GAM3 CHANG3R

RESEARCH REPORT - SUMMARY

A brief report summarising campaigns, training resources and the current state of thinking on counter radicalisation throughout the world

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GAME CHANG3R

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INTRODUCTION

This brief research report looks at the current state of thinking on radicalisation, extremism, countering violent extremism (CVE), extremist narratives and counter/alternative narratives, in order to distil relevant knowledge useful for training development and campaigning. It is a shortened and summarised version of a longer research report, which includes more in-depth explanations of the campaigns and resources listed.

The report is split into three chapters: chapter one identifies over one hundred different campaigns. Each section gives explanations of around three different campaigns, highlighting effective and successful campaigns, and the evaluations of them where possible. The names and links of other campaigns are also listed to provide the reader with an opportunity to explore further.

Chapter two identifies training resources and articles that lay out the current state of thinking on the following topics: counter/alternative narratives, disinformation resources, good/best practices, general current thinking, educational resources and toolkits, and finally, resources discussing online radicalisation. As with chapter one, roughly three resources are explained in each section, with others merely listed and linked.

Chapter three provides summaries and key takeaways from the three round table discussions we conducted in Brussels, London and The Hague. The knowledge gathered from these discussions confirmed the current thinking relayed in chapter two, and highlighted successful campaigns from chapter one, as well as providing a greater understanding in how to build an effective campaign.

Finally, as a result of the knowledge gathered in this report, the conclusion and recommendations lay out the necessary components for building a successful, effective, and impactful campaign, in the hopes that it will be informative and useful for future campaigners and trainers.

CHAPTER 1: CAMPAIGNS RESEARCH

INTRODUCTION

This chapter gives examples of different campaigns and programmes that have taken place across the world. The campaigns have been categorised into 10 different topics, however some of the campaigns may have overlap with another topic, for example, many of the youth programmes are also educational, and many of the disinformation campaigns are also online.

These campaigns are meant only to be used as inspiration. Each campaign should be highly relevant to their own target audience and target goals, therefore when creating one's own campaign, the circumstances are unlikely to be exactly the same as the examples below. This was confirmed by our experts at our Brussels round table, who suggested that looking at examples may limit the impact of new campaigns if they are followed too closely.

The success and evaluation of each campaign is shown in **bold**. Often, the only method of evaluation for the campaigns was looking at number of views on a video or number of likes or followers on a social media platform. As such, the ability to note the successes of each and every campaign is limited.

We have also chosen five campaigns that we think are the most successful:
- Shout Out UK's music video
- ISD's One to One online programme
- Exit-Deutschland
- Price on Our Lives social movement campaign
- Recife Sport Club's organ donor card
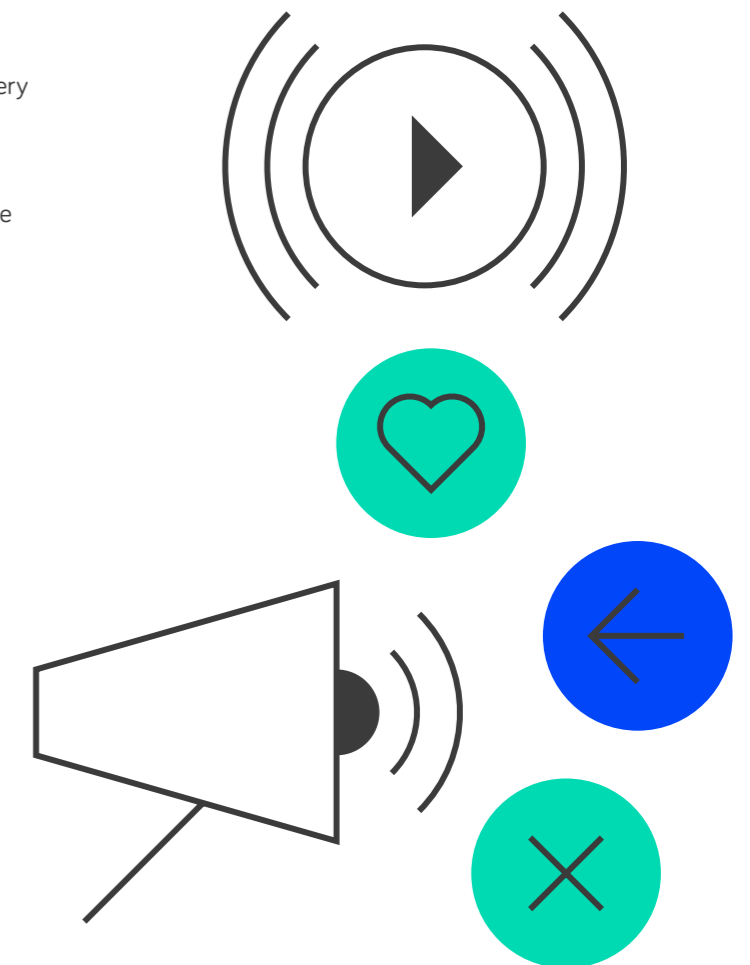
YOUTH PROGRAMMES

The framing of youth programmes that aim to counter radicalisation often includes an educational element that provides students with new and opposing views, promotes tolerance and social coexistence, and gives them the ability to challenge injustices. Therefore, it is beneficial to look at programmes such as *Awake the World* in Spain, and *Gelijk=Gelijk?* in The Netherlands, as they showed positive outcomes through doing this. In order to evaluate youth campaigns, we learnt from the experts at our Brussels round table it can be valuable to have open conversations with the youth involved as they can provide more frank judgements about their experiences. This, along with more formulated qualitative data collection methods during offline campaigns enables campaigners to build and improve on their projects. Campaigns such *Les Promeneurs du Net* in France preferred this method of evaluation.

As most young people tend to be prominent on social media, carrying out campaigns online can be extremely effective. When using social media tools to create these campaigns however, it is important to be aware of the target audience in order to use the relevant social media platforms that provides access to them. For many online campaigns, quantitative data methods are used when evaluating. It is often easiest to evaluate online campaigns by looking at reach, engagement and impressions, as seen with *Awake the World*. However, whether this is the most appropriate method to best evaluate a programme is not confirmed.

The benefits of offline, one-to-one interventions alongside online campaigns can be seen in examples such as the programmes carried out by *Les Promeneurs du Net*.

Les Promeneurs du Net, France

Promeneurs du Net provide educational support to young internet users via youth workers who approach teens on online social networks and offer social, educational or preventive services, where needed. Promeneurs du Net establish relationships with teens by befriending them on various online social networks (Facebook, Twitter, Snapchat, Instagram, etc.). They make use of instant messaging, email or other contact/communication tools specific to the social network concerned (wall comments, publications, etc.). Using their online presence, Promeneurs du Net offer various levels of support for young people:

- non-specialised or targeted information on their programmes (schedules, activities, etc.) and neighbourhoods (local events, public debates, etc.), or on specific topics such as employment, health and prevention;
- social links: daily exchanges ensure continuity and strengthen trust in the relationship;
- support (accompaniment): impetus for initiatives, help in realising projects, etc.;
- attentive listening (help): communication, debate, active listening, psychosocial support, etc.

However, this digital support does not replace face-to-face interaction: the objective of Les Promeneurs du net is to respond to the various concerns of young people online, and also to propose meetings or active involvement in concrete projects. The Promeneurs du Net programme aims to develop an educational internet presence by establishing youth workers on social networks or websites where young people meet. By detecting early signs of radicalised views, this approach also supports prevention of radicalisation and/or violent extremism among young people.

A qualitative evaluation to measure the impacts of this programme on young people and youth workers is currently under way. Early findings show that the consistent and managed online presence represented by the programme tends to ease contact and reinforce relationships between youngsters and professionals, thus facilitating the detection of at-risk situations. Furthermore, implementation of les Promeneurs du Net favours the networking dynamic between local actors.

Check the link or scan QR code:

Awake the World, Spain

Awake the World aims to counter radical and violent extremism through online and offline actions. They challenge religion- or culture-based prejudices, promote tolerance and social coexistence, actively counter islamophobia, and employ social networks in a bid to raise awareness. Awake the World's activities are designed to reduce discrimination, to demonstrate that the so-called West is not at war with Islam while invalidating the narrative of them and us, and finally, to lessen cultural marginalisation. These activities address the root causes of radicalisation: social and political factors as well as cultural and identity crises. Awake the World aims to foster tolerance and raise awareness of stereotypes among 16-to-25 year-old Spanish students. They do so through talks and conferences in high schools and universities. Since Awake the World lacked an evaluation system, they used the media statistics extracted from the various tools used.

Twitter: total impressions: 92,200; profile visits: 5,000; followers: 209; followers' interests: politics, business and current affairs. Facebook: more than 160,000 people reached in Spain; almost 2,000 likes on the page; international scope extended to 45 other countries; main age groups reached: 18 to 24, then 25 to 34 and finally 13 to 17.

