

Preventing Radicalisation to Terrorism and Violent Extremism

Delivering counter - or
alternative narratives

Radicalisation Awareness Network



2019 Edition

Table of content

Delivering counter – or alternative narratives	3
1. General description	3
2. Aim.....	4
3. Methods	5
4. Lessons learned	5
4.1 Objectives and scope.....	5
4.2 Dissemination: messengers and mediums.....	6
4.3 Dissemination	7
4.4 Content and message.....	8
4.5 Evaluation.....	9
5. Practices	10
5.1 Abdullah-X Project.....	11
5.2 CENAA.....	13
5.3 Peer to Peer (P2P): Challenging Extremism and Facebook Global Digital Challenge programmes	16
5.4 Donate the hate.....	20
5.5 Nazis against Nazis – Germany’s most involuntary charity walk	22
5.6 Trojan T-Shirt.....	25
5.7 HOPE not hate	28
5.8 Twin Track.....	31
5.9 The Redirect Method.....	33
5.10 Muslim-Jewish Dialogue – prevention, deconstruction of anti-Semite ideology as part of “Islamist” ideology	35
5.11 Turulpata Facebook page – Ridiculing the Radical.....	37
5.12 #NotAnotherBrother	39
5.13 Terrorism: How about listening to what victims have to say?.....	42
5.14 No-Nazi.net.....	45
5.15 Dare to be Grey	47
5.16 What’s up? Peer-led civic education in Social Networks with Muslim youngsters.....	50
5.17 Jamal al-Khatib – My Path!.....	52
5.18 Witness of History	57
5.19 Echoes of IS #we share the scars.....	59
5.20 On/Off Derad model (project no longer running)	62

Delivering counter - or alternative narratives

1. General description

This approach involves the delivery of counter- or alternative narratives that challenge or supplant extremist narratives, either online or offline.

Although the link between extremist ideas and violence is contested and variable, exposure to extremist narratives is undeniably critical to the process of radicalisation¹. Extremist narratives offer cognitive closure² and a quest for significance³ that psychologists see as fundamental motivators of human behaviour - including towards illegal violence⁴. An extremist narrative is a system of stories that collectively provides a coherent world-view for the purpose of supporting individuals, groups, or movements in the furthering of their illegal violence and violence-assisting activities. Extremist narratives are effective because of their simplicity; their use of scapegoating; their emotional appeals to fear, anger, shame and honour; and their awe-inspiring solutions⁵. Their messages are crafted to exploit identity crisis, and tap into existing beliefs and anxieties within target communities⁶.

The manner of transmission is equally vital - it can be online or offline. Popular extremist propaganda often includes: high production value; fast-paced editing; music; a charismatic narrator and a call to action. The professional and sophisticated use of social media by Daesh has been a game-changer. Propaganda spread by terrorists and violent extremists is easily accessible. While the 'Dark Net' becomes more important to extremists, the majority of their recruitment efforts are focused on mainstream online platforms. The speed, effectiveness and reach of online extremist messages make prediction and prevention a significant challenge, and authorities are often unable to hold people accountable for this propaganda⁷. Reducing accessibility to extremist material is important, despite the impossibility of ridding the internet of *all* terrorist material. Providing the skills people need to critique and be sceptical of extremist content is therefore vital.

Whilst efforts to reduce accessibility to terrorist content are important, on their own they will not deter those looking for information, nor its appeal once discovered. Reducing the 'say-do gap' in any countering radicalisation efforts is vital - recognising that doing the right thing is often more powerful than saying the right thing. Protecting the rights of minorities, addressing grievances, and

¹ Brown, K. E & Silke, A. (2016) "Radicalization": The Transformation of Modern Understanding of Terrorist Origins, Psychology and Motivation.' S. Jayakumar (ed.), *State, Society, and National Security: Challenges and Opportunities in the 21st Century* (World Scientific)

² The elimination of ambiguity and arrival at definite conclusions

³ Achieving a sense of respect, or colloquially, to "matter", and "being someone"

⁴ Silke, A. E and Brown K.E, (2016) Expert Witness Report. [2016] EWHC 1707 (Fam)

⁵ Glazzard (2017) "Losing the Plot: Narrative, Counter-narrative and violent extremism"; ICCT, The Hague DOI: 10.19165/2017.1.08

⁶ David Anderson, QC, Q926. Cited at:

<https://publications.parliament.uk/pa/cm201617/cmselect/cmhaff/135/135.pdf>

⁷ Whittaker, J. (2017) "Methodological Problems in on-line radicalization" *VoxPol*
<http://www.voxpol.eu/methodological-problems-online-radicalisation/>

providing groups and individuals with meaningful opportunities to have a stake in ‘the system’, must operate alongside any counter-narrative or alternative narrative campaign.

2. Aim

Counter- and Alternative Narratives (CN and AN respectively) form part of a broad spectrum of interventions carried out by a variety of actors in counter-extremism efforts. They aim to disrupt or displace the narratives of extremists. Table 1 summarises key considerations⁸.

Table 1. Types of campaigning/communication

What	Why	How	Target	Initiator
Alternative narratives AN	Undercut violent extremist narratives by focusing on what we are ‘for’ rather than ‘against’.	Positive stories about social values, tolerance, openness, freedom & democracy.	Individuals ‘at risk’ or already radicalised; general public and specific communities.	NGOs; Government; religious leaders; victims alongside formers.
Counter narratives CN	Directly challenge, deconstruct, discredit & demystify violent extremist narratives.	Challenge of ideologies through emotion, theology, argument. Expose hypocrisy & lies of extremists.	Individuals ‘at risk’ or already radicalised; vulnerable groups.	Civil society formers; victims; media; religious institutions
Government strategic communications	Undercut extremist narratives by explaining government policy & rationale	Refuting misinformation, and developing relationships with key constituencies & audiences	NGOs, community-based organisations, public services, & to a lesser degree, at-risk individuals.	Governments

In addition to different types of campaigns/communication, there is a broad spectrum of situations in which CN and AN can be used. Determining where the target audience is (emotionally and physically) and how they relate to different types of campaign is vital to success. Failure to fully consider the appropriate type of message and how it matches with the target audience is the most common obstacle to effective campaigns. Humour, for example, can be a double-edged sword. It risks a defiant response in those who are already radicalised and pushes them further towards violent groups by affirming extremist narratives of humiliation and victimisation. However, humour can positively delegitimise extremist narratives among potential ‘supporting’ communities and provides a starting point for dialogue among and with young people as it makes ‘terrorism’ and ‘violent extremism’ safe topics⁹.

The key to designing a successful campaign is correct identification and understanding of the chosen target audience and where they are situated on the radicalisation spectrum. This will impact on the types of messages, messengers and mediums that are used. RAN@ and RAN C&N Working Group meetings and pilot projects have highlighted how online user behaviours can affect how CN and AN

⁸ Adapted from Hemmingsen, A.S and Castro K.I (2017) “The Trouble with Counter-Narratives” <http://www.ft.dk/samling/20161/almdel/reu/bilag/189/1729101.pdf> and from Briggs, R. and S. Feve. (2013) “Review of Programs to Counter Narratives of Violent Extremism: What Works and What are the Implications for Government?” London, UK: Institute for Strategic Dialogue. <http://www.strategicdialogue.org/CounterNarrativesFN2011.pdf> p6

⁹ Goodall, H.L et al. (2012) “Rhetorical Charms: The promise and pitfalls of humour and ridicule as strategies to counter extremist narratives” *Perspectives on Terrorism* 6(1) <http://www.terrorismanalysts.com/pt/index.php/pot/article/view/goodall-et-al-rhetorical/365> See also Orden, H (2017) “Instilling judgement: counter-narratives of humour, fact and logic” *Critical Studies of Security*. <http://dx.doi.org/10.1080/21624887.2017.1377593>

are targeted in prevention. For example, on YouTube, users tend to search for a video and then browse related content, thus browser behaviour is a key strategic consideration.

3. Methods

Whether online or offline, a broad spectrum of counter and alternative narratives can be delivered to and by different target audiences¹⁰:

- **political** AN by government, government leaders, communication and policy advisors focus countering the idea of ‘us’ against ‘them’;
- **moral** CN or AN by key members of civil society, representation groups (including victims), families, social workers and peers focus on the immorality of killing and the use of violence;
- **religious** CN or AN by religious leaders, institutions and communities basically highlight the same issue as moral alternative narratives, but convey a message of crimes and atrocities being against religious values;
- **social** CN or AN by former violent extremists promote the message that there is nothing heroic about violent extremism.

Within the different narratives spectrum, additional methods can be used:

- counter-messaging is a component of CN that uses statistics and facts to dismantle assumptions that are not based on facts or measurement (e.g. numbers of casualties from terrorist attacks);
- promoting democratic values and resilience by using testimonials of victims is a form of AN;
- counter-imaging involves de-romanticising extremism by using images of what actually happens on the ground i.e. killed civilians, women and children, for example.

4. Lessons learned

Here we draw on the lessons learned from practitioners as well as from reviews from academic and policy literature on counter-narratives.

4.1 Objectives and scope

The overall objectives of delivering CN or AN are likely to be uniform across actors: to deter individual(s) or group(s) from violent extremism through supporting alternatives or challenging narratives. More specific goals will vary according to different actors’ positions in society.

- In designing a CN or AN campaign there must be a clear consensus about the strategy and purpose.
 - “Who is being targeted?” An individual, a defined group or mass public opinion? Know why you’re targeting them. Is it based on vulnerability, risk or another variable?
 - Depending on who is being targeted, it is then important to establish what influences them (emotions, arguments, combination of issues). This helps identify why, and therefore the content.
- Once ‘who’ and ‘why’ is determined, next establish the scale and scope. These will determine the messengers, the content and the evaluation of the campaign.
 - Have a clear remit, with definable area of activity;
 - What budget and resources are available?

¹⁰ Adapted from Ashour, O. (2010) “Online De-Radicalization? Countering Violent Extremist Narratives: Message, Messenger and Media Strategy” *Perspectives on Terrorism* 4(6)
<http://www.terrorismanalysts.com/pt/index.php/pot/article/view/128/html>

- How long will this campaign run? Is it reactionary, in direct response to a recent extremist incident? Or is it a prolonged campaign aimed at slow change of public opinion?
- **Moonshot CVE's** approach reflects this alignment of scale, scope and objectives. They aim to provide opportunities for individuals to engage with CN content. They begin with extensive research on extremist narratives, which provides key terms or phrases used by those vulnerable to radicalisation as they search for further information online. Then, using this information they build CN advertising campaigns to create those opportunities. They call this The Redirect Method (TRM). **Moonshot CVE** also limits its scope - they provide individuals with an opportunity to engage in CN and AN, but do not directly offer follow-up support for individuals since this is not in their remit, even though they think it beneficial that it occurs.

Potential challenges

- Ensuring coherence across the scale, scope and objectives of the counter-narrative can be challenging. Having sufficient resources, research skills and contacts to generate the knowledge required to carry out the assessments needed to effectively design a counter-narrative campaign is a challenge for groups.
- Working with existing partners and establishing new ones can reduce this liability and start-up costs. For example, **Exit Germany** had worked with American Anti-fascist groups for some time; that support meant that American groups were able to respond quickly and effectively to the 2017 events in Charlottesville. Their prior relationship allowed these groups to adapt Exit Germany campaign's to speedily create the 'Adopt-a-Nazi' scheme¹¹. Networking with other NGOs in different contexts makes each group more responsive and pro-active and sees them become relevant partners.

4.2 Dissemination: messengers and mediums

- A variety of actors may wish to undertake a CN or AN campaign. Different messengers should be used for the different types of narratives and may work formally or informally in cooperation. Cooperation is the best means for shaping the wider context in which AN and CN campaigns occur.
- Five types of messenger exist for the different layers in delivering CN or AN¹²:
 1. **Government:** government leaders, communication and policy advisors are most suited to political CN and should avoid engaging in religious CN.
 2. **Civil society and the media:** key members of civil society, representation groups and journalists are deemed credible for moral counter-narratives. Families, social workers and peers can also play a role. Using known media companies and programmes can be effective for AN building.
 3. **Religious leaders, institutions and communities:** to counter the extreme narratives rooted in religious claims other religious authority figures are best equipped for engagement.
 4. **Formers:** former violent extremists may be appropriate messengers for a social counter-narrative to promote the message that there is nothing heroic about violent extremism.
 5. **Victims:** victims are considered to be credible messengers as their testimonials can divert (potential) radicals from becoming violent extremists¹³.

