

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>Awake the World</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>Awake the World aims to counter radical and violent extremism through online and offline actions. We challenge religion- or culture-based prejudices, promote tolerance and social coexistence, actively counter islamophobia, and employ social networks in a bid to raise awareness.</p> <p>Awake the World's activities are designed to reduce discrimination, to demonstrate that the so-called West is not at war with Islam while invalidating the narrative of them and us, and finally, to lessen cultural marginalisation. These activities address the roots of radicalisation: social and political factors as well as cultural and identity crises.</p>
<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>Social cohesion and polarisation</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>Online Community</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>Spain, particularly Madrid</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 In case the practice is no longer active, please indicate when it ended.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>Ending year: 2017</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>Awake the World aims to foster tolerance and raise awareness of stereotypes among 16-to-25 year-old Spanish students. To this end, we held talks and conferences in high schools and universities.</p> <p>Training module</p> <p>Informative talks for high schoolers: Awake the World visited Madrid-based high schools, holding discussions on topics like perception and reality, refugees and immigration, the European Union and the Middle East, integration, and racism and islamophobia. At the beginning and end of each talk, we surveyed the students to assess the impact of the talk. The results were later used to produce online content for our social media profile.</p> <p>Conferences for university students: conferences and debates were held on religion, culture, tolerance, integration, terrorism and many other topics.</p> <p>Online content: we produced infographics and alternative narratives, such as the testimonials provided by youngsters through our Citizen X project. Citizen X is a Facebook-based initiative open to all who wish to share their experiences in dealing with stereotypes. Most of the youngsters sharing their stories were Muslims living in Spain who had experienced islamophobia.</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>Since Awake the World lacked an evaluation system, we used the media statistics extracted from the various tools that we used.</p> <ol style="list-style-type: none"> 1. Qualitative views and quantitative (statistical) data: <ul style="list-style-type: none"> • Twitter: total impressions: 92.200; profile visits: 5 000; followers: 209; our followers’ interests: politics, business and current affairs. • Facebook: more than 160 000 people reached in Spain; more than 2 000 likes on our page; international scope extended to 45 other countries; main age groups reached: 18 to 24, then 25 to 34 and finally 13 to 17. 2. As this project was mainly developed before any contact with RAN, no practical feedback was provided while the project was running. However, subsequently the RAN C&N working group provided feedback that helped develop a proper and functional evaluation system as well as a more defined target.
<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>Awake the World had a budget of USD 2 000, 58 % of which was allocated to strategy, 15 % to events logistics and 27 % to advertising for online presence development.</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 C&N – RAN YOUNG joint meeting</p> <p>Date: 23-24 April 2018</p> <p>Place: Madrid</p> <p>Subject: Young people and communication experts learning from each other’s expertise: Inspiring young people in effective campaigns</p>
<p>Linked to other EU initiatives or EU funding</p>	<p>Awake the World was not linked to any EU initiatives or EU funding.</p>

<p>(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>It began in 2015, funded by the Department of State of the United States of America, following participation in the Peer-2-Peer Challenging Violent Extremism Contest.</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>Awake the World was a university project, without legal status.</p> <p>University students from diverse backgrounds organised the project.</p> <p>Type of Organisation: Other</p>
<p>Country of origin</p> <p>Country in which the practice is based.</p>	<p>EU or EEA country: Spain</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: C/Islas Canarias nº1 CH 65 Boadilla del Monte 28660 Madrid</p> <p>Gomera 1156 (Casarrubios del Monte) 45950 Toledo</p> <p>Contact person: Elena Silva Duque Pablo García Martín Email: e.silvad@outlook.com pgm2395@gmail.com Telephone: +34 609551976 +34 622899223 Website: https://www.facebook.com/awaketw2016/</p>
<p>Last update text</p>	<p>2018</p>

(year)	
--------	--