/home-affairs/what-we- do/networks/radicalisation_awareness_network/about-ran/ran-c-and-n_en

KEY POINT #3
DATA, DATA, DATA

Big data is essentially failing to give us the information we need. We need to base interventions on real data and not on assumptions. We need to find additional methods to give us information. One challenge is that it is forbidden in most countries to collect information on religion, ethnicity, etc. The consequence is that you have to work with incomplete information. Furthermore, social media platforms have gotten considerably better at removing extremist content. As mentioned by Ross Frenett of Moonshot CVE ([9]), "you need to start challenging yourself on where to get data." This means methodologies need to be developed. Radicalisation is hyperlocal and personal. Knowing why people are attracted to radical narratives is not something we can solemnly detract from big data.

> **TIP:** *Work on a methodology for collecting data in the context of a changing online world (e.g. takedowns).*

KEY POINT #4
WHAT ARE YOU FIGHTING FOR?

The extremist conviction to fight and die for their sacred values is much stronger than with normal people. Usually, everything that is related to our values cannot be changed easily. However, as stressed by Alexander Ritzmann, if we are not fighting it or supporting the common sacred values, we cannot prevent other actors from promoting other values. Keep in mind that overall, **lower convictions are held in the peer groups**. Set the narrative not the "alternative". Think about how to make your narrative more compelling for your target audience, by providing alternative options or alternative outlets. A distinctive part of ISIS propaganda is a clear **call to action**. This is exactly what you need to do in P/CVE. New types of interventions give people alternatives with a clear call to action. Sometimes there is a crisis or doubt, opening a **window for change**, or a window of cognitive opening. Asking questions to make people think is one of the best ways to enter this window.

([9]) Look at what Moonshot CVE does via their website: http://moonshotcve.com/

New types of interventions

In finding a **window of change**, you have to make sure that people get help with the underlying issues they're dealing with. What needs are not being met? Should you focus on contradicting the extremist narrative or would you be more successful by focusing on other needs? How can you go beyond the narrative? The example on the right made by Moonshot CVE shows that vulnerable people (dealing with mental health issues) who are active on FRE or Islamist extremism websites are far more likely to click on ads that direct them to mental health services. Instead of focusing on the undermining of or fighting the narrative, you should consider focusing on the underlying needs or psychosocial underpinnings. In this case, by offering and redirecting them to mental health services. As shown in the two pictures on the right, both the violent far-right audience and the jihadist audience tend to be more responsive to these targeted ads. Although there is no certainty that those who clicked actually sought out help from these health services, it does show how lessons from marketing could be applied to get your target audience the help they need.
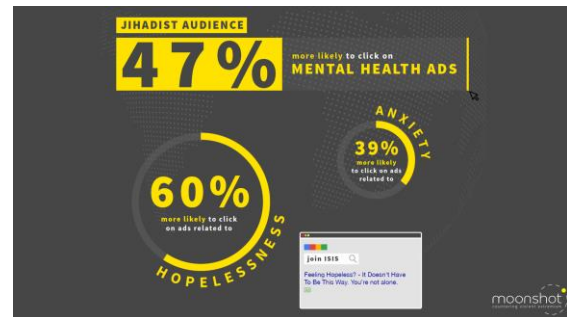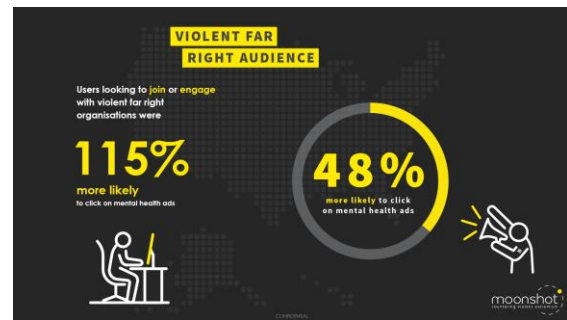
KEY POINT #5
TRUST

The key essence is trust. Polarisation promotes an oversimplification of complex issues. Your target audience will only listen to the sources they trust. Here, influencers (credible messengers) can be involved to share a message. Influencers may already have the network and ability to send a message. In this case, you could use the Tubular Labs tool to define a particular geography and see influencers in that area. As mentioned by Jonathan Russell, for a thousand dollars you get 2 Instagram stories and 2 posts (for influencers with 100 000 followers). Check the influencers for reputation risks (due diligence). Think about what influencers you use — **some go above and beyond because they believe in the campaign**. It takes time to find the right ones but can be worth the effort. Be sure to check the rules on ads in different countries.