Check the link or scan QR code:

Gelijk=Gelijk? (Equal=Equal), The Netherlands

Gelijk=Gelijk? Is an informal educational project for primary and secondary schools in the Netherlands. It is based on a method of peer education. As such, it is a peer education programme developed in 2008 by Diversion. The programme has since been implemented all over the Netherlands, in hundreds of classrooms at both the primary secondary school level. The project provides schools, teachers and other educators with the tools they need to structurally address discrimination. At the same time, the project mobilises young role models (from LGBT, Jewish and Muslim communities) who want to take an initiative in countering discrimination. The aim of the project is to combat discrimination, through promoting democratic citizenship and promoting oral proficiency. In at least three of the lessons, three peer educators from different backgrounds address the subject of discrimination by sharing their own experiences and facilitating dialogue in the classroom. Gelijk=Gelijk? prevents and counters radicalisation by promoting tolerance and encouraging people of different backgrounds to work together. It emphasises the importance of knowing the difference between opinions, facts and prejudice. This affects, not only the students and teachers in the classroom, but the peer educators themselves.

The programme has been scientifically evaluated and proved to have a significant positive effect on young people's perceptions towards various forms of diversity.

Check the link or scan QR code:

Other Youth Programmes:

- RealTalk, United Kingdom
- The Royal Atheneum School, Belgium
- Cultural and Spiritual Heritage of the Region, Dialogue Project, Croatia
- Fryshuset, Sweden
- The Active Change Foundation, United Kingdom
- Action Campaign of the Finn Church Aid, Finland
- Al-Sakina, Saudi Arabia
- KiVa, Finland
- No Bully, America
- Expedition Friend & Foe, The Netherlands
- Denkzeit Training, Germany
- Digital Literacy, United Kingdom
- Identity, Belonging and Extremism, United Kingdom[1]
- Derad theatre-therapy workshop, Hungary
- THINK, United Kingdom
- Limehouse Boxing Academy: KO Racism, United Kingdom

- Paddington Arts: Faith, Identity and Belonging, United Kingdom
- How do we want to live?, Germany
- Hooligan, Poland
- Association for Real Change: Get SMART, United Kingdom
- Crossroads, Germany
- Demystify Extremism, Germany
- ChamäLION, Germany
- Extreme Dialogue, Canada
- Terrorism: How about listening to what victims have to say?, France

[1] For several campaigns throughout this report, we were unable to find an official website. Instead, we have listed where the information on them has been found.

WOMEN'S PROGRAMMES

During our round table in Brussels, our experts informed us that some grassroots campaigns are shifting their focus as they gain greater insights into what is successful and impactful. This shift can be seen globally, with a growing number of programmes that are focusing specifically on girls and young women.

The examples of women's programmes below have two focus points: programmes that help mothers of radicalised children, and educating and informing young women to prevent radicalisation. The programmes helping mothers of radicalised children, such as *Mothers for Life*, bring families all over the world together to talk about their experiences and to support each other, both online and offline. As seen with the examples of youth programmes above, an educational aspect is also key throughout the programmes created specifically for women. From educating mothers in how to recognise radical ideas and actions surfacing in their children, to working to tackle extremism through informative workshops, put on by *Another Way Forward* programme in the United Kingdom, educating women in order to prevent radicalisation is clearly a vital aspect of these programmes.

Whilst it was difficult to find an evaluation of many of these programmes, the global reach of *Mothers for Life*, and the continued funding for *MAXIMA* in Germany, suggest that these programmes are helping the women involved as they are repeated year on year. The growth of these programmes and their replication in other countries also confirm the shift in focus to girls and women that our experts in Brussels suggested.

MAXIMA, Germany

MAXIMA's goal is to provide education about extremism and recruitment strategies as well as to develop strategies for girls and young women when signs of radicalisation arise in their peer groups. Other objectives are to demystify the phenomenon of jihadism and to increase the ability of girls and young women to distance themselves from extremism. Girls and young women are no longer powerless when faced with the recruiting efforts of the extremist scene; through a series of measures that are tailored to the specific context of the particular group, young women can instead respond critically. The limits that the friends, teachers and social environment of a possibly radicalised individual have with regard to action are addressed, and mention is made of the MAXIMA staff members, who are available at all times. They can take immediate action in recognisable individual cases that require more intensive support.

The project has received additional funding and continues to conduct workshops on the topics of Islam, the Middle East, interfaith questions and civic education for young people in grades 9 and 10, as well as training courses for multipliers.

Check the link or scan QR code:

JAN Trust: Another Way Forward – ISD Innovation Fund, United Kingdom

Another Way Forward is the vision of the JAN Trust, which is dedicated to empowering women to promote integration and prevent extremism and hate crime. Working to tackle extremism, Another Way Forward was an innovative campaign that educated and supported young girls at risk of radicalisation. Through informative workshops, a group of young ambassadors learnt about extremism and strengthened their own knowledge and views through open, meaningful discussion. Young ambassadors then learnt how to get their voices heard to enact change online. They also created their own social media campaign videos with a professional filmmaker.

795,285 targeted individuals were reached online, with 31,891 engagements and 4,01% engagement rate. 2,500 young women were reached through resilience-building school workshops. There was a 129% increase in their confidence in ability to recognise the warning signs of extremism/radicalisation, and 87% increase in an understanding of what online campaigning is and how it can be used to positively effect hate and extremism.

Check the link or scan QR code:

Mothers for Life, International

Mothers for Life seeks to bring together parents who have experienced radicalisation in their family, especially those who have had children travel to Syria or Iraq to join ISIS. The group operates globally, on a 'by parents for parents' platform, aiming to create a network of support for those affected by extremism. Through Mothers for Life, parents can access information, resources and specialised counselling services that work in the field of de/counter-radicalisation. Mothers for Life works with existing organisations around the world, connecting parents in areas without a strong Mothers for Life presence with these organisations to get access to support. In addition to operational support, the network seeks to foster dialogue and inspire counter-narratives to extremism. Group members have the opportunity to share their experiences with other parents, and also contribute to the Mothers for Life blog and produce videos and radio style media.

Check the link or scan QR code:

Other Women's Programmes:

- Nahla in Sarajevo, Bosnia
- Mother's School, Tajikistan
- Entre Soeurs, France

VIDEO CAMPAIGNS

Video campaigns that aim to counter radicalisation vary immensely, usually depending on the target audience and relevant goal. Videos often use a counter narrative or positive alternative aspect in order to tackle propaganda head on and use positive foundations. This is seen in the international campaign *#MoreThanARefugee*. Another approach used was a satirical one; although this approach can be successful in some cases, one must be cautious as there is a possibility you may antagonise individuals, either part of your target audience or outside it.

Video campaigns regularly measure success by the number of views they have had. Although they may have had a high number of views, an issue that was discussed with our experts in London is it does not necessarily mean they have been viewed by the target audience, or had the impact on the audience that was intended, which can be much harder to measure.

Our experts from the round tables suggested distinguishing if your target audience has been reached by translating the online campaign into an offline one, as Shout Out UK did with their music video *#RegisterToVote*. Remember Together, an initiative from the United Kingdom, also found a way to measure their target audience, through the use of opinion polls to show there was a positive impact of individual's views on British Muslims after watching the film. The success of the campaign could be attributed to their clearly defined target audience, targeting a specific age group of over 45s.

Shout Out UK's #RegisterToVote music video with Drillminister, United Kingdom

One of our TOP FIVE successful campaigns.

Shout Out UK created a music video with English rapper, Drillminister, encouraging people to register to vote for the UK December elections. They tried to show that Drillminister could be a force for good, and were able to engage with marginalised youth through partnering with him. They had a clear target audience of young BAME people between the ages of 16-30, living in areas the U.K. with low electoral turnout in previous elections. The video garnered high engagement in a very short space of time, **with 27,000 hits within the first 24 hours of it being live**. Although they could not see how many people registered to vote as a result of watching the video, they encouraged people to send screenshots of them registering to vote in order to be added to a draw for tickets to a concert with Drillminister performing, which they found to be very successful; **they received 3,907 screenshots of registering to vote confirmations**. In addition to the music video, **Shout Out UK also created online voter registration resources, of which 63 schools downloaded, and had a launch event which included a workshop, voter registration drive and a panel discussion, with over 200 attendees all from their target audience**. During this event, they used pre and post workshop surveys in order to measure how successful it was.

One question participants were asked to rank was: 'I believe I can be politically active and make a difference'. Pre-workshop surveys indicated that 24.3% of participants 'Strongly Agreed' and 'Agreed' with the statement. This number increased to 72.9% after the workshop. Overall, the music video successfully linked online campaigning to offline activities, with a clear call to action and successful methods of evaluation.

