

RAN Collection practice template

Name of the practice

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.

Peer to Peer (P2P): Challenging Extremism and Facebook Global Digital Challenge programmes

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 there is an explicit connection to preventing and/or countering radicalisation and/or violent extremism. 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.

The programmes 'Peer to Peer (P2P): Challenging Extremism' and 'Peer to Peer: Facebook Global Digital Challenge' are global university youth initiatives and international competitions that harness the power of student innovation to challenge prejudice, online hate and extremism. Given the rising prevalence of Russian aggression, disinformation and propaganda in western democracies, Facebook has opened the aperture of programme objectives to include this new focus as objectives for student teams to address in their respective communities and countries.

University students from around the world develop campaigns and social media strategies against extremism and disinformation that are credible, authentic and believable to their peers, and that resonate within their communities. A team of students, guided by their professor and an EdVenture Partners' Project Specialist, will develop and produce a real campaign that has measurable impact on their campus and in the community. The teams will research their target market and create a strategy designed to best reach and influence their peers.

Each team receives an operational budget of USD 1 000 (USD equivalency) plus USD 750 in Facebook ad credits to design, pilot, implement and measure the success of a social or digital initiative, product or tool that:

- motivates or empowers students to become involved in countering hateful and extremist narratives;

	<ul style="list-style-type: none"> – mobilises and inspires other students to create their own initiatives, products or tools that counter hateful and extremist narratives; – builds a network/community of interest based on shared values that counters hateful and extremist narratives through action. <p>The teams work on their campaigns for the duration of one semester: at the end of the semester, the top teams compete in regional and local competitions for prizes ranging from USD 5 000 to USD 10 000.</p>
Peer reviewed	No
Key themes Please <u>choose</u> 2 key themes most corresponding with the practice.	Alternative and counter narratives Vulnerable youth and youth engagement in P/CVE
Target audience Please <u>choose</u> a minimum of one target audience most corresponding with the practice.	Online Community General public Youth / Pupils / Students
Geographical scope Please indicate where the practice has been/is implemented (countries, regions, cities).	The P2P programme now has a global reach of 75 countries in Africa, Asia, Australia, Europe, North America and South America. The full list of countries and schools is available online (https://edventurepartners.com/wordpress/wp-content/uploads/2017/08/P2P-University-Roster.pdf).
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: 2015 <ul style="list-style-type: none"> – Pilot: January-June 2015. 23 universities participated. – Second semester: August 2015-January 2016. 45 universities participated. – Third semester: January-June 2016. 55 universities participated.

	<ul style="list-style-type: none"> - Fourth semester: August 2016-January 2017. More than 160 universities participated, representing over 50 countries. - Fifth semester: January-June 2017. Over 200 universities participated. - Sixth semester: August 2017-January 2018. 96 universities participated. - Seventh semester: January-June 2018. 50 universities participated. - Eighth semester: September 2018-June 2019. 25 universities participated.
<p>Deliverables</p> <p>Please indicate if the practice has led to concrete deliverables, such as (links to) handbooks, training modules, videos.</p>	<ul style="list-style-type: none"> - At the end of the semester, each team of students delivers digital resources from their campaigns, including (but not limited to) the following creative materials: <ul style="list-style-type: none"> • original websites and social media pages • mobile apps or games • original educational videos and curriculums • digital ads or brochures • photo or video archives of cultural activities • community-based or campus movement events. - Outstanding P2P campaigns have been amplified and used as case studies on Facebook's global counter-speech website (https://counterspeech.fb.com/en). - Look book (https://edventurepartners.com/wordpress/wp-content/uploads/2017/08/P2P-Look-Book.pdf). - Peer to Peer video compilation (https://www.youtube.com/watch?v=kBpYSkPd1nE&feature=youtu.be). - Website (http://edventurepartners.com/peer2peer/). - Sample student work from: <ul style="list-style-type: none"> • KU Leuven, Belgium (https://edventurepartners.com/wordpress/wp-content/uploads/2018/08/KU-Leuven_OneSheet.pdf);

	<ul style="list-style-type: none"> • Middle East Technical University, Turkey (https://edventurepartners.com/wordpress/wp-content/uploads/2018/08/METU_OneSheet.pdf); • University of Lagos, Nigeria (https://edventurepartners.com/wordpress/wp-content/uploads/2018/08/University-of-Lagos_OneSheet.pdf); • Utrecht University, Netherlands (https://www.daretobegrey.com); • Turku University of Economics (https://chooseyourfuture.fi/en/home/); • Lahore University of Management Sciences (https://www.facebook.com/fromapathytoempathy). <p>– Sample press articles and videos:</p> <ul style="list-style-type: none"> • New York Times article (https://www.nytimes.com/2017/07/18/us/politics/students-are-the-newest-us-weapon-against-terrorist-recruitment.html); • CNNMoney video (http://www.cnn.com/videos/cnnmoney/2016/09/26/facebook-extremism-online-cnnmoney.cnn); • PBS NewsHour video and transcript (http://www.pbs.org/newshour/bb/hard-fight-extremist-propaganda-online/); • NPR radio transcript (http://www.npr.org/2016/03/02/468216163/students-enter-global-competition-to-counter-extremism); • Wall Street Journal article (http://blogs.wsj.com/digits/2016/02/11/facebook-adds-new-tool-to-fight-terror-counter-speech/).
<p>Evidence and evaluation</p> <p>Short description on <u>performance measures</u> of the practice, including</p>	<p>Each team compiles a comprehensive analysis of their campaigns with measures of success, which may include (but is not limited to):</p> <ul style="list-style-type: none"> – number of campaign impressions; – number of social media followers for each outlet used; – behavioural shifts; – number of students involved in campaign events and activities; – campus awareness of the initiative, product or tool; – additional qualitative and quantitative data from surveys, focus groups and other research methods.