¹¹ <https://www.gofundme.com/adopt-a-nazi-not-really>

¹² Adapted from ICCT (2014) Developing Effective CN Frameworks. The Hague.

https://www.icct.nl/download/file/Developing%20Effective%20CN%20Frameworks_Hedayah_ICCT_Report_FI_NAL.pdf

- The credibility and trustworthiness of those delivering the message or narrative is just as important, or maybe even more important, than the detail of the message. **SAVE** argue that given the lack of trust in government and the state, only by working with and creating a self-sustaining movement will CNs be effective. Moreover, they find that working ‘under the radar’ and through third parties makes their training more effective and ensures a wider audience is reached.
- Having ‘people like me’ sharing platforms with ‘people not like’ me is often as important as having one or another group delivering a message. This humanises both sides, provides alternative identity framings and helps to translate the experiences of those not ‘like me’ to the target audience. **SAVE** found that training and working with local teams meant that knowledge and the message could be locally adapted, and could harness this ‘people like me’ angle.

Potential challenges

- CN or AN does not come naturally to all groups. In most cases, delivering such narratives requires coaching, training and empowerment.
- Not abusing the goodwill of messengers and those who carry out the counter-narrative work. Organisations need to look after those who work with them, both in providing appropriate training but also in post-campaign support. ‘Burn-out’, especially for those doing one-to-one de-radicalisation work, is a real concern.
- Disseminating victims’ testimonials through a victims’ organisation website might not be an effective medium. Although victims are considered credible messengers, very few people will intentionally visit a victim’s organisation website with the explicit aim of watching a testimonial. Testimonials should therefore also be integrated into other websites and shown by other organisations (such as local youth clubs or community organisations).
- Some who would be involved in providing CN and AN are deterred from doing so because they fear that accessing extremist sites in order to engage with them, or to find information about them, will make them suspect in the eyes of police and security agencies. Providing neutral locations (such as academic blogs/sites or those of NGOs) where information can be accessed is important. Without such locations, CN and AN will remain the prerogative of a few elite, and communities will be disempowered from engaging or creating their own.

4.3 Dissemination

- The dissemination channel should be chosen carefully and is fully dependent on the aim and target audience. For instance, deep one-on-one work in a chat forum may take months and have a profound impact on only one individual, while a counter-narrative campaign may have a much wider reach, to hundreds of at-risk individuals.
- Both traditional (newspapers, print journalism or radio) and new media (blogs, chatrooms, discussion boards, and video channels) can be used to disseminate counter communications. Other methods include in-person outreach at group events, for example in community halls or schools, or one-on-one engagement in a de-rad programme. Messaging services such as WhatsApp or Telegram are likely to be used on a smaller scale.
- Websites tend to be depositories of information and gateways to more interactive opportunities. They can provide information, inspire, create awareness and mobilise; build social networks; provide a library with background information and workshops for others; and provide expertise for the media.

¹³ See the RAN Handbook, ‘Voices of victims of terrorism’: http://ec.europa.eu/dgs/home-affairs/what-we-do/networks/radicalisation_awareness_network/about-ran/ran-rvt/docs/ran_vvt_handbook_may_2016_en.pdf

- The timing of delivery and scheduling of counter-communications is extremely important and will be determined by the scope of the project. If it is a reactionary campaign, the best time to launch is in the immediate aftermath of the incident. If it is a short to medium-length campaign, in response to a prolonged event, for instance the Syrian conflict, timings should be planned strategically to maximise impact. How often is the campaign producing content? And how often should this content be updated or advertised using alerts? If engaging in public outreach events, consider the impact of local (including school) holidays and festivities.
- Longevity and sustainability of the campaign are also important. Alternative narratives that sit within broader discussions and media are often more successful. Using long-running comic book stories/characters, soap operas and other media can help embed alternative narratives in a neutral and widespread manner than one-off campaigns. For example, although not related to CVE, the long running British soap operas EastEnders (TV) and the Archers (radio) are shown to have had a significant impact on popular opinion relating to HIV/AIDS and homosexuality¹⁴.

Potential challenges

- CN can be counter-productive in the sense that they can evoke an extremist backlash. Efforts to tackle extremist ideologies can be attacked by extremists with false and conspiratorial claims about motives and even worse, with online and offline threats.
- Counter-messaging can feed into the extremist argument, so on a micro-level it is not likely to work as a de-radicalisation instrument. However, it can be effective on a macro-level to influence public opinion.
- Online success does not generally come in isolation; success stories are generally linked to offline activities - e.g. community mobilisation - and therefore cooperation with organisations that operate in those arenas.
- Success stories are most productive when they coincide with efforts to protect the rights and liberties of communities, thereby reducing the 'say-do' gap in CVE.
- Sustainability and consistency of campaigning efforts is a serious challenge. In particular if one seeks to have user-engagement online, a one-off counter-narrative video is not going to be effective. Sustainable CN and AN require significant financial investment.

4.4 Content and message

- Successful online CN and AN share with extremist narratives an effective branding campaign, effective use of music, polished production, and compelling stories.
- It can be effective to leapfrog onto popular ideas and messages as this increases reach and the potential of the CN or AN. This may be by posting an 'in response to' video on YouTube linking to extremist content, or by adapting or using music favoured by extremist groups.
- Content and messages must remain 'live'/relevant. To keep their work innovative and relevant, **Moonshot CVE** treats its extremist terms database, used as part of the TRM, as a 'living document'. For each live project, the team regularly updates new indicators of extremism.
- Success is not achieved through evidence alone, which can always be refuted and countered. Instead, messages need to appeal to human emotions. However, avoiding negative emotions, such as fear, is important, as they can dehumanise and reinforce extremist messages¹⁵.
- Humour entertains: particularly when coming from a credible source, humour can be a disarming way to share a counter-narrative. Given the subject matter, humour should however be used carefully and in a sensitive manner.
- Campaigns alone may not interrupt the radicalisation process or may not de-radicalise individuals, but can deconstruct extremist messages. Online CN and AN should go hand-in-hand

¹⁴ Other examples can be found <http://imediaassociates.org/app/uploads/2013/11/the-medias-role-in-peace-building.pdf>

¹⁵ Zeiger, S (2016) "Undermining Extremist Narratives in South East Asia" Hedayah Center <http://www.hedayahcenter.org/Admin/Content/File-3182016115528.pdf>

with counter-measures and interventions in the offline domain, for example, by educating young people at schools about the consequences of violent extremism. Internet and social media might place seeds of doubt. However, ties between people (bridging and bonding) that create an opportunity for a change of mind are persuasive.

- Messages should seek to reframe rather than confront extremist narratives. A successful example is provided by **Abdullah X** in his video '5 Considerations for a Muslim on Syria' - this acknowledges and takes seriously concerns and grievances, but admonishes the turn to violence.
- Research and evaluations from the field of peace-building, show that those activities that are most successful in terms of reconciliation and minimising the acceptance of violent extremist narratives are those which do not seek to reshape the status quo but facilitate conversation, raise understanding, and dispel myths¹⁶.

Potential Challenges

- Violent Extremist narratives are awe-inspiring, offer simple solutions to existing problems, and provide certainty, guarantees of success and adventure. CN and AN are unlikely, no matter how slick in production, to provide these because they are mostly embedded and committed to 'the status quo' - a status quo that is inherently ambiguous, unclear and mixed in terms of successes and failures.
- **SAVE** reports that moving beyond high-quality production or platitudes about democracy is vital for long-term success. Effective CN or AN will only occur if accompanied by meaningful change, support for minority rights, and building meaningful opportunities for belonging. Empty slogans and snazzy videos based solely on already discredited ideas of democracy will fall on deaf ears.

4.5 Evaluation

- A variety of metrics is needed to measure CN and AN activities to ensure validity and reliability. Be clear about what it is that you're evaluating. **Moonshot** note that just as oversimplifying a person's behaviours offline is not the right approach, so too for online behaviours.
- Metrics should be dynamic and track changes in behaviour or attitudes rather than static measurements. For in-person testimonies, an evaluation form or questionnaire distributed before and after the event can be helpful. Such a questionnaire can also be useful for the debriefing process and for composing lessons learned for future sessions. **SAVE** uses in-depth interviews both before and after their workshops. They want to measure change rather than participation.
- Make the most of evaluation metrics and data. For example, a combination of online user network and content analysis can allow organisations to 1) develop strategies to disrupt certain clusters, 2) develop and position counter-messaging, and 3) evaluate the impact of projects at strategic level
- Evaluating the impact of a campaign must relate directly to the limited goals set. **Exit Germany** maintains 'real world' events/changes are usable for evaluation of CN and AN; for them, success is measured according to the number of people who remain outside of far-right groups for at least three years. To date, -right groups.
- CN and AN metrics are not only about volume or breadth - reach is not the same as impact. **Exit Germany** realises that it is hard to know how well-known they are in their target audiences, but acceptance and use of key terms such as 'Exit' (both online and offline) could be treated as a signal of their success. It means they are shaping the narrative and messaging-space.

Potential Challenges

¹⁶ Holmer, G (2013) "Countering Violent Extremism: A peace-building perspective" USIP. Washington. <https://www.usip.org/sites/default/files/SR336-Countering%20Violent%20Extremism-A%20Peacebuilding%20Perspective.pdf>

- Evaluation of AN and CN campaigns is difficult to measure; this is because countering radicalisation is concerned with effecting change in people's opinions and beliefs, which is notoriously difficult to evidence reliably. Focusing on behaviours might be proxy variables.
- AN and CN seek to prevent and deter something, and evidencing a 'non-event' is challenging. Longer timescales for evaluation can overcome this.

This chapter introduction was written and edited by Katherine E Brown and Harjeet Marway. Colleagues from several were interviewed during the writing of this text, and the valuable insights shared have been included. The authors would like to thank Moonshot, SAVE and Exit Germany.

5. Practices

The following counter-narrative practices are presented:

- Abdullah X
- CENAA - CENAA (Extremism as a security threat in the Gemer region (South-East of the Slovak Republic))
- EdVenture Partners - Peer 2 Peer (P2P): Challenging Extremism
- Exit Germany - Donate the Hate
- Exit Germany - Nazis against Nazis
- Exit Germany - Trojan T-Shirt
- HOPE - Hope not Hate
- Integrate UK - Twin Track
- Moonshot CVE - The Redirect Method
- Muslim-Jewish Dialogue
- Political Capital Institute - Turulpata Facebook page
- Sisters Against Violent Extremism (SAVE) - Witness of history
- Submarine Channel
- Terrorism: How about listening to what victims have to say (AfVT)
- The AAS - no-nazi.net
- The history faculty of Utrecht University
- Turn - Association for the prevention of violence and extremism - Jamal al-Khatib - My Path!
- UFUQ - What's up
- Violence Prevention Network - On/Off Derad model

Name of the practice	5.1 Abdullah-X Project
Description	<p>The Abdullah X aims to provide innovative and robust animated/multimedia content to build resistance to extremist narrative and the allure of radicalisation.</p> <p>Abdullah X is a cartoon image of a teenage, Muslim boy who is looking for his identity and place in society. The character has changing appearances to reflect that this is not a particular person but it could be anyone struggling with Issues of identity, faith, belonging, a sense of duty, grievance, injustice, confusion etc. The message is more important than the characters' look. The choice to use a fictitious character came from the observation that many extremist use their narrative to create an alternative reality that young people engage with online from the confines of their own bedroom. The objective of Abdullah-X is to radically challenge online extremist messaging using hard hitting, robust and specialist, subject based knowledge. But also, in light of much of the extremist content, deliver entertainment, engagement and feed young people's curiosity.</p> <p>Abdullah-X is seen as a prevention method, not only online but also offline in schools. Abdullah-X can be found on YouTube: https://www.youtube.com/user/abdullahx</p>
Approach	Delivering alternative narratives Educating young people
Target audience	Youth/pupils/students Local Community Organisations/NGOs Online
Deliverables	Animated Videos
Evidence and evaluation	Extensive quantitative and qualitative evaluation in a six week pilot period. There have for example been 60,000 views of videos in this period.
Sustainability and transferability	To uphold an animated online campaign, sustainable funding is required. This is a challenge in this area of expertise. The concept of using animated characters in counter-messaging online is transferable by other content-creators. It is important that the character and stories are recognizable for the targeted audience.
Geographical scope	United Kingdom - online available
Start of the practice	January 2012
Presented and discussed in RAN meeting	RAN @ working group and RAN High Level Conference 2014
Organisation	<i>NGO based in UK and currently Self-funded</i>
Country of origin	United Kingdom
Contact details	Ahmed (via abdullahxteam@gmail.com) www.abdullahx.com