> " Peer to peer trusted networks are required to shift beliefs, to change perception. "

KEY POINT #5
TRUST
- The world is complex and there is a lot of competing information.
- To make sense of this we primarily believe what is believed by those we trust.
- Understanding who people trust and why is needed to create impactful communications

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KEY POINT #6
CREDIBILITY

Ask yourself, where do you have reach, where are you credible? P/CVE crosses all areas of society, so you want to amplify what you do best for P/CVE-related issues. As mentioned by Jonathan Russell, in relation to being credible, consider or think whether there are important reasons not to be transparent; if there are none, **be transparent!** For example, Jamal al-Khatib used a disclaimer, stating they consist of a diverse group of people.

> **TIP:** *Elliot Grainger stressed: "do not change your core focus of your work. You are not credible there."*

"
Don't try to change yourself to be more P-CVE.

Where are you credible?
"

KEY POINT #6
CREDIBILITY

• Yes, civil society has a credibility.
• You know where you are credible.
• P-CVE crosses all areas of society so where does what you do fit in?

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KEY POINT #7
REALITY

You have to think of communication as engagement with real-world effects. This means you have to amplify the reality online and link it back to something real. Show that reality, visualise it and make sure your call to action relates to real-world alternatives. Think again about your theory of change. As mentioned by Jonathan Russell, **look at the gaps**, never put an **arrow without labelling it**. You need to have a look at what you can do to bridge the gaps. Break your theory of change down into an **assumptions map** (see image on the right). Assumption mapping is the practice of identifying the risky assumptions being made about a new product or service. The idea is to inform better products by understanding the assumptions being made about the desirability, feasibility and viability of a new idea. Do consider that reality comes with real-world consequences:

- Don't underestimate extremist capabilities to threaten you and that someone might act. Always have your **safety on your mind**.
- Have a **crisis plan** for dealing with a "shitstorm". What do you do with negative backlash? Try to turn this into something positive.
- **Prepare for success**; if you cannot deliver when people want your expertise, you might as well not start your work.

"
Use communications, especially social media to amplify reality.

Make your call to action something real.
"

KEY POINT #7
REALITY

• Don't just tell - show
• Amplify reality online, don't create it
• Link back to something real

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Risky

Difficult to Validate — Easy to Validate

Less Risky

KEY POINT #8
THE LONG TERM

Communication is fast and noisy — it is easier than ever to feel left out. This leaves the question, what comes next in the world of P/CVE and online campaigning? There is a need to get proactive, not just reactive. Campaigns will be developed on traditional social media like Facebook, Twitter and YouTube. As mentioned by Elliot Grainger, with the online landscape changing and extremist content moving to non-traditional closed media (like WhatsApp, Telegram), we should ask ourselves how we can **adapt to new developments** and also engage on other emerging channels. Where are the watering holes? How do you learn about new information for your role? Innovation is essential for effective online campaigns, as well as sharing what works and what does not.

TIP: *According to Elliot Grainger, you need to have "a dirty mind," meaning we need to better understand how technology will be exploited and misused.*

> " Each of your campaigns is one piece of activity in the fight to prevent radicalisation.
>
> What comes next? "

KEY POINT #8
THE LONG TERM

- What comes next?
- Have you skilled people?
- Is there a follow-on campaign?
- What influence have you had?
- How have you changed the conversation?

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KEY POINT #9
DO SOMETHING

START! Campaigns that ensure they have monitoring and evaluation components in place from the start can then adjust ongoing activities if needed, and, once completed, can learn whether they had the desired impact. You need to prepare your monitoring and evaluation protocol carefully and start doing this long before you are actually online.

TIP: *As underlined by Jonathan Russell, build time in the process, because change takes time, especially if you have to be creative. You can't put pressure on creativity!*

TIP: *Ross Frenett emphasized this message, "don't try and perfect your campaign before starting it! The only way to possibly keep up is by placing a thousand small bets!"*

> " It is not about saying something, it is about changing attitudes and behaviours. "

KEY POINT #9
DO SOMETHING

- Stat
- Check
- Monitor
- Change

What do you want to change, are you achieving it?