Check the link or scan QR code:

British Future: Remember Together, United Kingdom

Remember Together was a new initiative by British Future and the British Legion that unites people from different backgrounds to learn about a shared First World War history. It included the story of the 400,000 Muslims who fought for Britain in 1914-18. Events were filmed and used to tell the story of shared remembrance to an **audience of over 600,000 people** who feel more anxious about diversity and the integration of Muslims in Britain. Research shows that the act of remembrance is particularly resonant with this age group (over 45).

After watching the films, opinion polls showed a positive impact on people's attitudes towards British Muslims.

Check the link or scan QR code:

#MoreThanARefugee, International

Run by YouTube Creators for Change and the International Rescue Committee (IRC), #MoreThanARefugee was launched in 2017 to coincide with World Refugee Day. This partnership sent seven YouTube Creators to five different countries – Jordan, Serbia, Uganda, Greece and the United States – so that they could meet refugees, get to know them and help share their stories. The main goal of this was to humanise refugees amidst the harmful narratives perpetuated during the refugee crisis. The project's official YouTube Blog highlights the experience of the filmmakers who, despite living in immensely different situations, discovered a sense of commonality and shared humanity with the refugees they met and interviewed.

#MoreThanARefugee produced nine videos hosted on its YouTube Channel. The videos provide a snapshot into the lives of refugees, looking at day-to-day life in a refugee camp, the struggles faced by those who manage to immigrate to new countries, and the crossover between LGBTQ+ issues and refugee status, such as forced immigration. They are short in length and designed for sharing on social media, especially Twitter, using the #MoreThanARefugee hashtag. The video and social media campaigns were coupled with a donations platform managed by Google for Non-Profits, with the proceeds going to the International Rescue Committee to help support refugees around the world.

In total, the videos have over 2 million views.

Check the link or scan QR code:

Other Video Campaigns:

- Twin Track, United Kingdom
- #NotAnotherBrother, United Kingdom
- Diary of a Bad Man, United Kingdom
- Echoes of IS documentary, The Netherlands
- Open Your Eyes to Hate, United Kingdom
- EU Protects: How the EU is combatting radicalisation, EU wide
- Tales from the Frontlines, International
- #sharesomegood, Australia
- Average Mohammed, America
- JiLadz, United Kingdom

ONLINE CAMPAIGNS/PROGRAMMES

With the growth of internet access throughout the world, online campaigns and programmes can be a useful, and often very successful, way to reach an audience. Many online campaigns measure their success rate depending on the average engagement rate of their campaigns. Engagement rate is a metric used to measure the level of interaction an audience has with a specific piece of content online, be it through likes, shares, link clicks and more. A study[2] carried out by We Are Social in 2018 found that the average engagement rate across all content types is 3.91%. *Dare to be Grey* is a campaign from The Netherlands that can be considered successful due to a higher than average engagement rate (over 8%).

When a campaign is targeted at a segmented audience, an engagement rate can give great insight into whether the content resonates with the audience, or not. However, without targeting a segmented audience specifically, a high engagement rate does not necessarily mean that your target audience has been reached, an issue that is also highlighted with the video campaign examples above. Qualitative data analysis may be needed to evaluate a successful campaign on this basis, or a more well-defined target audience.

As such, the importance of target audience can, once again, be seen throughout these online campaigns. The evaluation of the international *#TurnToLove* campaign showed they would have benefitted from having a more defined audience to increase the success of their campaign.

The benefits of one-to-one interventions offline were previously seen in an example. This idea was replicated by the Institute of Strategic Dialogue (ISD) online in their *One to One Programme* carried out on Facebook. It was considered a success due to the high percentages of sustained conversations. Thus, we can see that one-to-one interventions are beneficial both on and offline.

Whilst there have been a number of campaigns that work on educating individuals offline about radicalisation online, the following campaigns and programmes were carried out predominantly online.

Dare to be Grey, The Netherlands

Dare to be Grey is an organisation 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 to anyone with a 'Grey' story to be told. Besides online activities, they regularly organise local debates and become involved with local events.

Dare to be Grey was the winner of 2016 P2P: Facebook Global Digital Challenge. They have over 10,000 likes on their EU Facebook page and almost 16,000 likes on their Dutch Facebook page, both of which are growing rapidly. Their average engagement rate is over 8%.

Check the link or scan QR code:

#TurnToLove, International

#TurnToLove is a global campaign that seeks to promote unity in the face of terrorism and polarisation. #TurnToLove creators recognise that online discussion and narratives surrounding victims of terrorist violence are often divisive and polarising. This provides an important opportunity to engage with the general public and combat these harmful trends and challenges by fostering alternative narratives of love and social cohesion. The campaign's strategy was well thought-out – for example, it was launched on March 22nd, 2017 at the Place de Bourse in Brussels, where thousands of people came together to form a "human chain of love" in honor of those who had lost their lives to terrorism across the world. March 22nd was strategically chosen as the campaign's launch date because of its significance as the anniversary of both the Brussels attacks of 2016 and the 2017 Westminster Bridge attack in London. #TurnToLove's creators hoped to use the volume of online discussion surrounding these events to promote their campaign's chosen messages. The campaigners therefore leveraged an important date that was not only relevant to their message but also helped to promote it further.

Through their detailed monitoring and evaluation process, the #TurntoLove creators learned that their campaign would have benefited from choosing a more defined audience than just the general public. This would have enabled them to understand how best to promote engagement with their messages and ensure their campaign generated real impact.

check the link or scan QR code:

One to One programme – ISD Counter Conversations, United Kingdom

One of our TOP FIVE successful campaigns.

ISD's Counter Conversations programme is an experimental approach designed to test if the methods deployed in offline interventions can be brought into the social media domain. Delivered on Facebook to date and working across Extreme Right and Islamist ideologies, the programme provides an opportunity for individuals showing clear signs of radicalisation to meet and engage with someone that can support their exit from hate.

One in five intervention candidates replied to the initial Facebook message, with 71% of conversations with Islamist candidates being continued and sustained, and 64% with extreme right candidates.

The results demonstrate the positive potential of direct online engagements and point to the need for further exploration into how this model can be deployed in a responsible, effective and scaled fashion, as part of a suite of online risk reduction methodologies.

check the link or scan QR code:

Other Online Campaigns/Programmes:

- New Horizons in British Islam: Muslims against anti-Semitism, United Kingdom
- Turulpata Facebook page, Hungary
- Abdullah X, United Kingdom
- The Redirect Method, United Kingdom
- What's up?, Germany
- HateAid, Germany
- #WeAreAllEngland, United Kingdom
- Get The Trolls Out, United Kingdom
- Don't Be Silent, Germany
- Imams Against Daesh, United Kingdom
- My Jihad, America
- Responding to Islamist and tribalist messaging online, Kenya
- Mots pour Maux, France
- Stop Funding Hate, United Kingdom

[2] Simon Kemp. Internet Growth Accelerates, But Facebook Ad Engagement Tumbles. We Are Social, 25 July 2018 link

DISINFORMATION/FAKE NEWS CAMPAIGNS AND PROGRAMMES

With disinformation and fake news on the rise, the spread of intentionally misleading content is affecting citizens' understanding of reality and undermining trust, informed dialogue, a shared sense of reality, mutual consent and participation. As such, campaigns countering them are vital. The small number of examples provided below show a variety of methods used to raise awareness and educate on the topic of disinformation and fake news. *What The Fake*, from France, used fact-checking skills to prove that the disinformation being spread was incorrect. *What The Fake* had a very high number of impressions and reach, however their engagement rate was slightly below average (3.1%).

The benefits of using pre- and post-survey questionnaires can be seen in the *Sens Critique* project in France. Through this, they were able to evaluate the success of their programme and display a number of positive outcomes students felt they had gained from the programme.

Our experts in London also highlighted the problematic nature of troll farms and botnets, discussing the difficulty in knowing how much of the toxicity they produce is real. Disinformation and fake news campaigns and programmes are necessary to distil this.

The Sens Critique project, France

The Sens Critique pilot programme aims to raise awareness among pupils on the dangers of fake news and hate speech. The programme includes awareness-raising exercises concerning disinformation and emotional manipulation, while at the same time building skills that may be useful for those who wish to pursue jobs in film industry professions. The programme was piloted with 22 pupils from three schools in the Paris region.

In order to evaluate the programme's impact, pupils completed pre- and post-survey questionnaires measuring outcomes on a range of measures, including confidence in identifying trustworthy sources of information, fake news and emotional manipulation, and in creating online content of their own. 82% of pupils reported feeling more confident when they consume information online and 71% of pupils expressed their belief that what the programme taught them was useful for their lives.

