

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>#NotAnotherBrother</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>This counter-speech campaign aimed to reach potential foreign terrorist fighters, and their networks, in order to dissuade from extremism and terrorism by challenging ISIS' utopia narrative.</p> <p>#NotAnotherBrother was first released in July 2015 on its own website (https://notanotherbrother.wordpress.com) and youtube channel (https://www.youtube.com/channel/UCkig5UnjzDktdOB1otwK1pw) with accompanying twitter account (www.twitter.com/notanotherbro) following a target audience analysis and creative process led by Quilliam and the private sector communications firm Verbalisation. It was initially unbranded, targeted at English-speaking individuals, already radicalised, close to travelling to join ISIS and English-speaking individuals, vulnerable to radicalisation, tempted by Islamist extremism, and was supported by other campaign materials.</p> <p>Following of the initial release, it re-released with Quilliam branding on it, through Quilliam's social media channels. The video's key themes received significant media attention, as did approaches to CVE in general. After the first month, the video was then taken into schools and other workshops, and used to stimulate discussion about radicalisation. The goal was to raise awareness and counter extremist narratives, and to inspire creativity and activism against extremism.</p>

	<p>This campaign is targeted at delivering Counter or Alternative Narratives</p> <ul style="list-style-type: none"> • English-speaking individuals, already radicalised, close to travelling to join ISIS • English-speaking individuals, vulnerable to radicalisation, tempted by Islamist extremism • The support networks of these two target audiences
<p>Peer reviewed</p>	<p>No</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>Foreign Terrorist Fighters and their families</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>Add additional target audience.</p> <p>Add additional target audience.</p>
<p>Geographical scope</p> <p>Please indicate where the practice has been/is implemented (countries, regions, cities).</p>	<p>United Kingdom and other English-speaking audiences. Taken to schools in London.</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: 2015</p> <p>Used since and continues to have value despite reduction in foreign terrorist fighter phenomenon.</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>A counter-speech campaign including multi-phase dissemination strategy of principal video, accompanying materials including trailers, an extended cut, tweetcards, and written pieces.</p> <p>Used in schools and workshops as a counter-narrative and to spark discussion about ISIS propaganda and drivers of radicalisation</p>

	<p>Used to inspire others – in schools and workshops – to create counterspeech</p> <p>Featured as a case study in multiple handbooks, training sessions, and strategic briefings on counter-speech</p>
<p>Evidence and evaluation</p> <p>Short description on <u>performance measures</u> of the practice, including</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>Over 100 000 views and half a billion impressions for all content during the length of the campaign. More importantly, 10 000 views among the target audience during the first week of the campaign, before full-branded version released for general audience. Significant shift in discussion around ISIS propaganda away from brutality towards utopia in the mainstream media following release. Positive feedback from CVE sector and RAN communications and narratives working group. Discussion and activity successfully stimulated in the classroom following use of video to inspire creativity.</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>The video was made on a reduced costs basis by communications firm Verbalisation, following a crowdfunding campaign. While the high production values may be difficult to replicate on a comparable budget, it is worth exploring the charitable inclinations of private sector communications firms, and the potential of students or CVE practitioners to create something comparable on a smaller budget. Moreover, #NotAnotherBrother has inspired others to see their creative and communications talents as a useful CVE asset, and several equally successful campaigns have come out of classroom sessions which have been created for a fraction of the cost, indicating the sustainability and transferability not of the video per se, but of the campaign itself</p>
<p>Presented and discussed in RAN meeting</p>	<p>Name: RAN Communications and Narratives Working Group</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>Date: 13-14 February 2017</p> <p>Place: Brussels</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>Quilliam Foundation Ltd is a non-profit with headquarters in London and working all over the world to counter extremism of all kinds. Quilliam was a beneficiary of a DG Home Grant in 2014 as part of the TERRA programme, providing research and policy advice. #NotAnotherBrother was not supported financially by the European Commission.</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: Choose from list of EU and EEA countries.</p> <p>or:</p> <p>Non-EU country: United Kingdom</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: PO BOX 74004, London, EC4P 4HT Contact person: Jonathan Russell Email: jonathan@quilliaminternational.com Telephone: 02071827286 Website: www.quilliaminternational.com</p>
<p>Last update text (year)</p>	<p>2016 and before</p>