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KEY POINT #10
Sustainability

Starting to understand sustainability is in developing your campaign or to make a continuous project instead of a one-off happening. Have you thought about making your campaign sustainable and how to sustainably grow your organisations and/or funding? In any case, sustainability isn't always just about money. There are other aspects to think about. As presented by Arum Sharma of the Fundraising Agency ([10]) in one of the breakout sessions, they look at five key areas within sustainability. **Three of the key areas** for your campaign are described below**:**

1. Purpose and narrative

Is it an individual who started or is leading the organisation? Do you have clear aims and ambitions and a clear business plan that supports them? Having this will allow you to keep focus on what the organisation wants to deliver and a clear idea of what your individual goals and ideals are.

Case for support/theory of change – the most important document your organisation has. A document that will answer a number of key questions. If you answer these questions, you can show what the relevance of your organisation is to your funders:
- What is the need?
- Why is there a pressing need?
- Why are you best placed to tackle this need?
- What are the benefits of your work?
- What is the impact if you didn't exist?
- Why are people interested in supporting you?

It demonstrates the relevance of your project. This way you can engage your funders. Do think about your case for support to prevent your cash flow ending and to make your organisation more sustainable.

> **TIP:** *Arum Sharma stated that "you should be able to pitch your organisation in 30 seconds, because that's what funders are looking for."*

2. Products and services

It doesn't matter what your product is, so keep an open view. The Ansoff Matrix gives an image of how CSOs exist and how they grow. Here, you'll see that an existing product that delivers to existing customers is in the low-risk area (e.g. Domino's, they make pizza and they deliver). A new product that delivers to new customers is in the high-risk area. There are two best ways to grow:

Account Growth Matrix

Increasing Risk

Existing Markets	Existing Products Existing Customers	New Products Existing Customers
New Markets	Existing Products New Customers	New Products New Customers

1. existing product to new customers either geographic or via new channels (e.g. online),
2. new products to existing customers.

It's about articulating that you are delivering a product that is needed. The best way for CSOs to grow might be to bring new products to existing customers (e.g. Apple does this, with new iPhones to existing customers). By understanding the **needs and wants** of the customers you can sell them new products.

There is the risk that this takes the romance out of your organisation, but a simple model like this can help you build a sustainable campaign. Consider that the high-risk area could cause reputational damage or financial damage. This is pure innovation, so in some cases this might work out while in others it is destined to fail. Remember that even for professional organisations, 80 % of the things they try to develop fails. However, as stressed by Jonathan Russell, you have to find something that's strange, different, something that can be a hook.

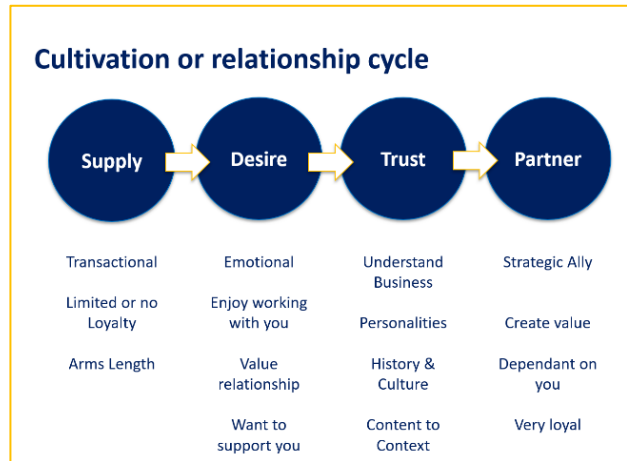> **TIP:** *You could map your product in the Ansoff Matrix to figure out the direction of travel for your product.*

([10]) Read more about the work of the Fundraising Agency: https://www.tfaltd.co.uk/work

3. Relationship management & relationship life cycle

If you get this right, you have a strong chance of growing your funding. The cultivation or relationship cycle image describes four levels of a relationship between you and the funder. Funders are increasingly saying: *"we funded you and we want to see the project."* This is an opportunity to develop the relationship. People gain trust from seeing the organisation or project. Jonathan Russell shared another lesson he learned on this topic. **Be realistic and pushy with your donor!** You and your donor are equal partners so don't be afraid to discuss the goal with your donor/client. If your project has a research phase, your client or donor will understand that you might need to change things after or during this phase.