Last update	2016 and before
-------------	-----------------

Name of the practice	5.2 CENAA
Description	<p>Our approach incorporates three elements, each focusing on one aspect of radicalisation in Slovak society: first-line practitioners and people in daily proximity to signs of extremism at local level; political party representatives and policymakers at various levels; and so-called reluctant radicals, i.e. people who tend to vote for extremist parties under certain circumstances.</p> <p>Our principal aim is to provide a platform for local actors to share experiences and voice opinions on pressing regional issues, and to share best practices on countering extremist actions. The target region of the project, Gemer, is located in south-eastern Slovakia. Gemer suffers from serious socio-economic problems as well as extremely strained relations between the majority and minorities, especially the Roma group.</p> <p>With the support and knowledge of local non-governmental organisation (NGO) representatives, who are well known and accepted by local citizens, and by holding discussions under the Chatham House Rule, we have successfully encouraged fearless, open and free expression. This allows the discussion platform to use local actors as partners in the process of formulating a strategy to counter regional extremism, rather than lecturing the target group.</p> <p>Secondly, our aim is to highlight the subject of extremism and radicalisation in political discourse, and to help 'politicise' the problem. We also push for discussion with representatives of major political parties in Slovakia as well as representatives of municipalities in target regions, in order to spotlight the issue of extremism and radicalisation, and formulate strategies to deal with this security problem at policy level. Via ongoing consultations with political party representatives, mayors and young political party members, we bring sensitive issues to the fore and urge political representatives to take a position.</p> <p>Thirdly, after the electoral success of the head of the right-wing extremist political party in the gubernatorial elections, we follow the development of voting behaviour in central Slovakian regions in elections. In practice, this could help to design interventions aiming to influence people's perceptions. Based on the moral foundations theory and theory of political attitudes, employing these research methods will also offer additional opportunities: for designing experiments based on story editing, and for intervention techniques devised to reshape people's narratives about themselves and the world, in a way that results in lasting behavioural change. We will test and analyse potential means of framing and communicating sensitive issues in public discourse.</p>
Approach	<p>Delivering alternative narratives Training for first line practitioners</p>
Target audience	<p>First responders or practitioners Educators/academics General public</p>

Deliverables	<ul style="list-style-type: none"> • Report and policy recommendations resulting from round table meetings, elaborated in cooperation with first-line practitioners • Report and policy recommendations resulting from face-to-face consultations with major political party representatives • Report and policy recommendations resulting from consultations with candidates in European parliamentary elections • Report and policy recommendations resulting from a case study of successful local practices and problematic regions (published in 2015) • Design of an intervention to reshape people’s narratives and perceptions • Publication of the survey outcome (expected in November 2017)
Evidence and evaluation	<p>Our practice continually consults with external experts and collaborators from NGOs and the academic community, and is monitored and evaluated using qualitative as well as quantitative techniques.</p> <ol style="list-style-type: none"> 1. Our practice carried out ongoing monitoring of political party performance and evolution of attitudes over time, through continuous face-to-face consultations, as well as regular in-depth interviews and data collection via questionnaires. 2. Opinion polls and surveys are carried out on the moral foundations and political attitudes of voters from targeted regions, in cooperation with a well-founded research agency in Slovakia. The aim is to create a picture of extremist party voters, which will serve as a basis for interventions design. 3. Our practice tests and evaluates interventions via cognitive interviews and questionnaires that gauge the shift in attitudes over time. 4. Our practice educates the younger generation on extremism and radicalisation, and also improves their resilience to the disinformation campaigns of extremist parties. 5. A survey was held, focused on the younger generation's perception of extremist parties.
Sustainability and transferability	<p>Our approach prioritises respect for the specificities of local contexts and proper data-collection methodology, as well as the testing and evaluation of interventions. We view our activities as experiments, designed to be transferable and testable in different contexts, and therefore also allowing for analysis of their efficiency and success in a broader context.</p>
Geographical scope	<p>Slovakia, especially central Slovakia and the Banská Bystrica Region</p>
Start of the practice	<p>The practice was launched in 2012 and its implementation is still evolving and ongoing.</p>
Presented and discussed in RAN meeting	<p>RAN DERAD meeting, 9-10 April 2013, Dublin, Ireland RAN DERAD meeting, 8-9 July 2013, Ljubljana, Slovenia RAN DERAD meeting, 25 March 2014, Berlin, Germany RAN Plenary, 16 June 2014 Brussels, Belgium RAN HLC, 17 June 2014, Brussels, Belgium</p>
Linked to other EU initiatives or EU funding’	<p>CENAA is a member of the European Network of Deradicalisation (ENoD). CENAA is also a partner in the 'European Fair Skills - De-radicalisation Training for Peer Role Models and Youth Workers' (EFS) project, which</p>

	is coordinated by Cultures Interactive.
Organisation	<p>The NGO Centre for European and North Atlantic Affairs (CENAA) is an independent think-tank based in Bratislava (Slovakia), focused mainly on research and educational activities in the field of foreign and security policy.</p> <p>This research, training and educational project concentrates on extremism as a security threat in the region of central Europe. It cooperates broadly with local NGOs and the academic community, and is financially supported by Open Society Foundations.</p>
Country of origin	Slovakia
Contact details	<p>Address: Klariská 14 811 03 Bratislava Slovakia</p> <p>Contact person: Tomáš Čížik, Director Email: cizik@cena.org</p> <p>Telephone: +421 904497865</p> <p>Website: http://www.cena.org/</p>
Last update	2018

Name of the practice	<p>5.3 Peer to Peer (P2P): Challenging Extremism and Facebook Global Digital Challenge programmes</p>
Description	<p>The programmes 'Peer to Peer (P2P): Challenging Extremism' and 'Peer to Peer: Facebook Global Digital Challenge' are global university youth initiatives and international competitions that harness the power of student innovation to challenge prejudice, online hate and extremism. Given the rising prevalence of Russian aggression, disinformation and propaganda in western democracies, Facebook has opened the aperture of programme objectives to include this new focus as objectives for student teams to address in their respective communities and countries.</p> <p>University students from around the world develop campaigns and social media strategies against extremism and disinformation that are credible, authentic and believable to their peers, and that resonate within their communities. A team of students, guided by their professor and an EdVenture Partners' Project Specialist, will develop and produce a real campaign that has measurable impact on their campus and in the community. The teams will research their target market and create a strategy designed to best reach and influence their peers.</p> <p>Each team receives an operational budget of USD 1 000 (USD equivalency) plus USD 750 in Facebook ad credits to design, pilot, implement and measure the success of a social or digital initiative, product or tool that:</p> <ul style="list-style-type: none"> - motivates or empowers students to become involved in countering hateful and extremist narratives; - mobilises and inspires other students to create their own initiatives, products or tools that counter hateful and extremist narratives; - builds a network/community of interest based on shared values that counters hateful and extremist narratives through action. <p>The teams work on their campaigns for the duration of one semester: at the end of the semester, the top teams compete in regional and local competitions for prizes ranging from USD 5 000 to USD 10 000.</p>
Approach	<p>Developing counter-messaging and alternative narratives Educating young people</p>
Target audience	<p>Online General public Youth / pupils / students</p>
Deliverables	<ul style="list-style-type: none"> - At the end of the semester, each team of students delivers digital resources from their campaigns, including (but not limited to) the following creative materials: <ul style="list-style-type: none"> • original websites and social media pages • mobile apps or games • original educational videos and curriculums • digital ads or brochures • photo or video archives of cultural activities • community-based or campus movement events. - Outstanding P2P campaigns have been amplified and used as case studies on Facebook's global counter-speech website

	<p>https://counterspeech.fb.com/en).</p> <ul style="list-style-type: none"> - Look book (https://edventurepartners.com/wordpress/wp-content/uploads/2017/08/P2P-Look-Book.pdf). - Peer to Peer video compilation (https://www.youtube.com/watch?v=kBpYSkPd1nE&feature=youtu.be) - Website (http://edventurepartners.com/peer2peer/). - Sample student work from: <ul style="list-style-type: none"> • KU Leuven, Belgium (https://edventurepartners.com/wordpress/wp-content/uploads/2018/08/KU-Leuven_OneSheet.pdf); • Middle East Technical University, Turkey (https://edventurepartners.com/wordpress/wp-content/uploads/2018/08/METU_OneSheet.pdf); • University of Lagos, Nigeria (https://edventurepartners.com/wordpress/wp-content/uploads/2018/08/University-of-Lagos_OneSheet.pdf); • Utrecht University, Netherlands (https://www.daretobegrey.com); • Turku University of Economics (https://chooseyourfuture.fi/en/home/); • Lahore University of Management Sciences (https://www.facebook.com/fromapathytoempathy). - Sample press articles and videos: <ul style="list-style-type: none"> • <i>New York Times</i> article (https://www.nytimes.com/2017/07/18/us/politics/students-are-the-newest-us-weapon-against-terrorist-recruitment.html); • CNNMoney video (http://www.cnn.com/videos/cnnmoney/2016/09/26/facebook-extremism-online-cnnmoney.cnn); • PBS <i>NewsHour</i> video and transcript (http://www.pbs.org/newshour/bb/hard-fight-extremist-propaganda-online/); • NPR radio transcript (http://www.npr.org/2016/03/02/468216163/students-enter-global-competition-to-counter-extremism); • <i>Wall Street Journal</i> article (http://blogs.wsj.com/digits/2016/02/11/facebook-adds-new-tool-to-fight-terror-counter-speech/).
<p>Evidence and evaluation</p>	<p>Each team compiles a comprehensive analysis of their campaigns with measures of success, which may include (but is not limited to):</p> <ul style="list-style-type: none"> - number of campaign impressions; - number of social media followers for each outlet used; - behavioural shifts; - number of students involved in campaign events and activities; - campus awareness of the initiative, product or tool; - additional qualitative and quantitative data from surveys, focus groups and other research methods. <p>Since its inception in spring 2015, over 10 000 students have participated in over 700 P2P programmes across 75 countries and 40 American states.</p>

	<p>Over 250 million people have been reached via social campaigns, campus movements, mobile apps, cultural activities, videos and more, generating over 600 unique press pieces.</p> <p>In spring 2019, Harvard University completed a three-year longitudinal study in the United States to determine the efficacy and impact of the P2P model. Results confirmed that P2P 'has shown impact' in reducing hate and in improving attitudes of tolerance towards other ethnocultural groups.</p>
Sustainability and transferability	<p><u>Sustainability</u> The two initiatives (Peer to Peer: Challenging Extremism and Peer to Peer: Facebook Global Digital Challenge) have been successfully implemented globally since January 2015, with continual support and commitment pledged from our partners through the autumn 2018 term, and an announcement regarding 2020 funding expected soon.</p> <p>Additionally, the student-led campaigns which are particularly relevant and successful may be sustainable after the semester has ended, with additional support. A public-private sector consortium has been created to provide funding and support for the best P2P initiatives, products or tools that are worthy of investment and continuance.</p> <p><u>Transferability</u> Since its inception, the initiative has proven its transferability to smaller, localised markets, including the Los Angeles, California area, the Denver, Colorado area, and the Minneapolis, Minnesota area, over the fall 2015 and spring 2016 semesters.</p> <p>In addition, global and regional competitions have been held:</p> <ul style="list-style-type: none"> – for the Facebook Global Digital Challenge, the initiative held its first European competition in Brussels, Belgium at the end of the spring 2019 semester; – for the National Defence University North East South Asia (NESA) Centre for Strategic Studies, whose region stretches from Morocco to Kazakhstan, in spring 2016 (held in Morocco), fall 2016 (held in Washington, D.C.), and fall 2017 (held in India); – for the Organization for Security and Co-operation in Europe (OSCE) in fall 2016 (Hamburg, Germany) and spring 2017 (Vienna, Austria); – an all-Africa regional competition sponsored by the Africa Centre for Security and Counter Terrorism (ACSC) in fall 2016, held in Accra, Ghana. <p>These localised efforts use the same resources and judging criteria as the larger initiative, but focus on regional areas, allowing more teams' outstanding work to be highlighted and rewarded.</p>
Geographical scope	<p>The P2P programme now has a global reach of 75 countries in Africa, Asia, Australia, Europe, North America and South America. The full list of countries and schools is available online (https://edventurepartners.com/wordpress/wp-content/uploads/2017/08/P2P-University-Roster.pdf).</p>
Start of the practice	<ul style="list-style-type: none"> – Pilot: January-June 2015. 23 universities participated. – Second semester: August 2015-January 2016. 45 universities participated. – Third semester: January-June 2016. 55 universities participated. – Fourth semester: August 2016-January 2017. More than 160 universities participated, representing over 50 countries.