Check the link or scan QR code:

What The Fake, France

An initiative run by the think tank Civic Fab, What The Fake (WTF) aims to fight hate speech and extremism online by undermining the disinformation and conspiracy theories that fuel them. WTF is active across multiple platforms, including Facebook, Twitter and YouTube, as well as a dedicated website. The campaign has been active since 2017 and also benefits from a partnership with content producers and diffusers like Buzzfeed. Noting how disinformation and conspiracy theories can feed into hateful speech and extremist discourse online, actors from civil society decided to launch the What The Fake campaign. The objective of this campaign is to counter hate, extremism and manipulation online by checking the hateful speech that proliferates on the internet. For this, the campaign has leveraged factual, verifiable and well-sourced information, as well as positive content. WTF produces two short videos per week, ensuring a regular flow of content for users to engage with. Videos are centred around three main themes: manipulation (including emotional manipulation, fake news and disinformation), extremism (including debunking extremist narratives) and positive initiatives (promoting positive initiatives that represent ideals contrary to extremism). In addition to the videos, short articles are shared intermittently via the website as well as Facebook, falling into the same three broad themes.

21,001,780 impressions on Facebook. 9,283,908 individuals reached by promoted campaign materials. 3,720,366 views of promoted videos. 642,441 engagements with campaign content (3.1% engagement rate). 115,537 likes on their Facebook page.

Check the link or scan QR code:

Other Disinformation Campaigns:

- Fakery Cake News, Bulgaria
- Hoaxmap, Germany

EXIT CAMPAIGNS

Exit campaigns and programmes are emerging in more and more countries across the world, and are created to help extremists 'exit' from their extreme lifestyles. This is through setting up de-radicalisation or disengagement programmes that aim to help re-integrate violent extremists. Most famously in Europe, *EXIT-Deutschland* carried out a number of campaigns in order to raise awareness of their organisation. *The Trojan T-shirt campaign*, although it did not have an immediate effect, became the number 1 social media hit in 2011 and the number of people contacting EXIT for help was three-fold. *EXIT-Deutschland* gave the extremists they were targeting the opportunity to make a change, simply by contacting the organisation.

The United States *EXIT* programme uses ex-far-right individuals to try and help those who are still part of radical right-wing groups. They never removed hate speech, but instead, tried to start a dialogue for discussion by creating an alternative narrative. By using previous members of the far-right groups as allies, they ensured the formation of trust, and proved that personal stories are important. The effectiveness of this can be seen as they have the highest recorded success rate of CVE campaigns.

In each of the campaigns below, the target audience is clearly defined, therefore it is important to remember that the campaigns created are highly specific to that audience.

EXIT USA

Previous far-righters try to help those who are still part of radical right wing groups. They published short and emotionally charged videos on social media and TV and ran a campaign on social media where people could just reach out and start discussions. They never remove hate speech and their videos weren't so much about countering extremism, rather about helping to start a dialogue for discussion and provide help with no judgement. Utilising a direct response with personal stories was highly effective.

This campaign had the highest recorded success rate of CVE campaigns, with more than 30,000 supporters they have helped more than 150 people confront violent extremism; and thousands more deal with hate in their communities.

Check the link or scan QR code:

EXIT Sweden

Exit provides hands-on individually targeted support to those who want to leave white power/neo nazi environments behind. Exit offers personal meetings, provides a contact person (if needed available 24/7) and assists in contacts with governmental agencies. Exit cooperates with housing corporations, the police, social services, other legal entities and family and friends of those who want out. Exit also offers counseling to parents, siblings, partners and others close to its clients.

Since the start of Exit Sweden in 1998 they have worked with over 800 individuals (directly or indirectly).

Check the link or scan QR code:

EXIT-Deutschland, Germany

One of our TOP FIVE successful campaigns.

EXIT-Germany works with individuals from all backgrounds in every situation, be it in prison or elsewhere. The central core for EXIT's work is the understanding that leaving a radical milieu without leaving the extremist ideology behind is not possible and cannot be regarded as a successful deradicalization. Thus, EXIT-Germany implements the personal reassessment and critical distancing from the person's ideological background and past. EXIT-Germany helps dropouts to develop new perspectives, arranges contacts and gives practical aid, as well as answers for questions regarding personal safety, social problems and individual reappraisal. EXIT will not give financial or social aid to former radicals and will also not offer protection from judicial persecution. EXIT-Germany analyses right-wing extremist tendencies and informs about them. EXIT explains opportunities of democratic action and advises projects and institutions. EXIT-Germany helps individuals who are affected by right-wing extremism, such as families, police, teachers etc. and people who want to spread and improve democratic values and human rights.

Since the year 2000 over 500 individual cases have been successfully finished with a recidivism rate of approximately 3%.

- EXIT-Germany created Operation Trojan T-shirt
- Donate the Hate
- Nazis against Nazis

Check the link or scan QR code:

COUNTER, ALTERNATIVE AND POSITIVE NARRATIVES

There are a number of methods for countering extremist narratives, some of which can be seen in the examples below. **Factual counter narratives** point out flaws in the narrative of the extremist group, which is often displayed using fact-checking. However, this method may not help to change the behaviour or opinion of a target audience. Another method is using a **moral counter narrative**, pointing out that violent action is not a moral way of achieving one's aims. This can be a useful method if the messenger has an ethical or moral influence over their target audience. Using **humour and sarcasm** is also another way to de-legitimise the narrative of extremists.

The most popular method is by using **positive and alternative narratives**. By creating proactive, positive and alternative narratives, one can strengthen positive, inclusive and constructive voices. In providing an alternative for grievances and feelings of injustice, individuals can be empowered to use their ambitions to make a constructive change. By sharing messages of unity and love in the face of extremists, *Faiths Forum For London* assisted with beneficiaries being able to successfully run strategic communications after terrorist attacks. The consistent and targeted campaigning from *HOPE not hate*, offering a positive narrative, resulted in the far-right British National Party to become completely wiped out. The success of these two examples show the benefits of creating a campaign that is centred around positive narratives.

Faiths Forum For London: Turn to Love, United Kingdom

Turn to Love is a campaign, created by Faiths Forum for London, that began as a grassroots initiative. It combats extremism both online and in communities by providing a rapid response team ready to be deployed during the painful period of terror attacks perpetrated by ISIS and its affiliates. Faiths Forum for London built a pool of volunteers who shared messages of unity and love in the face of extremist and far-right groups spreading division and hate. They engaged community groups and volunteers on how to deliver successful campaigns with the aim of increasing their presence and reach.

126 activists trained in rapid response strategic communications techniques to terror. 31% increase in beneficiaries reported ability to run strategic communication activities after terror incidents.

Check the link or scan QR code:

HOPE not Hate, United Kingdom

The HOPE not hate campaign was founded in 2004 to provide a positive antidote to the politics of hate. The British National Party (BNP) was winning substantial votes and local councillors in northern towns and traditional anti-racism and anti-fascism was failing. HOPE not hate was established to offer a more positive and engaged way of doing anti-fascism. By prioritising working in communities and town centre demonstrations, they were able to engage and speak to local people rather and found out that the BNP was tapping into a wider mood of alienation and hardship and it was important to address issues of concern to voters. **The campaign can take some credit for the collapse of the BNP.** Their consistent and targeted campaigning saw **the BNP wiped out in every council chamber it was in. The BNP not only failed to win the council but lost every seat they were contesting. HOPE not hate ran its largest ever campaign, with 355,000 pieces of literature distributed in the borough in the five months leading up to the 2010 election. Over 1,500 different people were involved in the campaign.** HOPE not hate has since conducted four campaigns to combat the far-right online, the total of which has reached **4,565,464 targeted individuals online, with 57,081 engagements.**

Check the link or scan QR code:

Other Counter Narrative Campaigns:

- English Disco Lovers, United Kingdom
- Fol Tash in Pristina, Kosovo
- Praxis Community Projects: Challenging the Narrative, United Kingdom

EDUCATIONAL AND TRAINING PROGRAMMES

Whilst directing educational programmes towards youth can be extremely beneficial, other groups in society must also be the key target audience for delivering such programmes.

Teachers and trainers are able to go on and educate others, however they, themselves, must first be trained. The success of the *Train the Trainer* programme in The Netherlands can be seen through the extension of the programme into other countries and the scheduling of further trainings.

With the increase of mobile phones and internet access, creating an educational application that can be accessed via one's phone provides the opportunity to reach more people. *Everyday Racism*, an app created and launched in Australia, has done just that. With the app educating users on racism through an immersive, interactive, and almost game-like, experience, they have had very positive results.

Creating a citizen's guide in a digital format, as *Faith Associates* did, also makes use of the increase in internet access, as well as showing a different type of educational tool. By distributing the guide digitally, they were able to reach a greater audience than they may otherwise have reached.

