

# 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.

## Nazis against Nazis - Germany's most involuntary charity walk

### 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.

Right-wing extremism still constitutes a significant problem in Germany. The scene has more than 25,000 members - and this figure is on the rise. Once people are stuck in the marshes of right-wing extremism, it is difficult to leave again. But there are groups and organizations providing crucial assistance e.g. EXIT-Germany, which can look back on 15 years of experience in successfully helping neo-Nazis who want to leave the far-right community. However, EXIT-Germany still receives far too little attention and donations for their significant work. Many people rather donate money to larger, well-known charity organizations. Thus, the organization is struggling with its own existence every year.

The challenge: We need to create a social buzz idea around the work of EXIT-Germany, which would reach a broad audience and incite them to donate money for the cause. However, during the past few years, EXIT-Germany gained an outstanding reputation for creative and innovative approaches in countering right-wing extremism in Germany. For example, the "Trojan T-Shirt" campaign, in which EXIT-Germany slipped T-shirts with an imprinted neo-Nazi-logo to attendees of a right-wing rock festival. After having washed the shirt once, the logo disappeared and revealed a pertinent message: "What your T-shirt can do, you can do too - we will help you to leave right-wing extremism behind. EXIT Germany." With a total budget of only €5,000 to start with, the campaign turned out to be a huge success.

Demonstrations are a powerful tool that neo-Nazis often use in order to show their alleged strength. Under the guise and protection of freedom of speech, neo-Nazis regularly subvert

	<p>their right for demonstrations and 'take over' German towns. Generally, the residents demonstrate their discontent with the unwanted visitors by counter-demonstrations or verbal attacks. However, usually these measures have no real effect on the neo-Nazis. Yet, there has been no truly effective initiative to counter neo-Nazi demonstrations.</p> <p>Developing and implementing a new strategy that helps towns in their struggle against neo-Nazi demonstrations, while supporting EXIT-Germany's work. Turning a neo-Nazi demonstration upside down: from a right-wing extremist march, into a charity walk. In Germany charity walks (or sponsored runs) are well known and a common idea to raise money for a good cause. The usual procedure is to collect a certain amount of money from sponsors prior to the event, which is then earned step-by-step by the event participants.</p> <p>Consequently, we applied this procedure to our idea: For every meter the neo-Nazis marched, €10 would be donated to EXIT-Germany. This would face the neo-Nazis with a dilemma: either walk and collect for their own drop-out or abandon the demonstration.</p>
<p><b>Peer reviewed</b></p>	<p>No</p>
<p><b>Key themes</b></p> <p>Please <u>choose</u> 2 key themes most corresponding with the practice.</p>	<p>Violent right-wing extremism</p> <p>Community engagement/civil society</p>
<p><b>Target audience</b></p> <p>Please <u>choose</u> a minimum of one target audience most corresponding with the practice.</p>	<p>General public</p> <p>Formers</p> <p>Add additional target audience.</p>
<p><b>Geographical scope</b></p> <p>Please indicate where the practice has been/is implemented (countries, regions, cities).</p>	<p>Germany / Wunsiedel</p>
<p><b>Start of the practice</b></p> <p>Please indicate when (year) the practice was developed and implemented to indicate the maturity of the practice. In case the</p>	<p>Starting year: 2014</p>