	<ul style="list-style-type: none"> - Fifth semester: January-June 2017. Over 200 universities participated. - Sixth semester: August 2017-January 2018. 96 universities participated. - Seventh semester: January-June 2018. 50 universities participated. - Eighth semester: September 2018-June 2019. 25 universities participated.
Presented and discussed in RAN meeting	RAN EDU, 24-25 November 2015, Prague (CZ)
Linked to other EU initiatives or EU funding	None
Organisation	<p><i>EdVenture Partners (EVP) is an organisation dedicated to developing innovative industry-education partnership programmes. These experiential learning opportunities provide students with hands-on, real-world experience, while clients can take advantage of social impact and community outreach solutions and recruiting access at colleges, universities and high schools. EdVenture Partners has designed and managed programmes at over 900 schools in North America and internationally.</i></p> <p><i>EdVenture Partners is a for-profit organisation that is compensated for programme development and programme management through the deployment of a mutually agreed contract and statement of work with its clients.</i></p>
Country of origin	United States, with pilot tests in the United States and Canada; smaller sample sizes were included in Europe and Asia for the P2P in the first term, as well.
Contact details	<p>Contact person: Tony Sgro, Founder and CEO Email: tony@edventurepartners.com Telephone: +11 4152647666</p> <p>Website: http://edventurepartners.com/peer2peer/</p>

Name of the practice	5.4 Donate the hate
Description	<p>Donate the hate, turning hate-comments into involuntary donations for refugees and against the far right.</p> <p>The internet is currently overflowing with racist and xenophobic comments. We've got something against this. A very simple idea. We present: DONATE THE HATE - the first ever involuntary online charity initiative. The idea behind it: for every misanthropic comment, we make a DONATION OF 1 EURO. To refugee projects run by the 'Aktion Deutschland Hilft' campaign and 'EXIT-Deutschland', an initiative against right-wing extremism.</p> <p>This way, the haters and the trolls are making a donation against their own cause. A bit of a catch-22 for them, probably. The funds we use to turn hate comments into involuntary donations are being provided by our fantastic partners and supporters. Through this, we set a united example of human dignity and a tolerant Germany.</p> <p>DtH based on the idea of Nazis against Nazis. For the implementation, we have designed a microsite and set up a Facebook page, which is the center. With the Facebook page, registered users can make semiautomated, via an interface, hate comments into involuntary donations. For this purpose we and our partners, have designed and programmed an APP, which makes the commentary possible via an API interface. On the microsite can be found some commented hate comments as well as a top ten involuntary donators. All anonymous. Donations for the action coming from Partneren as: Radio Stations, Newspapers and television stations. Facebook also supports the campaign.</p> <p>What is a hate-comment? The term 'hate comment' refers to statements made on social networks that humiliate, denigrate or belittle human dignity, or incite or threaten violence, based on their actual or presumed affiliation to a social group, political views, social status or simply because of external characteristics. Such statements are directed in a generalised manner towards the group as a whole (racist, anti-Semitic, xenophobic, homophobic, derogatory towards disabled or homeless people or sexist). Some hate comments may also be liable for criminal prosecution.</p>
Approach	<p>Delivering alternative narratives</p> <p>Community engagement/empowerment</p>
Target audience	<p>Online</p> <p>Violent extremists</p> <p>General public</p>

Deliverables	http://www.hasshilft.de/index_en.html
Evidence and evaluation	<p>Facebook Page:</p> <ul style="list-style-type: none"> - 500.600 people engaged with the page's content in the first week - More than 8,000 site likes in 48 hours (21,000 in two months) - 100.000 - 250.000 timeline visits weekly <p>Many German and international news and television stations report on DTH. More than 5000 Eur donations in two months. The evaluation of DTH is done currently.</p>
Sustainability and transferability	<p>Modified potentially transferable</p> <p>An English version of DTH is nearing completion</p>
Geographical scope	Germany / Online
Start of the practice	24.10.2015
Presented and discussed in RAN meeting	10.12.2015, Berlin, RAN Counter & Narrative
Relation to other EC initiatives	None
Organisation	<p><i>EXIT-Germany is an initiative to help anyone who wants to break with right-wing-extremism and to start a new life.</i></p> <p><i>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.</i></p>
Country of origin	Germany
Contact details	<p>EXIT-Deutschland Bundesinitiative - Ausstiege aus dem Extremismus Postfach 760112, 10382 Berlin</p> <p>Fabian Wichmann fabian.wichmann@exit-deutschland.de</p> <p>0177 - 2404806</p> <p>http://www.exit-deutschland.de/english</p>
Last update	2016 and before

<p>Name of the practice</p>	<p>5.5 Nazis against Nazis - Germany’s most involuntary charity walk</p>
<p>Description</p>	<p>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.</p> <p>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.</p> <p>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 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>Approach</p>	<p>Delivering alternative narratives</p> <p>Community engagement/empowerment</p>
<p>Target audience</p>	<p>General public</p> <p>Violent extremists</p> <p>Formers</p>
<p>Deliverables</p>	<p>www.rechtsgegenrechts.de</p> <p>1. Video (engl): https://www.youtube.com/watch?v=KvjIYL_Nlao</p> <p>2. Video: (engl): https://www.youtube.com/watch?v=kHz_Wrv1mKk</p>
<p>Evidence and evaluation</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>177. 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"> - 72.600 people engaged with the page’s content - 4.7 million post impressions in one week - More than 5,000 site likes in 48 hours (8,700 in one week) - 13.900 timeline visits in one week - 19.700 likes, comments and shares in one week <p>Nazis against Nazis Youtube Page :</p> <ul style="list-style-type: none"> - 2.8 million views in total (English + German) - 4.700 shares, with the majority on Facebook - 12.808 likes <p>Twitter:</p> <ul style="list-style-type: none"> -13.000 mentions on Twitter -The campaign acknowledged as being ‘well-played’, ‘genius’, ‘a must-see and ‘a great example of creative activism’. <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"> - Central German Fundraising Award - German Fundraising Award - Nominated für den IndexAward 2015 - Nominated CIVIS Mediaaward 2015 - IFC Global Award - Lead Award - Policy Award - Cannes Lion - ADC Award - Clio Award
Sustainability and transferability	Modified potentially transferable
Geographical scope	Germany / Wunsiedel
Start of the practice	15.11.2014
Presented and discussed in RAN meeting	10.12.2015, Berlin, RAN Counter & Narrative
Relation to other EC initiatives	None
Organisation	<p><i>EXIT-Germany is an initiative to help anyone who wants to break with right-wing-extremism and to start a new life.</i></p> <p><i>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.</i></p>
Country of origin	Germany
Contact details	<p>EXIT-Deutschland Bundesinitiative - Ausstiege aus dem Extremismus Postfach 760112, 10382 Berlin</p> <p>Fabian Wichmann fabian.wichmann@exit-deutschland.de</p> <p>0177 - 2404806</p> <p>http://www.exit-deutschland.de/english/</p>
Last update	2016 and before

Name of the practice	5.6 Trojan T-Shirt
Description	<p>‘Operation Trojan T-Shirt’ evolved in cooperation with an advertisement agency in order to target the neo-Nazi scene directly. On August 6th 2011 t-shirts showing a skull with the text ‘Hardcore Rebels’ and a flag of the Free Forces (militant neo-Nazi groups copying left wing strategies and methods) were distributed for free at a rightwing rock festival (‘Rock for Germany’) in Gera, which was organized by the nationalist party NPD in Thuringia. The surprise effect became visible after having washed the T-shirt once. Our message appeared: ‘What your T-shirt can do, you also can do - We help you to free yourself from rightwing extremism. EXIT-Germany’. The goal was to increase the awareness and popularity of EXIT-Germany in the scene and to particularly target the youths that have not yet firmly settled in the rightwing extremist scene. We are very well aware of the fact that this project does not have an immediate effect, however after the operation the number of persons contacting EXIT and asking for help to leave the movement tripled. In addition, when thinking about leaving the scene, a right-wing extremist might remember us later on. Our “Operation Trojan T-shirt” has been the most successful project in a range of Trojan flyers, postcards and podcasts distributed by EXIT.</p> <p>The idea was to produce a T-shirt with a message that would appeal superficially to right-wing extremists, but that would later reveal a hidden message after its first wash. The extremist, within the privacy of their own household and away from the oppressive peer presence of other right-wing extremists, would get to see a message encouraging them to seek help to exit the far-right scene.</p> <p>Hundreds of free T-shirts handed out at a right-wing rock festival in the eastern German state of Thuringia contained a secret surprise. Upon washing, the original graphic faded to reveal a clandestine message.</p> <ul style="list-style-type: none"> • The number of right-wingers that contact the group for consultation about exiting the scene. With some funding coming from the federal government, the organisation needs to be transparent in the success rate and costs of re-radicalising neo-Nazis. • High public awareness for EXIT and its activities using asymmetrical, disruptive tactics. Awareness outside the neo-Nazi scene is particularly important from a fundraising point of view - donations are what allows the organisation to carry out more activities.
Approach	<p>Delivering alternative narratives</p> <p>Educating young people</p>
Target audience	<p>Violent extremists</p> <p>Formers</p> <p>General public</p>
Deliverables	<p>Video: http://y2u.be/CSlbsHKEP-8</p>

<p>Evidence and evaluation</p>	<p>The first thing that happened, as expected, was that the organisers and the active neo-Nazis became aware of the message being planted in their midst, and they reacted in just the way we wanted: a group SMS text message was sent around and forwarded among the neo-Nazis to warn and alert others to the threat posed by the Trojan T-shirt. Thus, extremists who would have remained completely oblivious to the T-shirt's existence and the message, suddenly had EXIT on their radar. From this point onwards, the same warning message was posted on far-right pages on Facebook, which led to many far-right fans conceding that the method (if not the message) was worthy of appreciation. Once it was on Facebook, the message was unstoppable, and it spread rapidly across the Internet and over 300 news outlets from all over the world reported on EXIT and the "Trojan Shirts" - an impression can be gained in this video: http://y2u.be/CSlbsHKEP-8 Just behind the death of the popular German humorist Loriot, the "Trojan Shirts" were the second most widely discussed topic on German websites during the month of August 2011.</p> <p>Furthermore, the two German articles most frequently recommended on Facebook during the same month were about the "Trojan Shirt".</p> <p>The media equivalence value of TV, radio and print media in Germany, home of the activity, was €201,000 (source: MMO Media Market Observer GmbH - Mediaclipping); 50 times higher than the spend for the initiative. And if we had considered the media coverage globally, the figure would have been far higher.</p> <p>But the bottom line is the most important thing, and for EXIT, this is the number of consultancies requested by neo-Nazis seeking to leave the scene: With the Trojan coup, we trebled the exit-consultancy-rate (meaning active neo-Nazis that make their first anonymous enquiry about distancing themselves from the scene). Furthermore, with every defection from the scene, it creates a wider uncertainty among those left behind. Six doesn't sound like a huge number, but within the scene, someone who plucks up the courage to find out how they can leave this violent and oppressive environment is worth their weight in gold.</p>
<p>Sustainability and transferability</p>	<p>Modified potentially transferable</p>
<p>Geographical scope</p>	<p>Germany / Gera</p>
<p>Start of the practice</p>	<p>2011</p>
<p>Presented and discussed in RAN meeting</p>	<p>10.12.2015, Berlin, RAN Counter & Narrative</p>
<p>Relation to other EC initiatives</p>	<p>None</p>
<p>Organisation</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>

	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.
Country of origin	Germany
Contact details	<p>EXIT-Deutschland Bundesinitiative - Ausstiege aus dem Extremismus Postfach 760112 10382 Berlin</p> <p>Fabian Wichmann fabian.wichmann@exit-deutschland.de</p> <p>0177 - 2404806</p> <p>http://www.exit-deutschland.de/english/</p>
Last update	2016 and before

Name of the practice	5.7 HOPE not hate
Description	<p>Using intelligent counter narratives to challenge extremism (for instance the #wearethemany hashtag online). Empowering communities to challenge hatred/violent extremism when it presents itself. Provide a positive antidote and diversionary focuses to the extremists’ narrative. To provide accurate and salient analysis of extremist groups through research. Empower communities to tackle myths and inaccuracies through blogging, newspapers, leaflets, meetings, videos, education, speeches, T-shirts etc.</p> <p>To destabilise extremist campaigns by undermining their credibility with sober, honest and accurate assessments on sensitive issues. Also providing platforms and support for vulnerable individuals to speak up and speak out against extremists in their communities.</p> <p>As well as a bi-monthly publication, HNH has three separate blogs and roving news links that provide up to date information and intelligence on extremists. HNH also has a large social media presence where we interact with individuals and the public, constantly providing them with a dialogue of information, resources and also-very importantly-positive news and stories about work that is being done not just against extremism, but also to highlight empowering good practice in others.</p> <p>We feed into this resource by having constant and ongoing research, analysis and education. We also work extensively with people inside hate/extremist organisations and also ex-extremists to provide a non-sensationalist view of extremist groups and individuals that are based on FACT.</p> <p>HOPE not hate publishes 4 research documents per year, separate to the magazine and website. We are currently working on voter registrations, to encourage people to make their voice heard by voting in elections-a sure way to counter extremism at the ballot box.</p>
Approach	Delivering alternative narratives Exit strategies
Target audience	Online Violent extremists Formers
Deliverables	<p>HOPE not hate has produced widely reported handbooks and reports into XRW and violent Muslim extremists and in January 2015 released ‘State of Hate’ our annual and in-depth accurate assessment of the XRW in the UK, which was widely reported around the world. Our staff are regularly quoted and interviewed in the media. Our most recent documents are:</p> <ul style="list-style-type: none"> - ‘Army of the Right’ about Britain First, a Christian Fundamentalist /Counter-Jihad /fascist hybrid (!), who have been carrying out ‘Mosque invasions’ in Britain. - ‘The Gateway to Terror’ an investigation into the recruitment of young Muslims to the Al-Muhajiroun network, recruiting foreign fighters and individuals engaged in acts of domestic terrorism.