Cultivation or relationship cycle

Supply	Desire	Trust	Partner
Transactional	Emotional	Understand Business	Strategic Ally
Limited or no Loyalty	Enjoy working with you	Personalities	Create value
Arms Length	Value relationship	History & Culture	Dependant on you
	Want to support you	Content to Context	Very loyal

How to maintain a relationship? There are four aspects to any relationship building or how to maintain your partnerships. You can do a check on these topics. Score each out of 10 and multiply the numbers. If you score 2 500 or higher out of 10 000 you are doing well. You can see where you might want to put your efforts to improve the relationship.

R-S-V-P	
How strong is the **R**elationship? • Who are the key stakeholders? • Building relationships • Develop trust and buy-in • Level – influencer • Professional and personal drivers	What is their current **S**ituation? • Understand the environment • What are their key challenges? • What are their obstacles? • What do they fear? / previous relationships
How much do they **V**alue you? • Allowing them to understand the impact of the partnership • Articulating your value • Knowing the audience – shop floor, CEO, key contact	Do you understand their **P**rocesses? • Understanding how they make decisions • Every partner is different • Every gatekeeper is different • Helping them make decisions • Communications

Suggestions for further reading

European Strategic Communications Network. (2019, 12 April). *Ad hoc analysis: Online news and social media conversations after the Christchurch and Utrecht attacks*.

European Strategic Communications Network. (2019, February). *Thematic Paper 3: How the (violent) extreme-right 'radicalises the mainstream' in Europe*.

Krasenberg, J., & Wouterse, L., Grooming for terror – Manipulation and control, Ex Post Paper. Bucharest, Romania: RAN Centre of Excellence, 2019.

Lenos, S., & Krasenberg, J., Dealing with fake news, conspiracy theories and propaganda in the classroom, Ex Post Paper. Budapest, Hungary: RAN Centre of Excellence, 2017.

Maura Conway (Dublin City University) & Matti Pohjonen (SOAS University of London), *Europe's online extreme right: A snapshot of 2016 versus 2018 Twitter activity*, 2019.

Ritzmann, A. (2018). *A tribal call to arms: Propaganda and what PVE can learn from anthropology, psychology and neuroscience*. Available at: https://www.voxpol.eu/a-tribal-call-to-arms-propaganda-and-what-pve-can-learn-from-anthropology-psychology-and-neuroscience/

Ritzmann, A., Involving young people in counter and alternative narratives – Why involve peers?, Ex Post Paper. Madrid, Spain: RAN Centre of Excellence, 2018.

Russell, J., Developing counter- and alternative narratives together with local communities, Issue Paper. Radicalisation Awareness Network, 2018.

Smit, Q., & Meines, M., RAN Policy & Practice Workshop – Narratives and strategies of far-right and Islamist extremists, Ex Post Paper. Amsterdam, the Netherlands: RAN Centre of Excellence, 2019.

Sterkenburg, N., Smit, Q., & Meines, M., Current and future narratives and strategies of far-right and Islamist extremism, Ex Post Paper. Stockholm, Sweden: RAN Centre of Excellence, 2019.

Verdegaal, M., How can online communications drive offline interventions?, Ex Post Paper. Amsterdam, the Netherlands: RAN Centre of Excellence, 2018.

Wouterse, L., & Verdegaal, M., Monitoring & evaluating counter- and alternative narrative campaigns, Ex Post Paper. Berlin, Germany: RAN Centre of Excellence, 2019.

Suggestions from Facebook

Facebook's Social Good page to help activists with Facebook tools for launching campaigns, funding, events: https://socialgood.fb.com/

Facebook's Counterspeech page that has helpful links to research and resources on safety and engagement: https://counterspeech.fb.com/en/

Campaign Toolkit for activists challenging hate speech and extremism. GIFCT funded, cross-platform help resources, available in 5 languages. https://www.campaigntoolkit.org/

Global Internet Forum to Counter Terrorism: https://gifct.org/

And the Annual Transparency Report https://gifct.org/transparency/

GIFCT Supported the Global Research Network on Terrorism and Technology. The first Phase was rthemun by RUSI (UK) with 7 core institutes and produced 13 papers that came out this year - open access here: https://rusi.org/projects/global-research-network-terrorism-and-technology/