<p>practice is no longer active, please indicate when it ended.</p>	
<p><b>Deliverables</b></p> <p>Please indicate if the practice has led to concrete deliverables, such as (links to) handbooks, training modules, videos.</p>	<p><a href="http://www.rechtsgegenrechts.de">www.rechtsgegenrechts.de</a></p> <p>1. Video (engl): <a href="https://www.youtube.com/watch?v=KvjIYI_Nlao">https://www.youtube.com/watch?v=KvjIYI_Nlao</a></p> <p>2. Video: (engl): <a href="https://www.youtube.com/watch?v=kHz_Wrv1mKk">https://www.youtube.com/watch?v=kHz_Wrv1mKk</a></p>
<p><b>Evidence and evaluation</b></p> <p>Short description on <u>performance measures</u> of the practice, including</p> <ol style="list-style-type: none"> <li>1. <u>qualitative views and quantitative (statistical) data</u> e.g. measure of the success of your project or intervention.</li> <li>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?</li> <li>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.</li> </ol> <p>Please elaborate on the outcomes of your monitoring and evaluation efforts.</p>	<p>With €0 spend on media and just €5,000 invested in the campaign elements, we exceeded our first objective of magnifying the impact of our campaign, hence, to deliver extensive campaign awareness. Whilst no explicit goal was set, the campaign has out-performed all previous activities by EXIT-Germany: we reached 24 million people in Germany via TV and print, which equals €1 million media value. We counted 279 million campaign impressions online, across 64 countries and as the event unfolded, the news was picked up by traditional media worldwide. They all reported on EXIT-Germany and the "Miracle of Wunsiedel", using the campaign's images, texts and video footage.</p> <p>Individual elements included in our campaign:</p> <p>1. Nazis against Nazis Microsite:</p> <p>As a result of our specially dedicated Facebook and Twitter channels and influential advocates, such as Hans Sarpei and STERN Magazine, we saw more than 21,000 visitors following the march live on the microsite. Overall we counted more than 155,000 individual visitors in only one week.</p> <p>Nazis against Nazis Facebook Page:</p> <ul style="list-style-type: none"> <li>- 72.600 people engaged with the page's content</li> <li>- 4.7 million post impressions in one week</li> <li>- More than 5,000 site likes in 48 hours (8,700 in one week)</li> <li>- 13.900 timeline visits in one week</li> <li>- 19.700 likes, comments and shares in one week</li> </ul> <p>Nazis against Nazis Youtube Page:</p> <ul style="list-style-type: none"> <li>- 2.8 million views in total (English + German)</li> <li>- 4.700 shares, with the majority on Facebook</li> <li>- 12.808 likes</li> </ul> <p>Twitter:</p> <ul style="list-style-type: none"> <li>-13.000 mentions on Twitter</li> <li>-The campaign acknowledged as being 'well-played', 'genius', 'a must-see and 'a great example of creative activism'.</li> </ul>

	<p>The "Nazis against Nazis" website has been altered to become a fundraising tool for other communities and contexts and now functions as a role model for German anti-Nazi campaigns, with several cities adopting the new fundraising mechanism in their struggle against neo-Nazi demonstrations.</p> <p>In Germany ran until the end of 2015, more than 14 involuntary charity runs. In total were collected around the 40,000 euros for dropouts and other refugee projects.</p> <p>Awards: (not all)</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Central German Fundraising Award</li> <li><input type="checkbox"/> German Fundraising Award</li> <li><input type="checkbox"/> Nominated für den IndexAward 2015</li> <li><input type="checkbox"/> Nominated CIVIS Mediaaward 2015</li> <li><input type="checkbox"/> IFC Global Award</li> <li><input type="checkbox"/> Lead Award</li> <li><input type="checkbox"/> Policy Award</li> <li><input type="checkbox"/> Cannes Lion</li> <li><input type="checkbox"/> ADC Award</li> <li><input type="checkbox"/> Clio Award</li> </ul>
<p><b>Sustainability and transferability</b> (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>Modified potentially transferable</p>
<p><b>Presented and discussed in RAN meeting</b></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 C&amp;N</p> <p>Date: 10 December 2015</p> <p>Place: Berlin</p> <p>Subject: Enter subject of meeting.</p>

<p><b>Linked to other EU initiatives or EU funding</b> (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><b>Organisation</b> (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>EXIT-Germany is an initiative to help anyone who wants to break with right-wing-extremism and to start a new life.</p> <p>EXIT-Germany is an initiative assisting individuals, who want to leave the extreme right-wing movement and start a new life. EXIT-Germany was founded by criminologist and former police detective Bernd Wagner and former neo-Nazi leader Ingo Hasselbach. EXIT-Germany has been working since summer 2000 to provide assistance to dropouts from extreme and violent right-wing environments.</p> <p>Type of Organisation: <b>Other</b></p>
<p><b>Country of origin</b></p> <p>Country in which the practice is based.</p>	<p>EU or EEA country: Germany</p> <p>or:</p> <p>Non-EU country: Enter name if non EU country</p>
<p><b>Contact details</b></p> <p>Please provide contact details of who can be contacted within the organisation, with name and email address.</p>	<p>Address: EXIT-Deutschland Bundesinitiative - Ausstiege aus dem Extremismus Postfach 760112, 10382 Berlin Contact person: Fabian Wichmann Email: <a href="mailto:fabian.wichmann@exit-deutschland.de">fabian.wichmann@exit-deutschland.de</a> Telephone: 0177 – 2404806 Website: <a href="http://www.exit-deutschland.de/english/">http://www.exit-deutschland.de/english/</a></p>
<p><b>Last update text</b> (year)</p>	2016