	<p>Gateway to Terror revealed that at least 70 people who have been convicted of terrorism or terror-related offences, or who have actually participated in suicide attacks, have been linked to the group. It drew international attention.</p> <ul style="list-style-type: none"> - 'Signs of Hate 2' an update on the modus operandi of the extreme far-right both domestically and internationally, through exploring symbols, music, tattoos, codes and online activism. Produced in association with the London Probation Service for use in schools, colleges, universities, prisons and the probation service.
Evidence and evaluation	<p>HOPE not hate is widely credited with the defeat of the far-right British National Party in the 2010 elections and by campaigning and educating, the long term demise of the organisation.</p> <p>There are thousands of testimonies of the work HNH has done, perhaps the best and easiest being a song written by Billy Bragg in honour of us.</p>
Sustainability and transferability	<p>The key aims of the organisation are quite transferable and there are plenty of imitators who imitate key arts of HNH-in particular in online behaviour, humour, expose and investigation of online extremism.</p> <p>The wider practices of research and analysis are not so well replicated but within each state there are experienced individuals who beaver away quietly who are capable of providing an accurate and historical picture of the practices and modus operandi in each country of individuals. Intelligence, and understanding accurately (and intimately) the target issues is essential. HNH has formed its own networks with such individuals. Wider campaigning can be directed to, and on conjunction with, unearthing the good individuals and the good practices that already exist in communities.</p>
Geographical scope	London, Essex, Hampshire, Wales, Scotland, Lancashire, Yorkshire.
Start of the practice	HOPE not hate first appeared in March 2004 during a political campaign by neo-Nazis in the north of England. The organisation's roots are traceable for over fifty years. The educational arm was established as a separate entity in 1986.
Presented and discussed in RAN meeting	RAN Prevent, Berlin 2013.
Organisation	<i>HOPE not hate (HNH) is a registered "third party" non-sectarian, non-partisan organisation. HOPE not hate has a campaigning wing, a research department and a charitable education arm. HOPE not hate is self-funded by parochial money, charitable trust(s), Trade Union funding and individual donations. If and where possible, HNH undertakes paid work on projects. We currently have one dozen short term "community organisers" working in communities to strengthen civil and progressive society. HNH receives no government or European funding.</i>
Country of origin	HOPE not hate is based in, and works throughout, the United Kingdom
Contact details	<p>Po Box 67476 NW3 9RF, London United Kingdom</p> <p>Matthew Collins Matthew@hopenohate.org.uk</p>

	(+44) 207 681 8660 www.hopenothate.org.uk
Last update	2016 and before

Name of the practice	5.8 Twin Track
Description	<p>Twin Track is a short, engaging drama exploring the complexities of the grooming process and the vulnerabilities that can swing the process towards radicalisation and allow perpetrators to target their victims. As well as considering constructive responses to outside pressures that may isolate them, students learn to recognise the subtle changes that might present when a young person is targeted, and discuss what actions should be taken.</p> <p>Using a short drama and lesson plan, Twin Track engages young people in a discussion around grooming: identifying grooming approaches and language; and recognising the similarities between grooming for radicalisation and grooming for gang and drug culture.</p>
Approach	<p>Delivering alternative narratives Educating young people</p>
Target audience	<p>Youth / pupils / students Educators / academics Kies een item.</p>
Deliverables	Videos, lesson plan, classroom activities
Evidence and evaluation	<p>Total reach: 4 974 through peer education workshops Total sessions delivered: 160 Total views: 33 000 views</p> <p>Evaluation of the intervention is through feedback forms completed before and after the workshop by all participants. Feedback scores are entered into an online survey tool to inform our approach. Results have consistently been very positive.</p>
Sustainability and transferability	<p>The practice is fully transferrable, as all resources are carried on a memory stick or accessed online. Costs are limited to travel and payment of the young person operating the workshop. Feedback forms evaluating the impact of the intervention are sent in advance by email, and the school/organisation prints out a photocopy for each workshop participant.</p> <p>The practice is sustainable as long as funding is in place to pay delivery of workshops and travel costs.</p>
Geographical scope	<p>UK, nationally</p> <p>The resource is in the English language but subtitles could be added to enable wider use.</p>
Start of the practice	The video was launched on YouTube on 3 March 2016.
Presented and	The resource/practice was demonstrated in the 2018 RAN joint meeting

discussed in RAN meeting	of the C&N Working Group and YOUNG platform, by Deejo Shire, one of our Lead Outreach Workers.
Linked to other EU initiatives or EU funding	The media resource was funded through a government Innovation grant. Training of young people and delivery of workshops is funded by various grant-giving trusts, donations and other sources.
Organisation	Integrate UK is a youth-led charity that runs educational and creative projects around issues our young people identify as affecting their lives. Many of our projects involve creating media-based resources and lesson plans that allow young people over the age of 18 to lead peer education workshops in schools. [Charity
Country of origin	England, United Kingdom
Contact details	Address: The Beacon Centre Russell Town Avenue Bristol BS5 9JH United Kingdom Contact person: Lisa Zimmermann Email: lisa.zimmermann@integrateuk.org Telephone: +44 1179542808 Website: http://www.integrateuk.org/
Last update	2018

Name of the practice	5.9 The Redirect Method
Description	<p>The Redirect Method was developed in 2016 by Moonshot CVE in partnership with Google, and is deployed via online platforms such as YouTube. It provides compelling and credible alternative messages to Internet users attracted to extremist content.</p> <p>It focuses on users engaging with high-risk extremist content, and offers them specially curated video playlists, web content or intervention services. The Redirect Method challenges violent extremist propaganda using both existing video content made by communities worldwide and new content, often created in partnership with local organisations and designed to resonate with the interests of the at-risk audience.</p> <p>Since the Redirect Method was launched, Moonshot CVE has partnered with governmental and non-governmental stakeholders in over 39 countries and over 24 languages, who have deployed it in response to all forms of hate and violence.</p>
Approach	Exit strategies Delivering alternative narratives
Target audience	Online Violent extremists Youth / pupils / students
Deliverables	n/a
Evidence and evaluation	<p>Every deployment of the Redirect Method is evaluated on its impact, assessed using in-house analysis of the metrics available to us through the platforms on which the Redirect Method is used. Typical platforms include Google Ads, Twitter and YouTube as well as websites designed and built in-house. Typical metrics include impressions, clicks, average watch time, unique users, time-on-site and bounce rate. Altogether, these data points and more allow for evaluation of the campaign's impact according to, among other things:</p> <ul style="list-style-type: none"> – the number of target audience members reached by a campaign; – the extent of their engagement with the content; – which content they engaged with most; – which locations, ages and genders engaged with which content, and at what time. <p>Comparison with industry standards is possible but problematic due to fundamental differences in campaign goals. However, by sharing our results, we hope to encourage others to do likewise, in an effort to develop best practices and establish more relevant benchmarks for evaluating similar efforts in this space.</p> <p>An evaluation of the Redirect Method (available here) was conducted by RAND Corporation in 2018. Results from the pilot experiment can be found at https://redirectmethod.org/ online.</p>
Sustainability and	The Redirect Method is applicable in all types of violent extremism as

transferability	<p>well as other online harms (e.g. violent misogyny and disinformation), with the ability to link vulnerable users to all types of content (e.g. mental health videos and/or support services). It is not limited to Google/YouTube; Moonshot CVE ran it on Twitter with links relating to mental health.</p> <p>As the Redirect Method can be launched with content that is curated, rather than created, the main costs relate to campaign set-up and advertising – this allows anyone interested in using the Redirect Method to set their own budget and follow the methodology. Data deep-dives for the measurement can also incur significant additional costs if using specialist software to monitor user journeys. However, most data are available at no extra cost via the analytics of the chosen advertiser and the host of the content (e.g. Google Ads for Google advertising and YouTube analytics for YouTube playlists).</p>
Geographical scope	Since its initial inception in 2016, Moonshot CVE has implemented the Redirect Method in 24 projects across 39 countries in as many as 24 different languages; it has reached people engaging with any of the more than 1 million keywords in our databases, which cover myriad violent extremist ideologies.
Start of the practice	<p>From the beginning (scoping phase) to the end of the pilot (measurement phase), the initial project was carried out between August 2015 and March 2016.</p> <p>The Redirect Method has since been deployed in 39 countries and 24 different languages, and is a core component of Moonshot CVE's global counter-messaging campaigns.</p>
Presented and discussed in RAN meeting	The Redirect Method was presented on 13 February at the meeting 'Measuring the impact of your online counter or alternative narrative campaign message'.
Relation to other EC initiatives	n/a
Organisation	<i>Moonshot CVE is a for-profit social enterprise specialising in countering violent extremism. We design new methodologies and technologies to enhance the capacity of our clients to respond effectively to violent extremism. Moonshot CVE brings fresh thinking and decades of experience from across sectors to push new boundaries. The scope of our work includes software development, digital capacity-building and leading global counter-messaging campaigns.</i>
Country of origin	United Kingdom
Contact details	<p>Address: 4th Floor 18 St Cross Street London EC1N 8UN United Kingdom</p> <p>Contact person: Ross Frenett Email: info@moonshotcve.com</p> <p>Website: http://www.moonshotcve/</p>
Last update	2019

Name of the practice	5.10 Muslim-Jewish Dialogue - prevention, deconstruction of anti-Semite ideology as part of “Islamist” ideology
Description	Muslim-Jewish Dialogue - prevention, deconstruction of anti-Semite ideology as part of “Islamist” ideology is a project of regular meetings of Muslim and Jewish multipliers of the Muslim and Jewish communities, events, presentations, discussions. Partly supported by a section of the foreign ministry.
Approach	Delivering alternative narratives Educating young people
Target audience	Youth/pupils/students Educators/academics Prison/probation/judicial practitioners
Evidence and evaluation	Muslim Jewish Dialogue: positive feedback, successfully transmitted into the different communities and might be supported by the ministry for integration and foreign affairs.
Sustainability and transferability	Muslim-Jewish dialogue project is already a transnational one, supported by Foundation for Ethnic Understanding.
Geographical scope	Austria and Germany
Start of the practice	Muslim Jewish Dialogue started at 2010.
Presented and discussed in RAN meeting	2014, January 30 th , Den Hague, Cities Conference on foreign fighters (discussed/mentioned during the different working groups) 2013, July, 8-9 th , Ljubljana, Slovenia, presented and discussed (Muslim Jewish Dialogue, anti-Semitism).
Relation to other EC initiatives	Member of EnoD (European Network of De-radicalisation)
Organisation	<ul style="list-style-type: none"> - NGO as part of a Network. - Not funded at the moment, except for wages paid for seminars and workshops on this matter. - Partially supported by being an employee at the University college of Linz as an expert on extremism and de-radicalisation and prevention.
Country of origin	Austria
Contact details	C/O DIAW, Mitisgasse 15/1/6-7 1140 Wien

	<p>Austria</p> <p>Moussa Al-Hassan deradaustria@gmail.com, moussa@gmx.at</p> <p>(+43) 664 75 000 671</p> <p>www.euisa.eu and www.derad.at and www.derad.org (Germany) and https://www.facebook.com/mjdaustriagermany</p> <p>University college: http://www.phdl.at/institute/zimt/team/</p> <p>University Krems: http://www.donau-uni.ac.at/de/studium/neo-salafistischer-islamismus/index.php</p>
<p>Last update</p>	<p>2016 and before</p>

Name of the practice	5.11 Turulpata Facebook page - Ridiculing the Radical
Description	<p>The extreme right makes very efficient use of the Internet – and social media tools in particular – to promote its ideology and worldview. The far right thrives on provocation, which gives it the image of an honest, revolutionary and ‘frightful’ force. Demonisation and stigmatisation of the far-right backfire in the long run.</p> <p>The practice ‘Ridiculing the Radical’ is based on the assumption that making far-right ideas the object of ridicule is a much more effective strategy. The far right’s simplistic, bombastic and single-minded ideology offers an excellent target for such treatment.</p> <p>The Turulpata Facebook page aims to prevent and counter radicalisation by reducing both the attractiveness of extreme right ideology and the receptivity of youngsters to ideas of the extreme right. The project’s target groups are potential future voters and supporters of far-right political movements.</p> <p>Turulpata is a fictitious settlement inhabited and led by far-right-leaning individuals in Hungary. Posts on the Turulpata Facebook page reflect on current issues of Hungarian domestic politics, popular beliefs, sports and hobbies prevalent in the far right, and emblematic figures of the far right.</p>
Approach	Counter narratives and alternative narratives Exit strategies
Target audience	Youth/pupils/students General public Online
Deliverables	Posts on the Turulpata Facebook page include photos, modified ads, leaflets, posters, memes and videos. Posts are usually based on the contents of far right media, placed in a ridiculous context.
Evidence and evaluation	At the time of writing, the Turulpata Facebook page has 9 162 followers. The reach of posts with ridiculing modified pictures and texts ranges between 3 000 and 26 600. Such posts gain several hundred likes. Some 77 % of the Turulpata Facebook page’s followers are aged between 18 and 44.
Sustainability and transferability	The practice is highly sustainable and transferable, since it does not require many resources. Creative specialists with experience in image editing are required to publish fresh content on the page and keep it updated. The page’s identity and the content published on it should be based on the local knowledge and context (e.g. name of the Facebook page, current news and topics, far-right actors, popular beliefs).
Geographical scope	Hungary
Start of the practice	The practice was developed in the early months of 2013, and the Facebook page was launched on 16 April 2013.