Everyday Racism, Australia

Everyday Racism is a resource developed and managed by All Together Now, Australia's leading think tank on issues related to extremism and social polarisation. Everyday Racism is an award-winning mobile app designed to challenge users' understanding of racism. The app is immersive and interactive – users receive texts, tweets, images and videos that challenge pre-conceptions and assumptions around race, while trying to highlight the importance of speaking up or reporting instances of verbal or physical discrimination, whether as a witness or victim. Importantly, the app educates users about racism manifested towards different ethnic groups – users can choose to live a week in the life of an Aboriginal man, a Muslim woman, an Indian student, or as themselves. **In the first 12 months of the apps launch, more than 25,000 people have downloaded it.** Early results from a survey of Everyday Racism players (analysed by the University of Western Sydney) reveal that players:

- **have increased awareness of racist talk and actions – 76.5%**
- **perceive the app's effectiveness at encouraging bystander action – 90.7%**
- **have spoken up against racism since playing – 60.0%**
- **perceive the importance of action – 97.9%**

Check the link or scan QR code:

Train the Trainer, The Netherlands

To enable Member States to reach out to different actors with awareness training, the RAN TAS built a one-day Awareness and Actions Workshop. It's an interactive workshop using YouTube, voting cards and several exercises based on real life situations. As exchange between participants is key, a diverse composition of the group (different types of professionals) provides added value. The one-day workshop is being transferred into a two day train the trainer programme. On day one the to-be-trained trainers experience the workshop. On day two they are offered support in building their own workshop, using the RAN materials. Since the workshop is a robust, basic awareness programme, the to be trained persons do not have to be experienced trainers, but more like facilitators who feel comfortable leading a session in front of a group of colleagues or network partners.

The programme has so far been delivered in ten different countries, with further trainings scheduled for new countries as well.

Check the link or scan QR code:

Other Educational and Training Programmes:

- Never Again Association, Poland
- Teachers Empowered, Switzerland and Greece

Faith Associates: Muslim Digital Citizens Guide, United Kingdom

The Muslim Digital Citizen Guide enhances the understanding of rights and behavioural responsibilities when online. The project was inspired and set up by Faith Associates, which recognises the key role that mosques, madrassas and Islamic centres play in providing guidance. It also knows the difficulties that Imams and other key members of the Muslim community face when providing sound advice and support. The guide reminds Muslims of their Islamic responsibilities to act a certain way online through detailed scenarios that are relatable to day-to-day life.

8,236 digital copies of the guide were distributed, with 2,000 hard copies distributed to 1,912 mosques and Islamic centres servicing 10,000. 101 mosques endorsed the guide as well.

Check the link or scan QR code:

FAMILY AND COMMUNITY PROGRAMMES

Family and community programmes are also growing, which was confirmed by our experts at our Brussels round table, as they provide a more localised level of focus. The programmes laid out below not only provide assistance within communities to prevent radicalisation, but also help families who have suffered as a result of radicalisation, usually due to a radicalised family member.

A common theme throughout the community programmes is to promote dialogue so as to raise awareness and rethink radicalisation. Discussion groups and workshops, led by the *Mother and Child Welfare Organisation*, enabled the participants from Somali communities to discuss their fears, experiences and understanding of extremism and radicalisation, creating an open dialogue on a highly sensitive topics.

Through using local community members, the *SMN Helpline* in the Netherlands dealt with over 600 help requests in just two years and have had over 2,000 parents attend 38 meetings. Local community members can act as influencers who influence the behaviour or belief of the rest of the community. Influencers are key in trying to target your audience specifically and to increase impact. Our experts in London reminded us that when choosing them, they must not only be impressive, but also attainable for the audience themselves. Hence why choosing a local community member as a role model, who is relatable to the context of the audiences own lives, can be beneficial to a campaign.

SMN Helpline, The Netherlands

This helpline is an initiative and a realization of the vision of Samenwerkingsverband Marokkaanse Nederlanders (Alliance of Moroccan-Dutch), on the prevention of radicalisation. SMN considers it important that the Moroccan community in the Netherlands organises its own resilience against IS radicalisation and speaks openly about it to raise awareness and prevent that more youngsters will become radical and join IS. The Moroccan community at the local level plays a key role in the prevention of radicalisation. Moroccan community are central to this Helpline. SMN has put local key persons and community leaders in place in order to help parents and family members who reach out to the Helpline. The key persons will help these families to find a solution for their radicalization problem. Initially, the helpline was only due to run from the end of 2014 until the end of 2016, however they secured further funding and are still running today.

The helpline dealt with over 600 help requests (between January 2015 and June 2017). Of these, 180 cases related to very serious cases of radicalisation, calling for counsellor intervention. Trained more than 32 counsellors (volunteers), active in over 12 municipalities throughout the country. Organised over 38 information meetings over the course of 2 years. In total, at least 2,028 parents have attended these meetings. Produced a bilingual information brochure (in Dutch and Arabic): 2x5000 copies have been disseminated to professionals, police, social workers, schools, imams, and local authorities.

Check the link or scan QR code:

Mother and Child Welfare Organisation: Challenging Extremism and Radicalisation in the Somali Community, United Kingdom

The Mother and Child Welfare Organisation focuses on providing physical, emotional and educational support to vulnerable inner-city mothers and children, as well as young people. Its project to challenge extremism in Somali communities focused on organising workshops, discussion groups and talks that enabled all generations of Somali society to discuss their fears, experiences and understanding of extremism and radicalisation. The project used word of mouth, TV and radio to reach a wide cross-section of the Somali community and begin the difficult conversation around highly-sensitive issues.

They hosted 9 community events benefitting 608 members of the local Somali community and providing training on the warning signs of radicalisation. 16 youth events reached 820 young people from the Somali community and focused on cautionary tales about online grooming and radicalisation and positive counter messages. Two events at Islamic Centres/Mosques benefitted 50 members of the local community and focussed on the concept of hate crime and extremism in order to increase overall awareness.

Check the link or scan QR code:

Other Family and Community Programmes:

- Families Against Stress and Trauma, United Kingdom
- Rethinking Radicalisation: Community Dialogue, United Kingdom
- ACT NOW, United Kingdom
- Living Room Conversations, America
- Manchester RADEQUAL Campaign, United Kingdom
- Safe houses, The Netherlands

EMOTIVE CAMPAIGNS

The campaign examples below are all videos that had an extremely high level of reach in terms of the number of views they achieved. As we saw from our experts in The Hague, campaigns do not always need to specify the topic as radicalisation, and can often be more effective if they are primarily based on another topic. Thus, although most campaigns below are not related to counter radicalisation, extremism or disinformation per se, these videos provide examples of successful campaigns that can be used to inspire and stimulate new ideas when creating one's own campaign.

These types of campaigns involve serious messages about behavioural change, however they use emotional stories to get their message across. As they are all online videos, the campaigns have been able to garner global reach, despite some of them only being targeted at a specific audience to begin with.

The *Price on Our Lives* campaign began as a social movement, attracting youth advocates and growing as a youth led campaign. The success of this campaign confirms one of the key takeaways we found at our round table in The Hague: by taking a step back and allowing youth to communicate between each other and putting trust in them to campaign themselves, highly successful campaigns can be built.

The *Recife Sport Club* campaign from Brazil highlights the community centric approach that is often necessary to bring about a successful campaign.

Price on Our Lives, America

One of our TOP FIVE successful campaigns.

After the mass shooting at Parkland school in Florida, March For Our Lives decided to work out how much each school child in Florida was worth in comparison to the amount of money The National Rifle Association (NRA) donates to politicians. The amount was $1.05 per student. They created different price tags for every state.

The case film states that it cost them $0 medial dollars, with 2.2 billion impressions.

Check the link or scan QR code:

Recife Sport Club, Brazil

One of our TOP FIVE successful campaigns.

Recife Sport Club has some of the most passionate fans in the world. Doador Sport is the first organ donor card for a sports team.

51,000 Recife Sport Club fans signed up for the donor card, resulting in a rise of 54% in organ donation. The waiting list for heart and corneal transplants fell to 0. The video has almost 14,000 views.

check the link or scan QR code:

Other Emotive Campaigns:

- The Eyes of a Child, Noemi Association, France
- Momondo: The DNA Journey, Ancestry, Denmark
- Yes Equality, Ireland
- It Gets Better, International

CHAPTER 2: TRAINING RESOURCES AND THE CURRENT STATE OF THINKING

INTRODUCTION

This chapter summaries different training resources and reports that explain the current state of thinking regarding counter radicalisation, extremism, hate speech and disinformation. The resources and reports have been split into six different categories, however, as with the campaign categories, some may overlap as well.