Facebook's most recent transparency report https://transparency.facebook.com

Annex

CSEP Projects	Objective(s)
Rethink Before Act Alternative Narratives to Violent Extremism (PT, IT, SE, RO, FR, HU) **http://www.rethinkproject.eu/**	The general objective of the project is to prevent vulnerable audiences from starting a process of radicalisation by offering them resilience and critical thinking mechanisms. Next to that, the project aims to convince those already engaged within a process of radicalisation to abandon it or dissuade them from going further by providing an alternative narrative that deconstructs extremist rhetoric, in order to change violent behaviour. This objective will be achieved through seven social media campaigns.
Oltre Oltre l'Orizzonte. Contro Narrazioni dai margini al centro (IT) **http://www.uniroma2.it**	The multi-situated ethnographic research proposed explores social networks, social capital and belonging of second-generation youth in different contexts. Next to that, it explores how they influence processes of Islamist radicalisation and the construction of counter-narratives.
YouthRightOn Resilient Youth against Far-Right Extremist Messaging Online (BG) **https://csd.bg/topics/**	YouthRightOn aims to address the problem of far-right influence over youth in Bulgaria by developing alternative narratives confronting extremist messages and ideas propagated online. The expected impact of the project involves enhanced resilience and critical thinking as well as increased civic engagement among youth in Bulgaria susceptible to extremist content online.
CICERO Counter-narrative Campaign for Preventing Radicalisation (IT, BE, ES) **https://www.cicero-project.eu/**	The goal of the CICERO project is to develop and implement a counter-narrative communication campaign aimed at preventing radicalisation leading to violent extremism, accompanied by a methodology for evaluating the campaign's effectiveness. Specific objectives: ■ To undermine the appeal of extremist propaganda, while also providing credible and positive alternatives to the related narratives; ■ To empower civil society in the prevention of violent radicalisation across the EU; ■ Enhance the ability of civil society to detect and cope with radicalisation leading to violent extremism; ■ Enhancing resilience and critical thinking of stakeholders; ■ Promote the democratic values and fundamental rights embedded in EU society; ■ To support capacity building amongst relevant stakeholders.
RVIEU **Resonant Voices Initiative in EU (NL, RS, BA)** **http://resonantvoices.info/about/**	RVI is targeting Western Balkan diaspora communities in the EU. The aim is to empower a diverse group of civil society actors, such as networking journalists, activists, bloggers, educators and community leaders, to challenge dangerous messages online. By strategically engaging in online and offline communication campaigns, utilising technology together with a deep understanding of their communities, these actors produce compelling content that effectively pushes back against polarising, inflammatory and radicalising discourse. Dangerous messages RVI is countering include terrorist propaganda, hate speech, disinformation, harassment and intimidation.
DECOUNT **Promoting democracy and fighting extremism (AT)** **https://www.irks.at/forschung/sicherheitsforschung/decount-de.html**	The project aims to design and disseminate an online campaign including deradicalisation and prevention online resources (mainly online counter-narratives, such as the stories of formers), videos of alternative narratives produced by vulnerable youth, and a video game structured along binary decisions leading to radicalisation or maintaining resilience.