Presented and discussed in RAN meeting	RAN PREVENT meeting in Barcelona, 26-27 June 2014
Linked to other EU initiatives or EU funding	No
Organisation	<i>The practice is implemented by Political Capital Institute Ltd. (Hungary) a policy research and consulting institute with a decade's experience in research on conspiracy theories, right-wing extremism and prejudices.</i>
Country of origin	Hungary
Contact details	Montevideo street 2/c, 2 nd stairwell, 2 nd floor 1037 Budapest Hungary Péter Krekó, director kreko@politicalcapital.hu +36 14306699 https://www.facebook.com/Turulpata
Last update	2017

Name of the practice	5.12 #NotAnotherBrother
Description	<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
Approach	Delivering alternative narratives
Target audience	<p>Violent extremists</p> <p>Youth / pupils / students</p>

Deliverables	<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>
Evidence and evaluation	<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>
Sustainability and transferability	<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>
Geographical scope	<p>United Kingdom and other English-speaking audiences. Taken to schools in London.</p>
Start of the practice	<p>July 2015. Used since and continues to have value despite reduction in foreign terrorist fighter phenomenon.</p>
Presented and discussed in RAN meeting	<p>RAN Communications and Narratives Working Group 13-14 February 2017, Brussels</p>
Relation to other EC initiatives	
Organisation	<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>
Country of origin	<p>United Kingdom</p>
Contact details	<p>Address: PO BOX 74004, London, EC4P 4HT Contact person: Jonathan Russell Email: jonathan@quilliaminternational.com Telephone: 02071827286 Website: www.quilliaminternational.com</p>

Last update	2016 and before
-------------	-----------------

Name of the practice	5.13 Terrorism: How about listening to what victims have to say?
Description	<p>AfVT.org was created to combat radicalisation by promoting open dialogue between the general public and the victims of terrorism. A specific programme titled 'Terrorism: how about listening to what victims have to say?' was developed, featuring conferences with diverse audiences and locations.</p> <p>AfVT.org has subsequently held other meetings too, including one event each year with 500 high-school pupils.</p> <p>Several meetings were held in Fleury-Mérogis (the largest prison in Europe) from April 2015 to December 2016. Participants included a wide range of victims of terrorism as well as 15 female inmates and approximately 100 male inmates (some of whom had been convicted for terrorist crimes).</p> <p>Through conferences and debates moderated by victims of terrorism, AfVT.org promotes citizenship and democratic values and stimulates critical thinking. It also aims to make victims more visible to young and/or vulnerable people.</p>
Approach	Delivering alternative and inspiring' narratives
Target audience	Youth/pupils/students Families Prison/Probation/judicial practitioners
Deliverables	<p>Follow-up with local and official partners. Set-up of programmes adapted to needs on the ground. Use of 21 videos produced through the European Commission's Home Affairs programme, 'Victim's Gathering: the voice of the survivors against radicalisation'. Use of 10 additional AfVT.org-produced videos involving French victims of terrorism.</p>
Evidence and evaluation	<p>Schools: each meeting with pupils attracted between 30 and 250 persons.</p> <p>Locals: each meeting with youngsters, families and local actors attracted between 40 and 60 persons.</p> <p>Prison: the first meeting on April 2015 was clearly a success – 120 inmates wished to attend 'Terrorism: how about listening to what victims have to say?'. This figure is the highest request rate to date for an event held inside the prison. However, due to safety reasons, a total of 60 were permitted to attend this first meeting held in the biggest prison in Europe.</p> <p>From the ground, it appears that the best way to evaluate the meeting is to set up several events in the same locations so as to consolidate our partnership with local and official partners, and to measure their impact.</p>

<p>Sustainability and transferability</p>	<p>Intervention at the High School of Vannes since 2013: this one-day action with speakers and a workshop involving pupils was held inside the high school. Speakers volunteered to provide their services free of charge. No extra costs were involved, except transportation costs for the speakers. This kind of event is transferrable to other regions.</p> <p>Intervention in Paris on 6 December 2016: one-evening conference with three speakers who volunteered to provide their services free of charge. The conference was followed by three workshops involving the audience and professionals. The event was set in the building of the Mayor of Paris (17th Precinct). This kind of action is completely transferrable to other municipalities.</p> <p>Four interventions inside the prison of Fleury-Mérogis (2015-2016): one-day events with three to five speakers, a moderator and a psychologist. The speakers volunteered to provide their services free of charge. These events are held inside the prison, so they require collaboration with prison authorities. Given that prisons are usually located outside cities, extra funds are required for transportation. Funding could be provided by the prison and/or the state. This kind of intervention has been transferred to other correctional facilities in cities such as Orléans (June 2016) and Béziers (October 2017).</p>
<p>Geographical scope</p>	<p>The practice is implemented principally in regions on the outskirts of Paris (France), but occasionally in other French regions such as Bretagne (west of France), and south of France.</p>
<p>Start of the practice</p>	<p>1 July 2010</p>
<p>Presented and discussed in RAN meeting</p>	<p>RAN-VVT meeting in Madrid (Spain): 'How to focus on how to trigger youngsters and how to prepare victims?', 7 June 2013</p> <p>RAN-VVT meeting in Rome (Italy): 'Preparing teachers/facilitators to work with testimonies and deal with radicalisation', 16 October 2013</p> <p>RAN-VVT meeting in Berlin (Germany): 'Victims & media', 25-26 November 2014</p> <p>RAN VVT plenary meeting in Vienna (Austria): 'Formers and Victims of Terrorism', 23 and 25 March 2015</p> <p>RAN-VVT plenary meeting in Madrid (Spain): 'Discussion on the handbook for victims' organisations', 24-25 September 2015</p>
<p>Relation to other EC initiatives</p>	<p>The practice is based upon lessons learned by the RAN-VVT working group, and uses videos from 'Victim's Gathering: the voice of the survivors against radicalisation' when appropriate. It also draws from lessons learned by the RAN C&N working group.</p> <p>EU funding: European Commission (Home Affairs: programme titled 'Victim's Gathering: the voice of the survivors against radicalisation').</p>
<p>Organisation</p>	<p><i>Association française des Victimes du Terrorisme (AfVT.org)</i></p> <ul style="list-style-type: none"> - <i>Legal status: NGO (association).</i> - <i>Financing: Fondation d'Aide aux Victimes du Terrorisme (FAVT), Prime Minister, Ministry of Defence, Ministry of Home Affairs,</i>

	<i>Ministry of Justice, and European Commission (Home Affairs: programme 'Victim's Gathering: the voice of the survivors against radicalisation').</i>
Country of origin	France
Contact details	Guillaume Denoix de Saint Marc & Stéphane Lacombe 5, Boulevard Pereire 75017 Paris France +33 184791010 http://www.afvt.org
Last update	2017

Name of the practice	5.14No-Nazi.net
Description	<p>No-nazi.net's work is based on monitoring, evaluating and combating hate speech and right-wing extremism in social networks and other parts of the digital world as well. Furthermore it promotes democratic values in cooperation with young activists online.</p> <p>The working method is to reach out to young people between the age of 13 and 18 to become active in their social networks. Peer to peer training is used to coach people on how to counter extremism online. Through online actions - funny, serious, informative or amusing -, no-nazi.net aims at building social networks without hate speech and neo-Nazis. Additionally young people who are showing first signs of radicalisation are being contacted via chats to question their actions and are given information and counter narratives.</p>
Approach	<p>Delivering alternative narratives Educating young people</p>
Target audience	<p>Youth/pupils/students Online Educators/academics</p>
Deliverables	<p>The project published four brochures and several videos within the context of online hate speech. Furthermore an active community was established in the Web 2.0 to foster a democratic narrative and prevent radicalisation regarding right-wing extremism. Also first line educators were trained in workshops on the subject of the special conditions of working against neo-Nazis within the online sphere.</p>
Evidence and evaluation	<p>No-nazi.net has been very successful in the social networks. Its Facebook page gained around 10.000 Likes. Some (mostly satirical) content reached over 300.000 people. Working in the Web 2.0 environment provides constant feedback which we seriously take into account for reflection and evaluation of our work. Additionally the project is reviewed regularly by an external advisory board of its main funding partner, the Federal Ministry of Family Affairs, Senior Citizens, Women and Youth.</p>
Sustainability and transferability	<p>No-nazi.net is first and foremost an online project. Therefore the practice is very easily transferrable to contexts with other languages in other countries. Although it is based in the web, one must still keep in mind that well trained personnel is needed for the practice to work. Its outcomes will be integrated into coming model projects after its next five year life span starting in 2015 and its working practices will therefore be sustained and incorporated in future ventures.</p>
Geographical scope	Germany, German speaking countries (online)
Start of the practice	No-nazi.net was established in May 2011 and is still running.
Presented and discussed in RAN meeting	RAN @, 2 March 2015
Relation to other EC initiatives	None

Organisation	<p><i>The Amadeu Antonio Foundation is a NGO in the legal form of a foundation. The organisation is working to strengthen democratic civic society and eliminate neo-Nazism, right-wing extremism, and anti-Semitism together with other forms of bigotry and hate in Germany.</i></p> <p><i>No-nazi.net is a model project under the roof of the Amadeu Antonio Foundation in Berlin. The project is funded by a program of the Federal Ministry of Family Affairs, Senior Citizens, Women and Youth and is co-funded by the foundation.</i></p>
Country of origin	Germany
Contact details	<p>Linienstr. 139 10115 Berlin Germany</p> <p>Johannes Baldauf johannes.baldauf@amadeu-antonio-stiftung.de</p> <p>(+49) 3024088624</p> <p>http://no-nazi.net/</p>
Last update	2016 and before

Name of the practice	5.15 Dare to be Grey
Description	Dare to be Grey is a foundation that challenges polarisation in society. It calls for recognition of the 'grey' middle ground in issues often mistakenly considered 'black and white'. The initiative seeks to promote the different views and voices of the large majority of moderate thinkers, which are too often muted by more extreme voices. Dare to be Grey aims to raise awareness principally through online channels: using multiple video and photo campaigns, writing and disseminating online articles, and offering a platform for anyone with a 'grey' story to be told. Dare to be Grey also developed a dialogue technique called 'First Aid For Polarisation', and is often involved in offline actions.
Approach	Delivering alternative narratives Community engagement / empowerment
Target audience	General public Online readers Educators / academics
Deliverables	<ul style="list-style-type: none"> - The website (http://www.daretobegrey.com/). - A brief animation describing and promoting the campaign can be found at https://youtu.be/uKpQNOxog5s online. - A handbook on polarisation and the 'grey narrative' will be published soon. - An evaluation report is expected in 2020.
Evidence and evaluation	<ul style="list-style-type: none"> - A survey at Utrecht University (of 200+ students) indicated that the number of people who identified with 'being grey' grew from 65.6 % to 76.8 % within 2 months. Of these, 29 % wanted to speak out more and 47.8 % were considering speaking out more, in favour of the grey middle ground. - The organisation has an estimated media reach of over 10 million people. - It gained more than 8 000 Facebook followers within a year. - Dare to be Grey often exceeds its target engagement rate of 6 %.
Sustainability and transferability	<p>Dare to be Grey runs on project-based funding. Recently, Dare to be Grey acquired funding through the EU Civil Society Empowerment Programme (CSEP) Police fund.</p> <p>A pilot where Dare to be Grey worked with local content creators to tackle polarisation in Greece showed promising results, and can function as a concept for transferability to local level.</p>
Geographical scope	Europe, with a focus on the Netherlands and Belgium
Start of the practice	February 2016
Presented and discussed in RAN meeting	<ul style="list-style-type: none"> - Civil Society Empowerment Programme, Brussels, 15-16 March 2017 - RAN Young, Madrid, 28-29 March 2017 - RAN Young, Stockholm, 1-2 March 2018 - RAN Young and C&N joint meeting, Madrid, 23-24 April 2018 - Policy & Practice event, Madrid, 25 April 2018

