13/07/2021
CSEP BRIEFING

Radicalisation Awareness Game Engagement (RAGE): Game Changer

Project description

The overall goal of Game Changer is to empower NGOs from across Europe to engage young people in issues affecting their local communities and to build resilience to violent extremism through online and offline campaigns and smart use of technology. The target audience(s) of the project included NGOs working with youth (12-25 years old mainly) in countries like Greece, France, the Netherlands and Poland where the project partners are active.

Key outcomes of the project include:

- Entertainment (fun and play) is an important aspect to consider for the creation of games aimed at promoting behaviour change. This should be adjusted to the target audience and preferably tested with the target audience.

- Games can help first-line practitioners like teachers in facilitating deeper discussions with their students on a broad range of topics. The development of such tools can be useful in schools.

This paper follows a briefing structure in which it summarises the online campaigns, presents the achievements of the project and the lessons learned in preventing and countering violent extremism (P/CVE), as well as links to the campaigns' main messages.

techsoup EUROPE

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EXPLOREIT

Product of the Radicalisation Awareness Network **(RAN)**,
Based on a briefing template prepared by RAN staff, a webinar and after consultation
with the project lead of RAGE – Game Changer

European Commission

Brief summary of the campaigns

Polish Campaigns			
Campaign Group #1 **REGION: Góra Kalwaria**		**Campaign Group #2** **REGION: Siedlce**	
Topic of campaign	Hate speech/bullying	**Topic of campaign**	Building an active role in climate protests
Target audience	Teenagers (ages 13-16) enrolled at local schools in Góra Kalwaria	**Target audience**	Teenagers (ages 13-16) in Siedlce
Why this topic (as understood from your agents of change perspective)	Hate speech is still a big problem amongst young people. It's also visible in local contexts.	**Why this topic (as understood from your agents of change perspective)**	Part of the group is actively involved in youth climate protests. They see young people are mostly visible in the climate disaster debate on social media, but are not doing much in their daily routine to make a change. Agents of change in Siedlce want to show examples of how people their age can change habits when it comes to climate.
Social media platform(s) AoCs will use	Instagram, YouTube and Facebook	**Social media platform(s) AoCs will use**	Instagram and Facebook

Greek Campaigns			
Campaign Group #1		**Campaign Group #2**	
Topic of campaign	Act against hate speech targeting LGBTQ community and second-generation refugees from Afghanistan in the Athens neighbourhood of Kypseli	**Topic of campaign**	Act against hate speech against LGBTQ community by teenage boys in the Athens neighbourhood of Kypseli
Target audience	Second-generation refugees and teenagers in the Athens neighbourhood of Kypseli	**Target audience**	Teenage boys in the Athens neighbourhood of Kypseli
Why this topic (as understood from your agents of change perspective)	The team undertook 'sensing' activities in the neighbourhood and briefly interviewed teenagers who reside and hang out in the neighbourhood	**Why this topic (as understood from your agents of change perspective)**	The IHA team undertook 'sensing' activities in the neighbourhood and briefly interviewed teenagers who reside and hang out in the neighbourhood
Social media platform(s) AoCs will use	Instagram, Facebook and perhaps a few short videos on TikTok	**Social media platform(s) AoCs will use**	Mainly Instagram

French Campaigns			
Campaign Group #1		**Campaign Group #2**	
Topic of campaign	Hate speech against LGBTQ	**Topic of campaign**	Racist speech
Target audience	Boys around the age of 17 who live in the suburbs of Paris and who attend a public school and are considered homophobic.	**Target audience**	Sixteen-year-old girls enrolled in secondary school in Paris
Why this topic (as understood from your agents of change perspective)	there's a need for more tolerance and less ignorance	**Why this topic (as understood from your agents of change perspective)**	There's a need to help youth move away from being passive bystanders when witnessing racism
Social media platform(s) AoCs will use	Twitter and Instagram	**Social media platform(s) AoCs will use**	YouTube, Instagram and Twitter

Achievements

What	Reach
Social media campaigns – testing phase with project partners	• 3 countries: Greece, France and Poland • 26 young people trained to build their own campaigns • 6 campaigns implemented • 20 000 people reached in total
Social media campaigns – dissemination phase with external NGOs	• 14 countries • 84 young people trained to build their own campaigns • 33 campaigns implemented • 50 000 interactions on 643 total posts on social media
Social city games – testing phase with project partners	• 3 countries: Greece, France and Poland • 13 games played • 140 young people involved
Social city games – dissemination phase with external NGOs	• 17 countries • 111 games played • 1 375 young people participating

Lessons learned

- Don't take anything for granted: Campaigns wouldn't be as effective as they were if agents of change were not responsible for choosing the topics.

- Develop the capacity to turn risks into opportunities: Do not feel discouraged in the face of setbacks that you believe may jeopardise your work. Always conduct a risks analysis in order to be ready to respond to any obstacles that may arise. When there's a crisis, there's always an opportunity for success.

- Always seek feedback to improve: The testing phase makes it possible to refine tools several times before launching the dissemination phase.

Campaign links

- o Polish Campaigns
    - https://www.instagram.com/explore/tags/mamtownaturze/
    - https://www.instagram.com/kampania_zrob_ruch/

- o French Campaign
    - https://www.instagram.com/lcc_22mars/

- o Greek Campaigns were conducted on private accounts because they targeted youth under the age of 17.

Follow up

- **What has been the added value of this project for P/CVE policies?** The project helped us explore new methods and identify a connection between campaigning and the gamification mechanism. Using games to inspire behavioural change in young people may require a lot of work, it has shown to yield results.

- **Do you have any strategic recommendations for policymakers?** Explore new methods and work on concrete agreements with the main social media companies to monitor, track down and persecute radical people on the internet. The cooperation of the business community and the political sphere is essential to succeed.

    How can it be followed up on (in international, national and/or local context) or what could/should be the next step(s)? Games are definitely something to explore more. We worked with role playing games (RPGs) that we developed to be played both offline and online. An interesting field to explore and study is video games related to these topics.