This chapter seeks to give an overview of some of the most prominent reports in the field, in order to improve one's own knowledge and understanding on the topics. Having this knowledge and understanding is vital for building campaigns and programmes in order to counter radicalisation. Tools such as ISD Global's *Campaign Toolkit* and RAN's *GAMMA+ Model* can be useful in assisting the building of campaigns as well.

Our experts in Brussels, London and The Hague confirmed the current thinking that is relayed in this chapter. Key elements in each section have been highlighted in **bold.**

The first three reports in this chapter provide a deeper understanding of the rise of radicalisation online. By providing a new strategy that hopes to counter online radicalisation, Tim Stevens and Peter Neumann **advise moving away from governments initial solution of removing and blocking radicalising material on the internet.** They also state that it is not only down to the government to work on countering online radicalisation, as it also **needs the help of internet companies and individual internet users**. The OSCR report provides recommendations for all three as well. Their report also looks at the gaps in our understanding of online radicalisation and hate speech and analyses a number of case studies to identify what does and does not work when creating campaigns online. And finally, UNESCO provide an overview of a number of studies and research that has been carried out globally on the role of social media in radicalisation.

UNESCO: Youth and Violent Extremism on Social Media – Mapping the Research

This study provides a global mapping of research (mainly during 2012-16) about the assumed roles played by social media in violent radicalization processes, especially when they affect youth and women. The research responds to the belief that the Internet at large is an active vector for violent radicalization that facilitates the proliferation of violent extremist ideologies. Much research shows that protagonists are indeed heavily spread throughout the Internet. There is a growing body of knowledge about how terrorists use cyberspace. Less clear, however, is the impact of this use, and even more opaque is the extent to which counter measures are helping to promote peaceful alternatives. While the Internet may play a facilitating role, it is not established that there is a causative link between it and radicalization towards extremism, violent radicalization, or the commission of actual acts of extremist violence.

Check the link or scan QR code:

ICSR Countering Online Radicalisation: A Strategy for Action, by Tim Stevens and Peter R. Neumann

This report examines what can be done by governments, industry and civil society to counter the activities of political extremists and terrorists using the internet as an instrument for radicalisation and recruitment. Most governments have focused on technical solutions, believing that removing or blocking radicalising material on the internet will solve the problem. Yet, this report shows that any strategy that relies on reducing the availability of content alone is bound to be crude, expensive and counterproductive. Radicalisation is largely a real-world phenomenon that cannot be dealt with simply by 'pulling the plug'.

Any strategy that hopes to counter online radicalisation must aim to create an environment in which the production and consumption of such materials become not just more difficult in a technical sense but unacceptable as well as less desirable.

Elements of this strategy include four strands, of which the report develops concrete proposals for action:
- **Deterring producers:** The selective use of takedowns in conjunction with prosecutions would signal that individuals engaged in online extremism are not beyond the law.
- **Empowering online communities:** The creation of an Internet Users Panel in order to strengthen reporting mechanisms and complaints procedures would allow users to make their voices heard.
- **Reducing the appeal:** More attention must be paid to media literacy, and a comprehensive approach in this area is badly needed.
- **Promoting positive messages:** The establishment of an independent start-up fund would provide seed money for grassroots online projects aimed at countering extremism.

Check the link or scan QR code:

Hate Speech and Radicalisation Online: The OCCI Research Report

Check the link or scan QR code:

COUNTER NARRATIVES/ALTERNATIVE NARRATIVES

The resources laid out below explain what counter narratives and alternative narratives are, as well as providing tools on how to create your own campaign based on this narrative and methods to evaluate such a campaign.

The RAN Issue Paper on *counter narratives and alternative narratives* states that there is a large gap between the volume and quality of these types of campaigns and the propaganda that organisations such as ISIL are creating. In order to increase the quality of these campaigns, following specific tools that help in creating campaigns would be beneficial.

One of the tools includes the RAN *GAMMA+ Model*, which has been comprised to help identify the key elements needed in order to create a successful counter or alternative narrative campaign. Following the elements not only helps with building a campaign, but also aids in the evaluation stage of them as well.

Despite the majority of the resources looking at both counter and alternative narratives, the ICCT *State of Knowledge* paper explains that **counter narratives are often seen as being reactive and defensive, and thus developing a pro-active alternative narrative could result in a more successful campaign.** The DIIS Policy Brief also provides recommendations on how to avoid the pitfalls of counter narratives, and concludes that **real alternatives are necessary**
.

In conjunction with the examples in the counter and alternative narratives section of chapter one, these resources can help build an understanding of what counter and alternative narratives are, and give you the tools necessary to build your own campaigns on this topic.

Al-Qaeda's 'Single Narrative' and Attempts to Develop Counter-Narratives: The State of Knowledge, ICCT, January 2014

Any serious attempt to develop counter (and alternative) narratives should begin by asking the question: what are the ingredients of a strong narrative?

It can be argued that an effective narrative has to possess five characteristics:
1. It has to articulate a clear, realistic and compelling mission purpose without getting entangled in sub-goals and details, but keeping the focus on long-term, overarching goals that have to be related to cultural norms and values as well as interests;
2. It has to have legitimacy in that it matches cultural and public norms and values and is seen by relevant publics as justified;
3. It has to hold the prospect of success and provide a feeling of progress towards its goals;
4. The narrative has to be presented in a consistent manner in order to be effective and withstand the attacks of counter-narratives that might cost it public support;
5. The narrative must fit within an overall communication plan that reflects major themes of our own identity.

Counter narratives are often perceived as being reactive and defensive. One should therefore consider attempting to go beyond that and develop a pro-active alternative narrative. This should be able to build bridges between 'us' and 'them', bringing together people from all sides. It should draw on the insights and input from all concerned citizens and people of good will who have an interest in contributing to the solution of problems underlying the rise of terrorism.

Check the link or scan QR code:

RAN Issue Paper: Counter Narratives and Alternative Narratives

The key arguments outlined in this paper are:
- There remains a very large gap between the volume and quality of counter- and alternative narrative campaigns and the propaganda machine of ISIL and other extremist groups.
- The primary obstacle to producing more and better quality counter- and alternative narratives is the lack of government, civil society and industry partnerships that are productive, sustained and long-term – with proportionate levels of resource.
- One of the solutions is to create innovative funding models and structures that combine government resources with support and expertise from tech, social media, and advertising companies to support civil society practitioners and grassroots networks in a manner that is sustained and long-term, with creative freedom and rigorous measurement.
- Governments have the resources and motivation to fund counter-narrative campaigns. They can encourage partnerships between civil society and industries, such as tech and social media. Existing funding mechanisms at EU and national level should be leveraged to a maximum to support such partnership initiatives. Here, the EU RAN CoE could provide an important platform for innovative solutions between government, industry and CVE practitioners.

This paper draws upon the insights and lessons learned from the RAN @ working group, the RAN Collection of Approaches and Practices and other research materials related to this topic.

Check the link or scan QR code:

Other Educational and Training Programmes:

- Counter Narrative Toolkit
- RAN Ex Post Paper: How to measure the impact of your online counter or alternative narrative campaign
- RAN Ex Post Paper: Monitoring and Evaluating counter- and alternative narrative campaigns
- The Impact of Counter-Narratives: Insights from a year-long cross-platform pilot study of counter-narrative curation, targeting, evaluation and impact, ISD Global

RAN Issue Paper: RAN guidelines for effective alternative and counter-narrative campaigns (GAMMA+)

The GAMMMA+ model comprises the following key elements: **Goal, Audience, Message, Messenger, Media, Action plus Monitoring and Evaluation.** The paper explains each element in further detail.

Check the link or scan QR code:

DIIS Policy Brief: Avoid the Pitfalls of Counter Narratives

The brief provides the following recommendations:
- Only use counter-narratives when objectives, target groups, and success criteria from the start can be described precisely and in detail
- Do not base counter-narratives on the notion that it is possible to describe 'facts' about reality, but instead address feelings, dreams, and opinions that youth can relate to
- Do not use campaigns that promote normality as a positive alternative to radicalism

Check the link or scan QR code:

DISINFORMATION RESOURCES

With the global rise of disinformation, resources and training documents are incredibly useful to understand what can be done in order to prevent it. The selection below helps to explore the characteristics of disinformation when found online, discusses what could happen in the future and finally, provides recommendations on how to prevent or overcome disinformation in society today.

Both the Policy Planning Staff report and Albany Associates state that **input from governments is needed in order to protect democracy from disinformation**, however they should not be acting alone, and **need the help of civil society, educational institutions and media platforms** to ensure disinformation does not continue to rise.