PROJECT GREY **Building the Middle Ground (NL, BE, SK)** **https://projectgrey.eu/?lang=en**	Project Grey aims to increase public understanding of the phenomena through analysing online debates on social platforms that spark massive attention and tend to polarise people. It aims to develop an online tool that will use big data technology for the analyses and train youth leaders, social workers, community workers and grassroots CSOs working on tolerance and social cohesion issues. Based on the big data and in cooperation with the trainees, it will run public online campaigns that will offer more nuanced and less-polarised narratives in difficult social value-based conflicts. Its goal is to empower the middle ground of the society, people who have diverse opinions and values but are not deviating towards violent extremes.
RAGE **Radical Awareness Game Engagement (PL, NL, FR, EL)**	RAGE is an international project that uses innovative technology to empower local NGOs to counter radicalisation among young people and promote tolerance, civic engagement and social inclusion. The project is a partnership between TechSoup Europe, a leader in delivering technology to support civil society, and local NGOs working with young people: L'association Artemis (France), Impact Hub and Logou Paignion (Greece), and Civis Polonus (Poland). RNW Media/RNTC (the Netherlands) and ExploreIT (Poland) will assist with development and research. Results of the project and tools will be made available via the TechSoup Europe network of 28 capacity-building organisations present in 44 countries (among them all EU countries) and serving 300 000 CSOs. The campaign will be delivered at least in Polish, French, Dutch and Greek to allow maximum coverage.
COUNTERACT **Preventing and combating online radicalisation (PT, ES, BE) Project leader website:** **https://apav.pt/apav_v3/index.php/en/**	COUNTERACT intends to contribute to behavioural changes that dissuade societal groups susceptible and vulnerable to radicalisation and terrorist content online by providing positive, alternative and credible narratives. Its goal is to study how these groups behave online, develop a communication campaign that delivers these alternative or counter-narratives, and thoroughly assess its impact.
EUROTOPIA **Video Campaign (SE, BE, IT)** **https://cesie.org/en/project/eurotopia/**	EUROTOPIA aims to prevent radicalisation and to support deradicalisation of individuals vulnerable to radicalising and terrorism propaganda by providing an alternative and positive narrative. The second objective is to expand the knowledge on push and pull factors of terrorism and extremism content online by showing life experiences of those who left extremist organisations. Next to that, EUROTOPIA aims to promote tolerance and EU and democratic fundamental rights and values by giving the chance to young people to express themselves and imagine the future of the EU, a future they want to live in.
D.O.B.T **D**o **O**ne **B**rave **T**hing **(RO, PL, HU, IT)** **https://cesie.org/en/project/dobt/**	The D.O.B.T project aims to achieve the following objectives: ▪ To empower young people to challenge extremist narratives they experience in their daily lives; ▪ To provide young people with media literacy skills and software tools to investigate online sources of information and think more critically; ▪ To enable young people to develop counter-narrative campaigns to challenge hate speech and extremist rhetoric online; ▪ To encourage young people to non-violently address their political grievances through policy advocacy.
Resilient and United Preventing and countering extremism and radicalisation: an action plan for Portugal (PT) **https://ciencia.iscte-iul.pt/projects/preventing-and-countering-extremism-and-radicalisation-an-action-plan-for-portugal/1109**	Despite Portugal's peaceful environment and generous reception policies, it's not immune to the borderless invisible threat that is violent extremism, radicalisation and terrorism. Destructive forces from extremist groups — within our country and abroad — currently pose a threat to the security and social cohesion of the Portuguese society. This proposal aims to prevent and counter extremism and radicalisation in Portugal, by combining communication technology with a more coordinated and knowledge-based prevention effort.

OPEN **https://ares20.it**	The project aims to fight against online radicalisation processes in the cities of Rome, Nice, Strasbourg, Stockholm and Elche (and related regions), through an online communication campaign that leverages the root and credibility of CSOs and the know-how of an institutional communication agency. Primary targets of the project are Muslim youth (16-25 years) at major risk of radicalisation (i.e. mostly in disadvantaged neighbourhoods or families, outside social agencies like school or work) and already radicalised (i.e. disseminating violent Islamist propaganda online and performing Islamist violent speech). The campaigns will differ in outlook but use common online channels (YouTube, Facebook, etc.), storytelling videos and social journalism. At the end of the project, the primary targets reached by the campaign will show higher levels of online resilience to propaganda information and will have questioned extremist propaganda. In addition to that, it aims to reach CSOs and grassroot movements and increase the skills of 3 500 practitioners and volunteers in those communities. Small labs in schools and youth centres will also be part of the project. The project is multi-agency promoting multi-stakeholder involvement on a local level, combining on and offline activities. OPEN also intends to change the approach of key stakeholders regarding their role as crucial agents of change supporting people at risk of radicalisation or radicalised, thus multiplying the effects of the action.
PRECOBIAS **https://www.pmf-research.eu/**	The objective is to focus on mental biases, intending to help young people get to know themselves better by revealing mental biases. The online campaign will enable young people to increase self-awareness and involve them in a campaign to share their biases, which will be done through an Instagram contest. The ultimate objective will be to dissuade youngsters from sharing radical content (behaviour change). The three specific objectives are: ▪ To enhance digital resilience and critical thinking of the target audience by focusing on their structures of thinking, instead of stigmatising extremist narratives; ▪ To bring about behaviour change, dissuading the target youngsters from promoting extremist content online; ▪ To increase civic engagement and take an active stance in democratic processes of youngsters by helping them draw back from any extremist online content they go through.
Concord	The project aims to address one of the root causes of radicalisation by aiming to spread a tolerant and positive image of Islam. It proposes instruments, actions and narratives to raise the voice of enlightened Muslims, promote enlightened sides of Muslim culture and encourage harmony. Activities being developed are: ▪ The production of short videos to give voice to Muslim speakers on anti-Semitism and Islamophobia; ▪ The production of short videos to promote and give voice to progressive EU Muslim opinion leaders; ▪ The production of animation films about historical figures related to Islam to spread enlightened sides of Muslim culture; ▪ The organisation of an interfaith symposium; ▪ Cross-cultural Jewish–Muslim initiatives. The project aims at early prevention through a positive online campaign, which is an important element of a comprehensive prevention strategy. In addition, it specifies its target group focus, depending on the activity. Activities raising the voice of enlightened Muslims are focused on young Muslims (18-26 years); activities to promote a positive Muslim culture have a broad focus on Muslims and non-Muslims alike. The project addresses target groups in Belgium, Germany, France, Luxembourg and Austria.