Relation to other EC initiatives	n/a
Organisation	<i>Dare to be Grey is a foundation registered in the Netherlands.</i>
Country of origin	Netherlands
Contact details	Contact person: Jordy Nijenhuis Email: jordy@dtbg.nl Website: http://www.daretobegrey.com
Last update	2019

Name of the practice	<i>5.16 What's up? Peer-led civic education in Social Networks with Muslim youngsters</i>
Description	<p>This project contributes to discussions among Muslim youngsters on Facebook. The aim is to provide alternative perspectives and background information on social, political and religious questions, in order to challenge highly visible Islamist narratives in social networks. It explores innovative, online approaches to civic education and prevention.</p> <p>Following a peer approach, young Muslim adults trained to engage in online discussions encourage Muslim youngsters to participate in public debate and to develop individual responses to relevant socio-political topics. The project addresses many issues (local politics, discrimination, religion, global conflicts) and makes visible the diversity of Muslim approaches. It intervenes at the early stages of radicalisation.</p>
Approach	<p>Delivering alternative narratives Educating young people, building resilience</p>
Target audience	<p>Youth/pupils/students Online</p>
Deliverables	<p>The project's results and findings were published in several online booklets offering background information and advice on addressing questions of Islam, democracy, gender roles, discrimination, and conflict in the Middle East.</p>
Evidence and evaluation	<p>The findings of the project were continuously shared and discussed with other projects working in the field of online democracy education, violence prevention and civic education.</p> <p>In addition to basic quantitative information on clicks and likes, the internal evaluation focused on identifying key topics and arguments put forward by users, and the effects of our related comments and contributions.</p> <p>We have thus formulated some recommendations with regard to the effectiveness of specific formats (i.e. text messages, GIFs, videos, links to external resources) and style (i.e. informative/neutral style vs satirical/ironical responses). These recommendations were discussed in a workshop with other bodies working with social media, and were later published in a guide book (see below).</p>
Sustainability and transferability	<p>The experiences of the project's participants were presented and discussed in seminars and training sessions with educators and teachers; findings can be transferred into other educational settings.</p> <p>A guide book based on the project is available online (in German) (http://www.ufug.de/pdf/Was_postest_du_ufug_Publikation_Onlineversion.pdf).</p>
Geographical scope	<p>Germany</p>
Start of the practice	<p>The project ran from 2014 to 2016.</p>

Presented and discussed in RAN meeting	Project participants have taken part in several RAN meetings, where they have discussed the work.
Linked to other EU initiatives or EU funding	None
Organisation	<p>Ufuq.de (Civic education and prevention) is a Germany-based NGO that receives financial support from various government, EU and private grants. Ufuq.de operates at the intersection of education, academia and public debate. Working primarily with youngsters of Muslim and/or immigrant background, it aims to foster a sense of belonging and empowers them to confront the phenomenon of Islamism and ethnic-nationalist ideologies.</p> <p>In addition, ufuq.de organises training sessions and conferences for educators and civil servants on youth cultures, Islam and Muslims in Germany, and carries out prevention work in local communities and educational institutions.</p> <p>Ufuq.de regularly publishes educational material and scientific papers to inform a broader public on questions related to Islam and migration in Germany.</p> <p>This project is funded by the Robert Bosch Foundation.</p>
Country of origin	Germany
Contact details	<p>Address: Ufuq.de Boppstr. 7 10967 Berlin Germany</p> <p>Contact person: Götz Nordbruch Email: goetz.nordbruch@ufuq.de</p> <p>Telephone: +49 152 29271179</p> <p>Website: http://www.ufuq.de</p>
Last update	2018

Name of the practice	5.17 Jamal al-Khatib - My Path!
Description	<p>The primary aim of the project is to deliver authentic alternative narratives to counter jihadist propaganda and ideology through the methods 'Online-Streetwork' and biographical work.</p> <p>Jamal al-Khatib - My path! is based on the story of a young prisoner who left the jihadist subculture in Austria: he told his youth worker that he wished to write a book about his experiences so as to help prevent other young people from making the same mistakes.</p> <p>From this starting point, the project united a number of diverse individuals who had the same aim: youth workers, scholars of Islamic studies, filmmakers, digital content managers, and (most importantly) other young people from a Muslim background wishing to take a stand against violent jihadist fanaticism. Some of these young people had also left the jihadist movement, and they provided additional content directly based on their life experiences.</p> <p>The character Jamal al-Khatib was developed as a means of integrating the different biographical episodes of the young people into a single narrative. Instead of writing a book, we decided to shoot short films, as this would counter extremist propaganda on its own home ground – the internet.</p> <p>Through biographical narratives, interviews, text writing and the (co)drafting of film scripts, the participating youngsters and young adults reflect on their own lives and the situation of young Muslims in general. They speak for themselves and openly discuss their experiences and thoughts. The resulting content represents a level of authenticity that could never have been achieved without their contribution, an aspect valued highly by most of the audience.</p> <p>The second season additionally features a video with a female main character. The video was produced with a group of four young women, resorting to the same methods used in the Jamal al-Khatib - My Path! project. It addresses the young women's experiences of dealing with patriarchal narratives and mechanisms.</p> <p>The team, together with the nine youngsters, reflect on the biographical texts, transform them into film scripts, shoot the movies and release them on different social media platforms. Online they discuss the contents of the videos with the target groups. We called this approach 'Online-Streetwork'.</p> <p>Traditional street work/social work tries to connect with hard-to-reach groups of potential clients, and Online-Streetwork sets out to transfer this methodological approach to the internet, the virtual places that represent an important aspect of the lifeworld of today's youth. Extremist propaganda is rather widespread online, and the target groups make extensive use of diverse platforms of communication.</p> <p>Our target groups are the following.</p> <ol style="list-style-type: none"> 1. Youngsters and young adults considering/receptive to the idea of prevention of fanaticism at primary, secondary and also (to some extent) tertiary levels (youngsters in general/youngsters who are

	<p>vulnerable to the influence of extremist ideologies/youngsters who are already part of a fanatical group or subculture).</p> <p>2. Youngsters who actively participated by contributing their biographical episodes and experiences, and those who helped in all aspects of realising the project (for example, by communicating with the audience/target groups on social media platforms).</p> <p>3. The broader public in general, with the anti-racist intent of promoting a differentiated image of young Muslims in our societies, as well as of letting them speak for themselves.</p> <p>4. Practitioners, who can use our material in their work.</p> <p>https://www.facebook.com/jamalalkhatibmeinweg/ https://www.youtube.com/channel/UCKmWuKvMLGHQ4Z0VaVjwYVQ instagram.com/jamalalkhatib_meinweg/ turnprevention.com info@turnprevention.com</p>
Approach	<p>Delivering alternative narratives</p> <p>Community engagement/empowerment</p>
Target audience	<p>Violent extremists</p> <p>Youth / pupils / students</p> <p>First responders or practitioners</p>
Deliverables	<p>Fifteen short films (two seasons), several autobiographical texts of young people who have left the jihadist subculture, one brochure on the project including theological background information and exercises based on the short films, designed for workshops with youngsters.</p>
Evidence and evaluation	<p>6. Quantitative data</p> <p>One positive aspect of working online is the easy access to quantitative data. We work with a digital content manager who plans and constantly monitors the online campaign, and provides us with demographic data on our followers.</p> <p>a. Quantitative data</p> <p>From 14 July 2017 (Video 1) to 4 August 2017 (Video 4) to the official end of the first online campaign on 21 August 2017, the project produced the following output.</p> <ul style="list-style-type: none"> • Facebook: 53 % of viewers of 18 to 24 years of age; 168 804 views (with 57 220 10-second views); 531 shares; 871 comments; 1 648 likes; and 1 714 subscriptions. • YouTube: 51 % of viewers of 18 to 24 years of age; 24 002 views (a minimum of 30-second views), average duration of views: 02:16; 157 subscriptions; 25 additions to playlists.

- Twitter: 345 597 coverage; 14 697 interactions.

Additionally, an exploratory social network analysis on a sample of 500 of our followers was run in order to gain more in-depth insights concerning the question whether we reached our target group. It showed, amongst other things, that 1/5 of our Facebook followers “liked” the accounts ‘Pierre Vogel.de’ and ‘AnsaarInternatinal’, two Facebook accounts that can be related to the neo-Salafist subculture, indicating that we were quite successful in reaching our target group.

For the online campaign of the second season (May until August 2019), the numbers are the following:

- Facebook: 2 433 followers; 81 % of them male; 55 % in the ages between 18 and 24, 34 % of them in the ages between 25 and 34. Views: 121 077; interactions: 5 309.
- YouTube: 227 078 views; 70 % of them male; 37 % in the ages between 25 and 34, 31 % in the ages between 18 and 24.
- Instagram: 596 followers; 55 % of them male; 44 % in the age group 19 to 24, 34 % in the age group between 25 and 34. Views: 76 200.

b. Qualitative data

A research team at the FH St. Pölten is working on the results of the qualitative evaluation at the moment, but it is safe to say that we managed to connect with hard-to-reach target groups. We are able to draw this conclusion from discussions held on Facebook with various youngsters expressing specific points of view on our topic, as well as from the visible content on their own Facebook pages.

7. Evaluation and feedback

We work with young people who have left the jihadist subculture as well as other youngsters with a Muslim background who were (and are) actively involved in the project and the content production (team meetings on a regular basis, involvement in film production, inclusion in the online phase). This means that feedback loops with target group representatives are actually a constant part of the project, and, consequently, that we responded to their ideas and criticism all along, by adapting accordingly.

Furthermore, we received hundreds of online comments on our Facebook page directly from different target groups (see <https://www.facebook.com/jamalalkhatibmeinweg/> online).

In addition, the project has been monitored and a formative evaluation is being produced from a political sciences perspective.

We have already held a number of presentations, e.g. at the yearly congress of the centre of competence for Open Youth Work in Austria (bOJA) in Vienna from 19 to 21 November, at the Conference on Digital Youthwork in Vienna from 27 to 30 November 2017 (National Agency for Erasmus, Poywe), and at the RAN YF&C meeting on Youth Work in Vienna on 6 and 7 December 2017. At all these presentations, we received a great deal of feedback from professionally qualified colleagues.

8. Peer review

	<p>We have already held a number of presentations, e.g. at the yearly congress of the Austrian National Network for Open Youth Work (bOJA) in Vienna from 19 to 21 November, at the Conference on Digital Youthwork in Vienna from 27 to 30 November 2017 (National Agency for Erasmus, Poywe), and at the RAN YF&C meeting on Youth Work in Vienna, 6 and 7 December 2017. At all these presentations, we received a great deal of feedback from professionally qualified colleagues.</p> <p>After the RAN meeting, we were asked to file this report. We are happy to consider this a form of positive feedback on our work.</p> <p>In addition, we constantly receive feedback from colleagues using our short films in their work with youngsters, be it in school or in the context of open youth work.</p> <p>The project has also been covered by the Austrian and international TV channels (Arte, OE1, Profil, ZDF).</p>
Sustainability and transferability	<p>The short films will remain online to guarantee open access for practitioners in the field of extremism/fanaticism prevention. Several practitioners are already using the films, for example in school-based or intercultural workshops. The project brochure will make it even easier to use the films for these purposes.</p> <p>Our CSO also offers workshops for schools and the field of open youth work.</p> <p>Our approach could very well be transferable to other contexts of prevention, for example right-wing extremism. It can also be easily adapted for use in other local contexts.</p>
Geographical scope	<p>Offline youth work and other activities were carried out in Vienna (nine young participants). Online-Streetwork was publicised via Facebook, YouTube and Twitter. Its digital management was focused on a German-speaking audience (mainly in Austria and Germany).</p>
Start of the practice	<p>February 2016</p> <p>Online campaign: August 2017 (season 1) and May-October 2019 (season 2)</p>
Presented and discussed in RAN meeting	<p>RAN YF&C meeting on Youth Work in Vienna, 6-7 December 2017</p> <p>RAN Communications and Narratives meeting on 'The role of informal actors in delivering effective counter- and alternative narratives' in Helsinki, 20-21 September 2018.</p>
Linked to other EU initiatives or EU funding	<p>One video of the second season was funded by 'The Role Models Initiative' (Erasmus+)</p>
Organisation	<p>The CSO behind the project is 'turn - Association for the prevention of violence and extremism', a network of youth workers, filmmakers, scholars of Islamic studies, psychologists, psychotherapists, political scientists, sociologists, education scientists, an Islamic chaplain and young people (individuals who have left the jihadist subculture, as well as young Muslims who want to take position against jihadism).</p>