Information Manipulation:
A Challenge for Our Democracies – A report by the Policy Planning Staff and the Institute for Strategic Research

This report substitutes the vague and controversial notion of 'fake news' for the more precise term 'information manipulation'. The latter term is understood as the intentional and massive dissemination of false or biased news for hostile political purposes. This report focuses on a specific kind of information manipulation: those which are orchestrated by States, and whose purpose is to weaken or destabilize democratic debate in other States. The report explores the causes of information manipulation, which exist partly at the level of the individual and partly at the collective level as information manipulation is linked to our social lives. This report highlights the distinctive features of recent information manipulation campaigns in order to identify some common characteristics—both in terms of vulnerability factors (the presence of minorities, internal divisions, external divisions, a vulnerable media ecosystem, contested institutions) and in terms of the means (multiform levers and vectors, calibrated narratives, privileged places and mechanisms, massive data leaks, the falsification of documents, direct interference in democratic processes). In looking at responses to information manipulation, the report summarises the counter measures adopted by all actors: States, international organisations, civil society and private actors. Information is increasingly seen as a common good, the protection of which falls into all citizens concerned with the quality of public debate. Above all, it is the duty of civil society to develop its own resilience. Governments can and should come to the aid of civil society. They should not be in the lead, but their role is nonetheless crucial, for they cannot afford to ignore a threat that undermines the foundations of democracy and national security.

To conclude, future challenges are identified, specifically technological challenges and future trends in Russian 'information warfare'. 50 recommendations are proposed, operating on the assumption that information manipulation will remain a problem in the future and that it will constitute a long-term challenge for democracies.

Check the link or scan QR code:

Nature or Nurture: A crisis of trust and reason in the digital age – Albany Associates

The paper is divided into five sections. In part one, the main characteristics of the current weakening of democratic institutions and discourse are identified, and enumerate the most common analyses usually provided by journalists, politicians and academics as to their causes. In part two, recent academic literature is reviewed that suggests deeper explanations to connect and explain some of the apparently disparate features of the new normal. In part three, the main features of the new information ecology that has appeared with the rise of the internet are surveyed, and part four looks in particular at how it is used (and misused) for the purposes of political communication. In part five, further research is surveyed, which looks more generally at how humans seek, process, recall and disseminate information when forming their beliefs, in an effort to identify possible new communication approaches that may be more effective at changing people's (political) opinions or, at the very least, ensuring that the ones they hold are better founded.

Final conclusions and recommendations include:
1. Humans generally come to judgement quickly.
2. There is a distinct distribution of values in any human population.
3. Trust is essential to human understanding and reasoning.
4. The most trusted sources are often those that are closest to the grassroots.
5. To combat fake news and disinformation, governments and regulatory authorities should continually examine the efficacy of regulating online platforms.
6. Governments, educational institutions and media platforms should apply a greater focus on education and media, information and data literacy.

Check the link or scan QR code:

Media Manipulation and Disinformation Online

The executive summary of this resource gives the following points:
- Internet subcultures take advantage of the current media ecosystem to manipulate news frames, set agendas, and propagate ideas.
- Far-right groups have developed techniques of "attention hacking" to increase the visibility of their ideas through the strategic use of social media, memes, and bots—as well as by targeting journalists, bloggers, and influencers to help spread content.
- The media's dependence on social media, analytics and metrics, sensationalism, novelty over newsworthiness, and clickbait makes them vulnerable to such media manipulation.
- While trolls, white nationalists, men's rights activists, the "alt-right," and conspiracy theorists may diverge deeply in their beliefs, they share tactics and converge on common issues.
- The far-right exploits young men's rebellion and dislike of "political correctness" to spread white supremacist thought, Islamophobia, and misogyny through irony and knowledge of internet culture.
- Media manipulation may contribute to decreased trust of mainstream media, increased misinformation, and further radicalisation.

Check the link or scan QR code:

GOOD/BEST PRACTICES

During our round tables, the experts found that by discussing case studies they were able to formulate a number of best practices, which are highlighted in the summaries in chapter three. Their findings were in line with many of the recommendations and good/best practices found in the resources below.

In Brussels, our experts exposed the **vital need to train journalists and editors from media outlets on reporting when there are terrorist attacks.** They explained the necessity to have more of a victim centred approach from the media, rather than to focus on the perpetrator. Similarly, in Part 2 of *The Oxygen of Amplification,* Phillips explores the consequences that can occur when journalists report on damaging and problematic information, such as inspiring copycats when reporting on suicides, mass shootings and terrorism.

The experts in Brussels also informed us of the **shift in campaigns to now focus on local communities.** This is in line with the *RAN Collection of Approaches and Practices,* which confirms that **communities play a central role in preventing radicalisation,** through looking at a number of examples and approaches that successfully work with communities in a variety of ways.

Our experts in The Hague highlighted the necessity in **providing long term impact for a campaign,** as it can motivate those involved. They found it to be much more effective to partner with people who have already started a campaign or programme themselves, and help with trainings to develop and build them. *The Ideas, Recommendations and Good Practices from the OSCE Region* also demonstrates this idea, in that **good ideas can be found by reaching out to partners, as opposed to starting from scratch.**

Countering Violent Extremism and Radicalisation that Lead to Terrorism: Ideas, Recommendations, and Good Practices from the OSCE Region

The report seeks to (1) define key concepts and major dynamics; (2) evaluate the OSCE's current and future role; and (3) identify areas of good practice, with particular emphasis on preventing and countering processes of violent radicalisation. The report concludes that the OSCE region can make an important contribution to countering violent extremism and radicalisation by its 'added value' in the following areas:

- Its role in preventing and resolving conflicts, promoting human rights, and safeguarding the rights of national minorities, given that terrorism is frequently linked to violent conflicts and that extremist recruiters often seek to manipulate political, ethnic, and religious fault lines;
- Its strong local presence, particularly in Central Asia and the Western Balkans, where the organisation is uniquely positioned to execute local programmes, lead capacity-building efforts, and coordinate among international actors;
- Its diverse membership and convening power, which can facilitate dialogue, cooperation, and the systematic exchange of good practices between participating States with different approaches and levels of capacity, especially in the area of countering violent radicalisation.

In terms of good practices on countering violent radicalisation from the OSCE area, the aim is twofold. First, it seeks to illustrate the importance and potential impact of non-coercive approaches in dealing with violent extremism. Second, it demonstrates that neither the OSCE nor any participating State need to start from scratch, but that **good ideas can often be found by reaching out to one's partners.** As mentioned above, the OSCE could play a useful role in facilitating this process, especially considering the varying levels of capacity among its participating States. The report ends with 22 good practice case studies.

Check the link or scan QR code:

THE OXYGEN OF AMPLIFICATION – Better Practices for Reporting on Extremists, Antagonists, and Manipulators Online. Data and Society, By Whitney Phillips

Part 1: In Their Own Words – Trolling, Meme Culture, and Journalists' Reflections on the 2016 US Presidential Election

Part 1 provides a historical overview of the relationship between the news media and far-right manipulators during the 2016.

Check the link or scan QR code:

Part 2: 'At a Certain Point You Have To Realize That You're Promoting Them' – The Ambivalence of Journalistic Amplification

Part 2 identifies the intended and unintended consequences of reporting on bigoted, damaging or otherwise problematic information and the structural limitations of journalism (economic, labour and cultural) that exacerbate these tensions.

Check the link or scan QR code:

Part 3: The Forest and the Trees – Proposed Editorial Strategies

Part 3 recommends practices on establishing newsworthiness; handling objectively false information; covering specific harassment campaigns or manipulators, bigots and abusers; and reporting on the internet that are particularly critical in an era of disinformation.

Check the link or scan QR code:

RAN Collection of Approaches and Practices: Preventing Radicalisation to Terrorism and Violent Extremism

Communities play a central role in the prevention of extremism and radicalisation and their engagement and empowerment needs to be reinforced and supported as a matter of priority and in a sustainable manner. **Their engagement can be direct or complementary to the efforts of governments and public authorities.** Communities can challenge those who seek to radicalise others or can provide support to affected community members. They can also be a wealth of knowledge when it comes to people at risk of radicalisation. This approach can take different forms, such as community policing, but can also include empowering key people within the community to stand up against violent extremism. The report provides details of 35 different practices across Europe that work on community engagement and empowerment.

Check the link or scan QR code:

Other Good/Best Practices Resources:

- Civic Approaches to Confronting Violent Extremism – Sector Recommendations and Best Practices
- A Tribal Call to Arms: Propaganda and What PVE Can Learn from Anthropology, Psychology and Neuroscience, By Alexander Ritzmann

CURRENT THINKING

The resources that explain the current thinking on radicalisation all tend to agree that there are a number of combining factors that can contribute to the occurrence of radicalisation. Although each resource below varies slightly on this, the common contributions include **psychological factors, ideological or religious factors, political factors, identity issues, and finally, the role of social media.**

The current thinking resources also acknowledge common themes that are considered necessary to help counter radicalisation and extremism. This includes looking at counter and alternative narratives, increasing and improving the level of education surrounding the topic, and tackling the role of media and the internet in the resonance and dissemination of radicalisation. As Alex Schmidt mentions in his paper for the ICCT, **local context matters when trying to counter radicalisation**, thus the themes listed above should be approached tactically and in relation to each relevant community.