GAMER **https://www.labenevole ncija.org**	The general objective of the action is to prevent the online radicalisation of vulnerable EU residents by providing "resilience know-how" and triggering critical thinking, through a bespoke online gaming tool capable of reaching a resistant, trans-European target audience of young adults (18-35 years). Special attention is devoted to making the intervention attractive to resistant individuals whose psychosocial profile (isolated individuals with an insecure identity, belonging to marginalised social groups, etc.) is proven to be particularly vulnerable to radicalisation. The action embeds knowledge by reaching targets online via one of their most popular forms of entertainment: an online game. The game is spread unobtrusively on the web, made to appeal to vulnerable audiences without any feeling of "being lectured to". It triggers a narrative experience of a "continuum of violence", allowing them to recognise how others can misuse their yearning for a sense of hope and community (pull factors) because of their own fears, loss of identity and social isolation (push factors). This triggers behaviour change that stimulates critical thinking and "active bystandership": the refusal to remain passive when faced with wrongdoing, and belief in the value of constructive alternatives.
ONarVla **https://onderwijs.vlaand eren.be/nl/deradicaliseri ng**	The project aims to create an interactive online platform to support teachers to be able to recognise radicalisation, the influence of social media, and push and pull factors. It will give them instruments to intervene at different stages in this process. On the basis of target audience analysis, the exact nature of the content will be established (videos, text, etc.) and an online communication campaign will be developed. It also targets vulnerable youngsters (12-18 years) who can use the online platform as an information source and weekly chatbox, to ask questions to experts for online advice on matters relating to identity/religion. It offers them positive alternatives. In addition, there will be live streaming sessions. The project is specifically targeted at pupils of schools in Flanders (Belgium). The online activities are supported by an offline training package for teachers to strengthen their ability to build a positive narrative (together with their students). Though coordinated by the Flemish education authority, independent CSOs with expertise on education and radicalisation participate as does the University of Leuven, creating a multi-agency framework with a specific education focus. The project reaches out to the wider Flemish education profession through training and evaluation.
Breaking the ISIS Brand **https://www.icsve.org/a bout-breaking-the-isis- brand/**	In 2015, Dr Speckhard started the Breaking the ISIS Brand–the ISIS Defectors Counter-Narratives Project. Since then, she, along with the International Center for the Study of Violent Extremism (ICSVE) staff, have interviewed 101 ISIS defectors, returnees and captured ISIS cadres from Africa, central Asia, the Balkans, western Europe, Iraq and Syria, 25 family members of those who went to ISIS and 2 terrorist ideologues, most captured on video. Next to that, Dr Speckhard and the ICSVE staff have interviewed 16 al Shabaab affiliates. The ICSVE team has since been editing the videos of defectors denouncing the group into short video clips to upload on the internet to fight ISIS's online recruiting. The video clips are being subtitled in the 21 languages ISIS recruits in. The clips have been focus-tested with success in central and South-East Asia, the Balkans, western Europe, Iraq, Jordan and the United States and can be viewed on this website and also on YouTube. ICSVE research fellows are also currently focus-testing them for prevention and intervention purposes globally, specifically with ISIS endorsers on Facebook and YouTube and in Telegram chatrooms. The Breaking the ISIS Brand counter-narrative project videos are being used in multiple countries to fight extremist recruitment in youth and adults. Next to that, the videos are being used in targeted interventions with foreign fighter returnees and to monitor drivers of radicalisation.