1. qualitative views and quantitative (statistical) data e.g. measure of the success of your project or intervention.
2. evaluation and feedback, 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. peer review 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.

Since its inception in spring 2015, over 10 000 students have participated in over 700 P2P programmes across 75 countries and 40 American states. Over 250 million people have been reached via social campaigns, campus movements, mobile apps, cultural activities, videos and more, generating over 600 unique press pieces.

In spring 2019, Harvard University completed a three-year longitudinal study in the United States to determine the efficacy and impact of the P2P model. Results confirmed that P2P 'has shown impact' in reducing hate and in improving attitudes of tolerance towards other ethnocultural groups.

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. Please elaborate on which elements are transferrable and how.

The two initiatives (Peer to Peer: Challenging Extremism and Peer to Peer: Facebook Global Digital Challenge) have been successfully implemented globally since January 2015, with continual support and commitment pledged from our partners through the autumn 2018 term, and an announcement regarding 2020 funding expected soon.

Additionally, the student-led campaigns which are particularly relevant and successful may be sustainable after the semester has ended, with additional support. A public-private sector consortium has been created to provide funding and support for the best P2P initiatives, products or tools that are worthy of investment and continuance.

Transferability

Since its inception, the initiative has proven its transferability to smaller, localised markets, including the Los Angeles, California area, the Denver, Colorado area, and the Minneapolis, Minnesota area, over the fall 2015 and spring 2016 semesters.

In addition, global and regional competitions have been held:

- for the Facebook Global Digital Challenge, the initiative held its first European competition in Brussels, Belgium at the end of the spring 2019 semester;
- for the National Defence University North East South Asia (NESA) Centre for Strategic Studies, whose region stretches from Morocco to Kazakhstan, in spring 2016 (held

	<p>in Morocco), fall 2016 (held in Washington, D.C.), and fall 2017 (held in India);</p> <ul style="list-style-type: none"> - for the Organization for Security and Co-operation in Europe (OSCE) in fall 2016 (Hamburg, Germany) and spring 2017 (Vienna, Austria); - an all-Africa regional competition sponsored by the Africa Centre for Security and Counter Terrorism (ACSC) in fall 2016, held in Accra, Ghana. <p>These localised efforts use the same resources and judging criteria as the larger initiative, but focus on regional areas, allowing more teams' outstanding work to be highlighted and rewarded.</p>
<p>Presented and discussed in RAN meeting</p> <p>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.</p>	<p>Name: RAN EDU</p> <p>Date: 24-25 November 2015</p> <p>Place: Prague</p> <p>Subject: Enter subject of meeting.</p>
<p>Linked to other EU initiatives or EU funding (maximum of 100 words)</p> <p>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.</p>	<p>-</p>
<p>Organisation (enter maximum of 100 words and select organisation type)</p> <p>Please briefly describe the organisation behind the practice including the legal status e.g. NGO, governmental, limited company, charity etc.</p>	<p>EdVenture Partners (EVP) is an organisation dedicated to developing innovative industry-education partnership programmes. These experiential learning opportunities provide students with hands-on, real-world experience, while clients can take advantage of social impact and community outreach solutions and recruiting access at colleges, universities and high schools. EdVenture Partners has designed and managed programmes at over 900 schools in North America and internationally.</p>

	<p>EdVenture Partners is a for-profit organisation that is compensated for programme development and programme management through the deployment of a mutually agreed contract and statement of work with its clients.</p> <p>Type of Organisation: For profit</p>
<p>Country of origin</p> <p>Country in which the practice is based.</p>	<p>EU or EEA country: Choose from list of EU and EEA countries.</p> <p>or:</p> <p>Non-EU country: United States</p>
<p>Contact details</p> <p>Please provide contact details of who can be contacted within the organisation, with name and email address.</p>	<p>Address: Click or tap here to enter text.</p> <p>Contact person: Tony Sgro, Founder and CEO</p> <p>Email: tony@edventurepartners.com</p> <p>Telephone: +11 4152647666</p> <p>Website: http://edventurepartners.com/peer2peer/</p>
<p>Last update text (year)</p>	<p>2019</p>