

RAN Collection practice template

<p>Name of the practice</p> <p>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.</p>	<p>[Eurotopia]</p>
<p>Description (max. 300 words)</p> <p>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.</p>	<p>The aim of this project is to create counternarratives by a video campaign and a “call to action” campaign to counteract far right and Islamist extremism propaganda on social media. The project will be a three-country cooperation between Belgium, Italy and Sweden. Belgium and Sweden have faced horrific terrorist attacks and we wish to counter further attacks and act proactively concerning the case of Italy. The aim is to challenge the definition of who the hero and villain are in the narrative that is formatted by the extremist propaganda. The terrorist groups use this propaganda to incite fear, revenge and hate. This is how innocent civilians are killed as they see them as the villain and themselves as the hero. The fundamental thing we want to do is to change the story by changing the image, to be able to halt recruitment and foster behaviour change.</p> <p>Our target group is at-risk teens and the public, with the aim to boost civic engagement in projects for at-risk teens through the call to action campaign named #Eurotopia. The videos will be divided into seven from Sweden, seven from Belgium and seven from Italy and disseminated through social media such as Facebook, Twitter and YouTube. During the final phase of the project, we will showcase the campaign at the Google Centre (or other suitable venue) in Brussels, and in the context of events linked to the Cannes Film Festival in France and the Oscars in the United States — to enhance exposure and dissemination. We see that this project has the potential to spread to all the European countries to create a united voice and start a behaviour change revolution.</p>

<p>Key themes</p> <p>Please <u>choose</u> 2 key themes most corresponding with the practice.</p>	<p>Alternative and counter narratives</p> <p>Vulnerable youth and youth engagement in P/CVE</p>
<p>Target audience</p> <p>Please <u>choose</u> a minimum of one target audience most corresponding with the practice.</p>	<p>Youth / Pupils / Students</p> <p>Victims of terrorism</p> <p>Formers</p>
<p>Geographical scope</p> <p>Please indicate where the practice has been/is implemented (countries, regions, cities).</p>	<p>The project is working with partners in Belgium, Italy and Sweden.</p>
<p>Start of the practice</p> <p>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.</p>	<p>Starting year: 2018</p>
<p>Deliverables</p> <p>Please indicate if the practice has led to concrete deliverables, such as (links to) handbooks, training modules, videos.</p>	<p>The project will create 21 short films, a music video and a trailer.</p>
<p>Evidence and evaluation</p> <p>Short description on <u>performance measures</u> of the practice, including</p>	<p>Our films will launch from the 22nd of February 2020, so we have still not yet had the opportunity to create an evaluation of the project.</p>

<ol style="list-style-type: none"> 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. <p>Please elaborate on the outcomes of your monitoring and evaluation efforts.</p>	
<p>Sustainability and transferability (maximum of 200 words)</p> <p>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></p>	<p>All partners will review the future of the project and of the materials produced regularly throughout the project lifespan. The partners will also propose and evaluate possible funding opportunities through resources at European or national level for further dissemination.</p> <p>The video materials produced within the project will be freely accessible for any individual and organisation in the dedicated project's means of communication (social media), on partners' websites the whole project implementation period and beyond. The translation of the video materials into English will ensure greater impact.</p> <p>The project has high potential for transferability as the situation and contexts are similar across Europe.</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 YOUNG Empowerment Academy</p> <p>Date: 21-22 October 2019</p> <p>Place: Berlin</p> <p>Subject: The Coordinator, Cecilia Gärding, was invited to lecture in Berlin for a RAN group meeting, The RAN YOUNG Empowerment Academy Session 4: How to Professionalise?, 21-22 October 2019. Berlin (DE).</p> <p>She is an expert in Nazi-film propaganda and how film</p>

	<p>can be used as a propaganda tool or as a counternarrative.</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>The Eurotopia project is funded by the Civil Society Empowerment Programme, Internal Security Fund (ISF) and Police Action Grant, by the European Commission.</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>Muzicadelic Entertainment is a non-profit organisation since 2007 that works through culture to facilitate integration, promote community building, and combat discrimination and extremism. Our specific area of expertise is that we use participation in culture as a tool to highlight diverse stories and narratives and stimulate people to become global citizens who fight against racism, hate crime and defend human rights. Our work wants to highlight that art can be used to create a better world. We also want to promote capacity building and competence development for underprivileged youth. We are also involved in human rights projects where we have created the first report on the living conditions in Umeå for the African diaspora community 2017 and our aim is to also create international projects.</p> <p>Type of Organisation: NGO</p>
<p>Country of origin</p> <p>Country in which the practice is based.</p>	<p>EU or EEA country: Sweden</p> <p>or:</p> <p>Non-EU country: Enter name if non EU country</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: Wallingatan 34 111 24 Stockholm Sweden Contact person: Cecilia Gärding Email: cecilia_garding@yahoo.se Telephone: +46 0735063129 Website: [http://eurotopia-project.com/]</p>

Last update text (year)	2019
-----------------------------------	------