RAN Collection practice template

Name of the practice	Dare to be Grey
Please note that by practice we mean an activity/method/tool that has been used or is in use by professionals and/or community members.	
Description (max. 300 words) Short description of the aim and working method of the practice. Please note that in this description, it must be clear that <u>there is an explicit connection to preventing and/or countering radicalisation and/or violent extremism</u>. This means that in the aims and/or the activities/methods/tools of the practice, there is a link to preventing and countering radicalisation and/or violent extremism. Practices without this link cannot be included in the RAN Collection.	Dare to be Grey is a foundation that challenges polarisation in society. It calls for recognition of the 'grey' middle ground in issues often mistakenly considered 'black and white'. The initiative seeks to promote the different views and voices of the large majority of moderate thinkers, which are too often muted by more extreme voices. Dare to be Grey aims to raise awareness principally through online channels: using multiple video and photo campaigns, writing and disseminating online articles, and offering a platform for anyone with a 'grey' story to be told. Dare to be Grey also developed a dialogue technique called 'First Aid For Polarisation', and is often involved in offline actions.
Key themes Please <u>choose</u> 2 key themes most corresponding with the practice.	Alternative and counter narratives Social cohesion and polarisation
Target audience	General public

Please <u>choose</u> a minimum of one target audience most corresponding with the practice.	Online Community Educators / Academics
Geographical scope Please indicate where the practice has been/is implemented (countries, regions, cities).	Europe, with a focus on the Netherlands and Belgium
Start of the practice Please indicate when (year) the practice was developed and implemented to indicate the maturity of the practice. In case the practice is no longer active, please indicate when it ended.	Starting year: 2016
Deliverables Please indicate if the practice has led to concrete deliverables, such as (links to) handbooks, training modules, videos.	— The website (http://www.daretobegrey.com/). — A brief animation describing and promoting the campaign can be found at https://youtu.be/uKpQNOxoq5s online. — A handbook on polarisation and the 'grey narrative' will be published soon. — An evaluation report is expected in 2020.
Evidence and evaluation Short description on <u>performance measures</u> of the practice, including	— A survey at Utrecht University (of 200+ students) indicated that the number of people who identified with 'being grey' grew from 65.6 % to 76.8 % within 2 months. Of these, 29 % wanted to speak out more and 47.8 % were considering speaking out more, in favour of the grey middle ground. — The organisation has an estimated media reach of over 10 million people. — It gained more than 8 000 Facebook followers within a year. — Dare to be Grey often exceeds its target engagement rate of 6 %.

1. <u>qualitative views and quantitative (statistical) data</u> e.g. measure of the success of your project or intervention.

2. <u>evaluation and feedback</u>, including surveys and/or anecdotal evidence e.g. have you done either an internal or external evaluation, have you encouraged any feedback from your target group?

3. <u>peer review</u> which feedback did the practice receive in the RAN working group and/or study visit where the practice was discussed.

Please elaborate on the outcomes of your monitoring and evaluation efforts.

Sustainability and transferability (maximum of 200 words) Short description on the sustainability and transferability of the practice, including e.g. information on the costs of the practice. <u>Please elaborate on which elements are transferrable and how.</u>	Dare to be Grey runs on project-based funding. Recently, Dare to be Grey acquired funding through the EU Civil Society Empowerment Programme (CSEP) Police fund. A pilot where Dare to be Grey worked with local content creators to tackle polarisation in Greece showed promising results, and can function as a concept for transferability to local level.
Presented and discussed in RAN meeting Please note that to be included in the Collection, the practice is preferably nominated through one of the RAN meetings. Add name of the RAN Working Group/event, date, place and subject of meeting.	Name: Civil Society Empowerment Programme Date: 15-16 March 2017 Place: Brussels Subject: Name: RAN YOUNG. Date: 28-29 March 2017. Place: Madrid. Name: RAN YOUNG. Date: 1-2 March 2018. Place: Madrid. Name: RAN Young and C&N joint meeting.

European Commission

	Date: 23-24 April 2018. Place: Stockholm. Name: Policy & Practice event. Date: 25 April 2018. Place: Madrid.
Linked to other EU initiatives or EU funding (maximum of 100 words) Please indicate how your project was funded, if your practice is linked to other EU initiatives or projects, AND explicitly note if it is (co-) funded by the EU, and if so, by which funds? Such as Erasmus +, Internal Security Funds (ISF), European Social Fund (ESF), Horizon 2020, etc.	-
Organisation (enter maximum of 100 words and select organisation type) Please briefly describe the organisation behind the practice including the legal status e.g. NGO, governmental, limited company, charity etc.	Dare to be Grey is a foundation registered in the Netherlands. Type of Organisation: Foundation
Country of origin Country in which the practice is based.	EU or EEA country: Netherlands or: Non-EU country: Enter name if non EU country
Contact details Please provide contact details of who can be contacted within the organisation, with name and email address.	Address: Click or tap here to enter text. Contact person: Jordy Nijenhuis Email: jordy@dtbg.nl Telephone: Click or tap here to enter text. Website: http://www.daretobegrey.com
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(year)	