Country of origin	Austria (Vienna)
Contact details	info@turnprevention.com
Last update	2019

Name of the practice	5.18 Witness of History
Description	<p>Terrorist recruiters are successful because their ideologies and actions resonate with youth when they are most vulnerable. At a time with they question the unfairness of the world, or feel alone, unheard or persecuted. SAVE's 'Witness of History' enlightens youth during their formative years to the reality of violent extremist ideologies and alternatives to revenge.</p> <p>Raw, honest testimony, up close and personal story telling is simply able to reach an audience better than any official speeches and abstract analysis. As victims and survivors, they speak from a position of authenticity, moral authority, and with personal conviction. So the Witness of History films give a human face to the tragic terrorist attacks and create a potent balance to the extremist propaganda.</p> <p>The personal stories of victims - particularly those who have made a personal journey- those who have become somehow stronger by the experience of grief and loss, those who do not feel vengeance and have something strong and positive to say - help blur the lines between black and white thinking. They plant a seed of doubt in the thoughts of those who might support violence or lack alternatives. It's a hearts and minds approach, to develop critical thinking as a deterrent against radicalisation.</p>
Approach	Delivering alternative narratives
Target audience	Online Youth/pupils/students Families
Deliverables	A series of dialogue workshops leads to the production of diverse short video testimonies.
Evidence and evaluation	<p>The Witness of History films contain personal stories but their contents are fact checked and controlled for quality, relevance and impact.</p> <p>Performance criteria include number and nature of positive anecdotal responses via correspondence, positive social media statistical feedback as well as number of requests for DVDs from law enforcement officers, journalists, educationalists as well as social and youth worker practitioners.</p>
Sustainability and transferability	<p>The initial phase of the Witness of History medium is both time and resource intensive with much input in sourcing willing witnesses and relationship building plus the subsequent filming and editing sessions.</p> <p>However the dissemination phase is comparatively cost/time effective with films reaching wide audiences over years - extending the longevity of the original investment.</p>
Geographical scope	India, Delhi and Kashmir region, Pakistan, Islamabad, Israel, Tel Aviv, and Palestine, Hebron as well as USA, New York.
Start of the practice	Witness of History was launched online 2008 from Vienna, Austria.

Presented and discussed in RAN meeting	RAN VVT
Organisation	<i>Women without borders is an NGO that is funded by the Austrian Federal Ministries for Social Affairs and Education.</i>
Country of origin	Austria
Contact details	<p>Media Tower Taborstrasse 1-3 1020 Vienna Austria</p> <p>Edit Schläffer, Founder and Director office@women-without-borders.org</p> <p>(+43) 69918587699</p> <p>www.women-without-borders.org</p>
Last update	2016 and before

Name of the practice	5.19 Echoes of IS #we share the scars
Description	<p><i>Echoes of IS</i> (http://www.echoesofis.nl) is a web documentary featuring 12 captivating stories of people affected by Islamic State (IS). People from diverse backgrounds (Dutch citizens, Syrian refugees, parents, children, ex-fighters and their relatives) bare their souls and share their life-changing experiences, often for the first time.</p> <p>These 12 stories serve to counteract the dishonest fictions manufactured by the propaganda machine of IS, which targets a susceptible group of young people (aged 12 to 25).</p> <p>Instead of characterising this work as ‘anti-radicalisation’, we provide:</p> <ul style="list-style-type: none"> - a multifaceted perspective on ‘scars’ as universal qualities shared by many; - an online series of powerful, personal narratives that connect with young lives; - a model for dialogue and respect for speaking out, regardless of one’s background (Muslim or non-Muslim). We want to set up a dialogue rather than take a judgemental stance.
Approach	<p>Delivering alternative narratives</p> <p>Educating young people</p>
Target audience	<p>Youth / pupils / students</p> <p>General public</p> <p>Online</p>
Deliverables	<ol style="list-style-type: none"> 1. The website http://www.echoesofis.nl/ (running time 70 minutes) 2. Social media content with teasers targeting 12-to-15-year-olds: <ul style="list-style-type: none"> - https://www.facebook.com/echoesofis - https://www.twitter.com/echoesofis - https://www.youtube.com/channel/UCR6XSyjVTWA8iFKy-Zc2Jlg - https://www.instagram.com/echoesofis/ 2. Schools and community centres can download the portraits (5 minutes each) for use in their programmes, free of charge. 3. We provide ‘Guidelines for teachers’ (text) on request. 4. Partners use the project in their programmes: International Documentary Film festival Amsterdam (IDFA), teacher organisations and community networks.
Evidence and evaluation	<p>We evaluated the project with pilot groups at three different youth centres having a majority Muslim/migrant background.</p> <ol style="list-style-type: none"> 1. While the young people were positively touched by ‘victims’ Hoessein and Dyana, and much more critical of ‘former’ Abdel-Rahman, discussion after viewing the latter profile was longer-

	<p>lasting, more intense and more constructive. The mix of former witnesses and victims therefore proved very effective.</p> <p>1054. While presence of witnesses enhanced viewer empathy, the presence of the moderators was crucial. Those having a migrant background and personal radicalisation experience were most successful in eliciting personal input and feedback from the youth.</p> <p>3. Online, young people were reluctant to share 'IS' in the title.</p>
Sustainability and transferability	<p>The materials are online and are available for download free of charge. Familiarisation and training around controversial topics is advisable. A 'Guidelines for teachers' is also available free of charge, upon request.</p>
Geographical scope	<p>Implemented in the Netherlands.</p> <p>Interviews originally conducted in Dutch and Arabic. Subtitled version online available in English and Arabic.</p> <p><i>Echoes of IS</i> has been presented at a RAN meeting, and France has expressed interest in a French language adaptation.</p>
Start of the practice	<p>November 2017</p>
Presented and discussed in RAN meeting	<p>Presented at the RAN EDU-RVT joint event in Madrid on 24 and 25 May 2018.</p>
Linked to other EU initiatives or EU funding	<p>None</p>
Organisation	<p>Submarine Channel is an innovation lab and producer of new digital means of storytelling, interactive graphic novels and virtual reality. Examples are the transmedia documentary <i>Last hijack</i> (http://www.lasthijack.com/) (Emmy Award, Best Digital Fiction, 2015), interactive documentary <i>Refugee republic</i> (https://refugeerepublic.submarinechannel.com/) (2015), and the game <i>Energy risk conspiracy</i> (http://www.collapsus.com/) (Emmy nomination, Best Digital Fiction, 2012). Many of their other projects can be found online (http://www.submarinechannel.com/).</p> <p>Foundation</p>
Country of origin	<p>Netherlands</p>
Contact details	<p>Submarine Channel Address:</p>

	<p>Arie Biemondstraat 111 1054 PD Amsterdam Netherlands</p> <p>Contact persons: Corine Meijers, Hans Dortmans Email: hans@submarine.nl Telephone: +31 208204940 Website: http://www.submarinechannel.com/</p>
Last update	2018

Name of the practice	5.20 On/Off Derad model (project no longer running)
Description	<p>The 'Online and offline deradicalisation interventions through social media' (On/Off Derad) model project aimed to reach those individuals at risk of (right-wing or Islamist extremist) radicalisation as well as those who had already been radicalised. It initially offered individuals the chance to engage in dialogue online, eventually leading to direct contact offline. The resulting working relationship was set up in order to promote critical engagement with extremism and extremist ideology, and ultimately, to initiate steps for exiting radicalisation processes. This intervention was intended to be carried out before radical ideologies were entrenched so deeply that they had resulted in social isolation.</p> <p>The On/Off Derad project was funded by various bodies: the European Commission's Internal Security Fund (ISF); the Berlin State Commission against Violence as part of the Berlin State Programme for the Prevention of Radicalisation; the Hessian Ministry of the Interior and Sport; and the Federal Ministry of Family Affairs, Senior Citizens, Women and Youth as part of the federal programme 'Demokratie leben!'.</p> <p>The project set up two organisation accounts on Facebook: one for young people at risk of right-wing extremism ('Jugend fragt'), and one for young people at risk of Islamist radicalisation ('Islam-ist'). The posts were targeted using advertisement tools from Facebook, based on messages intended for juvenile users within these target groups. With the support of the Facebook Ads Manager, messages were displayed directly on users' newsfeeds, in order to elicit a reaction from the target group.</p> <p>The target group was predefined using a range of characteristics such as location, device used and demographic data. Messages invited users to interact with their sender – in this case, the Facebook profiles created for this specific purpose. The contact established via online chat led to further dialogue, which was eventually transferred to an offline context, in order to initiate a long-term deradicalisation process.</p> <p>The project's target group comprised teenagers and young adults who had become radicalised, were at risk of radicalisation, or were at the onset of radicalisation, specifically those sharing/liking extremist content on social media or spending time in relevant forums and chat rooms of extremist groups.</p>
Approach	Delivering alternative narratives
Target audience	Online Youth / pupils / students
Deliverables	<p>Target-group-specific content was shared on the Facebook account created for young people attracted to Islamist-inspired radicalisation ('Islam-ist').</p> <p>The content, designed to initiate a communication process, had previously been created in the course of another project (Islam-ist.de Tränen-der-Dawa.de, funded by the Senate Department of the Interior in Berlin and the Hessian Ministry of the Interior and Sport). The former</p>

	<p>website (https://islam-ist.de/) contains deliverables such as videos, a glossary and FAQ.</p>
Evidence and evaluation	<p>At macro level, the aggregated data of the social media channels were analysed for information on the overall performance of the channels. Indicators such as channel impressions, channel likes or channel range were used.</p> <p>At micro level, the performance of each single post was analysed for information on the performance of the individual posts as well as the related topics.</p> <p>Thanks to the analysis carried out on these two levels, a comprehensive picture was obtained of the performance of the channels as well as of the topics.</p> <p>These data were considered alongside the feedback and user votes and voices, to establish a strategy. For this step, persistent qualitative analyses of the user-generated content were carried out, and the results were integrated into the content plan as well as the thematic categories plan.</p> <p>This approach successfully increased the access figures of the various channels.</p>
Sustainability and transferability	<p>Designed as a model project for 2 years, On/Off Derad aimed to test an approach to address the increasingly important role of social media in individually varying processes of radicalisation and also in the altered communications behaviour of young people compared to adults. It succeeded in doing so, without using technical tools that might violate privacy. Furthermore, it took into account two elements: that the target group of potentially radicalised young people is easier to identify online (than in real life); and that proper and sustainable deradicalisation cannot take place without reliable and trustful offline interaction. The model project sought to gain a greater understanding of how to access the described target-group online, and which content is suitable for use in initiating/establishing a dialogue/communication process.</p>
Geographical scope	<p>The model project focused on users whose Facebook profiles placed them in and around either Berlin or Hesse (Germany). This ensured that nearby advice centres/counselling structures were available, with sufficient personnel resources to guarantee immediate offline counselling.</p>
Start of the practice	<p>April 2016</p>
Presented and discussed in RAN meeting	<ul style="list-style-type: none"> – RAN C&N Meeting on One-to-One Digital Interventions, 14-15 December 2016, Berlin, Germany – RAN C&N Meeting on Measuring the impact of your online counter or alternative narrative campaign message, 13-14 February 2017, Brussels, Belgium – RAN CSEP - Civil Society Empowerment Programme kick-off workshop, 15-16 March 2017, Brussels, Belgium
Relation to other EC initiatives	<p>n/a</p>
Organisation	<p>For several years, the Violence Prevention Network, a non-profit NGO,</p>

	<p>has been engaged successfully in anti-violence work and the prevention of extremism, as well as the deradicalisation of extremist-motivated criminals. Since 2001, the Violence Prevention Network team has been reducing serious religion- and ideology-related crime and extreme acts of violence committed by young people. By way of its work with right-wing extremist young people and those endangered by Islamist extremism, the Violence Prevention Network team's expertise in the field of working with ideologically motivated criminal offenders is recognised throughout the country. Using the method of <i>Verantwortungspädagogik</i>® (education of responsibility), the Violence Prevention Network has identified a way to address people affiliated with anti-democratic structures without shaming them, thus facilitating their reintegration into the democratic community.</p>
Country of origin	Germany
Contact details	<p>Address: Violence Prevention Network e.V. Alt-Moabit 73 D-10555 Berlin Germany</p> <p>Contact person: Sebastian Ehlers Email: on-off-derad@violence-prevention-network.de Telephone: +49 3091705464</p> <p>Website: https://violence-prevention-network.de/?lang=en</p>
Last update	2019

Radicalisation Awareness Network



2019 Edition