RAN Issue Paper: The Root Causes of Violent Extremism

This paper looks at a kaleidoscope of factors, that create infinite individual combinations. There are some basic primary colours which create complex interlocking combinations:
1. individual sociopsychological factors;
2. social factors;
3. political factors;
4. ideological and religious dimensions;
5. the role of culture and identity issues;
6. trauma and other trigger mechanisms;
Three other factors that are a motor for radicalisation:
7. group dynamics;
8. radicalisers/groomers;
9. the role of social media.

It is the combined interplay of some of these factors that causes violent extremism. The paper also looks at the idea that radicalisation mechanisms are a product of interplay between push- and pull-factors within individuals.

Check the link or scan QR code:

Radicalisation, De-Radicalisation, Counter-Radicalisation: A Conceptual Discussion and Literature Review, by Alex Schmid for the ICCT

When it comes to de-radicalisation/dis-engagement and counter-radicalisation the paper concludes that it is difficult to identify what works and what does not work in general, or what is even counter-productive. Local context matters extremely, and academics and policy makers alike are increasingly recognising this fact. At this stage we still lack rigorous evaluations that allow us to determine the relative merits of various policies with a high degree of certainty. The lack of clarity and consensus with regard to many key concepts (terrorism, radicalisation, extremism, etc.) – ill-defined and yet taken for granted – still present an obstacle that needs to be overcome. The paper concludes with a set of findings and recommendations and identifies two major gaps in current counter-radicalisation efforts – one referring to the role of the media and the Internet and the other to the role of counter-narratives to those of jihadist terrorists. It identifies credibility and legitimacy as core ingredients of any political narrative hoping to catch the imagination of people at home and abroad. They are key resources in counter-radicalisation and counter-terrorism. Governments need not be perfect before they can effectively engage in successful de-radicalisation and counter-radicalisation efforts. However, in the eyes of domestic and foreign publics, they have to be markedly better than extremist parties and terrorist organisations.

Check the link or scan QR code:

ISD Global: Loving Hate. Anti-Muslim Extremism, Radical Islamism and the Spiral of Polarisation

Radical Islamism and anti-Muslim racism, which manifest themselves in the form of far-right extremism and right-wing populism exhibit a symbiotic relationship. In the context of glocal interaction patterns, the far-right operates as a national sphere of resonance for international jihadism. Both negate and dismantle basic democratic values such as the inviolability of human dignity and religious freedom. What's more, racism against Muslims paves the way for radicalisation through Islamic fundamentalists. Based on the ISD's analysis, the report concludes that both forms of group-focused enmity must be considered together if the processes of mutual radicalisation and social polarisation are to be stopped. The report recommends that an approach is taken which considers both forms as being part of the same phenomenon. More work on research and education is needed, as well as equal efforts to fight both types of extremism online and sensitivity to the effects of co-radicalisation. Finally, building resilience among civil society is necessary to enable quick responses to far-right and Islamist activities.

Check the link or scan QR code:

Building Bridges to Strengthen America: Forging an Effective Counterterrorism Enterprise between Muslim Americans and Law Enforcement, by Alejandro J. Beutel

Radicalization is a multi-faceted process that cannot be boiled down to a single causal factor. Thus, there are five key theories explaining why some Muslims become radicalized:
1. "Socio-Economic Deprivation,"
2. "Identity Politics,"
3. "Social Affiliations,"
4. "Political marginalization/grievances,"
5. "Presence of radical ideology."

This report argues for a domestic counterterrorism enterprise centred on community policing. Community policing is a proactive style of policing primarily focused on community partnerships and crime prevention.

Check the link or scan QR code:

Other Current Thinking Resources:

- RAN Ex Post Paper: Current and future narratives and strategies of far-right and Islamist extremism
- "I Left To Be Closer To Allah" Learning about Foreign Fighters from Family and Friends, ISD Global: Families Report

EDUCATIONAL RESOURCES AND TOOLKITS

Educational resources and toolkits are necessary in order to help organisations and individuals create campaigns and counter radicalisation. **Free resources**, especially those that are online and easily accessible, can be very beneficial to those unable to pay for, or attend, larger trainings. Both ISD Global's *Campaign Toolkit* and *The Internet Safety Toolkit* are available online and for free, allowing for a greater spread and usage of them.

Providing training packages can also be useful, seen with *Bounce Resilience Tools* and the *EDC/HRE Training Pack for Teachers*. **By supporting teachers in their trainings,** they are then able to educate their own students through using the packs. **Giving a range of different tools and allowing flexibility of the trainings can be beneficial** to those involved as they are able to mould the activities to how best fits their students.

Working directly with youth was also a popular campaign strategy seen in chapter one, using educational campaigns to try to counter radicalisation, disinformation and hate crimes. The educational *Youth Innovation Labs* and specifically the *Bounce Young Training Programme* both build on the types of educational youth campaigns seen previously and thus can be used as further examples of trainings in this sector.

ISD Global: Campaign Toolkit

The Campaign Toolkit is a free resource for individuals or organisations looking to create and deploy campaigns against hate, polarisation and extremism. It is intended as a starting-point or a guide for those interested in developing and running social good campaigns, regardless of experience. It is a new and dynamic digital resource for educating, enabling, and empowering the next generation of activists and community organizations as they mobilize to outcompete hate and to promote community cohesion, inclusion and tolerance. The Toolkit immerses you in the journey of planning, producing and promoting campaigns for global audiences. It is built from insights drawn at the Institute for Strategic Dialogue (ISD) from a decade of research and work with practitioners and activists around the world. It provides a step-by-step guide as well as resources from leading technology companies and civil society.

The toolkit is an information hub which provides activists and organisations with resources on the following topics:
- Ads and targeting
- Audience interaction
- Hateful content
- Measurement and evaluation
- Platform policy
- Safety and social good

Check the link or scan QR code:

YouthCAN Youth Innovation Labs: A Model for Preventing and Countering Violent Extremism

A number of Youth summits were carried out globally, in order to engage a wide range of young activists and discuss how young people can be supported in their efforts in PVE and CVE. Two common conclusions reached at these events were:
1. Youth activists internationally need safe spaces for dialogue and creative development.
2. There is a need for different sectors to proactively support youth-led initiatives, especially government and tech sectors.

Check the link or scan QR code:

TERRA, EU

Terra is a Europe-wide network-based prevention and learning project. It proposes a **community approach designed to address the grievances which form the motivation for radicalisation**, identify and halt the progress of an individual on a path to radicalisation, and prevent them from undertaking a terrorist act. The TERRA Toolkit is primarily intended to support existing or new networks of teachers, youth workers, law enforcement officers, religious leaders and local policy-makers as they exchange information on young people at risk of radicalising, and to come to a weighted judgment on the risks. It also informs journalists and policy-makers on influences they may have on the background factors that lead to radicalisation.

Check the link or scan QR code:

Other Educational Resources and Toolkits:

- BOUNCE Resilience Tools, Belgium
- Living with Controversy: Teaching Controversial Issues through Education for Democratic Citizenship and Human Rights (EDC/HRE) Training Pack for Teachers
- Handbook on Warning Behaviours, Lithuania
- Greenpeace: The Mobilisation Cookbook
- Internet Safety Toolkit

# CHAPTER 3: ROUND TABLE DISCUSSIONS – KEY TAKEAWAYS

INTRODUCTION

We conducted three round table discussions in Brussels, London and The Hague, with experts, campaigners, practitioners and researchers, on the topic of counter radicalisation. At each round table, our focus was slightly different.

For the first event in Brussels, which took place on Friday 11 October 2019, the topic was *Approaching Best Practices: Civil Society and Youth Led Interventions and Campaigns*. Here, the experts advise us to be wary of the new trend of disinformation that is rising, and to focus campaigns on local communities, especially with girls and young women.

Our second round table in London, on Monday 25 November 2019, focused on *Online CVE: Looking for an impact*. This discussion highlighted the importance of measurements, be it with the right audience, long term measurements or short term measurements of a campaign.

Our final round table was in The Hague, and occurred on Thursday 28 November. The focus was once again on *Civil Society and Youth Led Campaigns*, however this round table discussed *Working Towards Social Inclusion*. An important takeaway from this event was the need to build up youth led campaigns, through providing agency and flexibility for youth and taking a step back to allow them to communicate with each other by themselves.

The outcomes and key takeaways from the round tables have been referred to throughout this report. They helped to identify the necessary components for formulating a successful, effective and impactful campaign, and as such, were vital when producing the conclusions and recommendations at the end of this report.
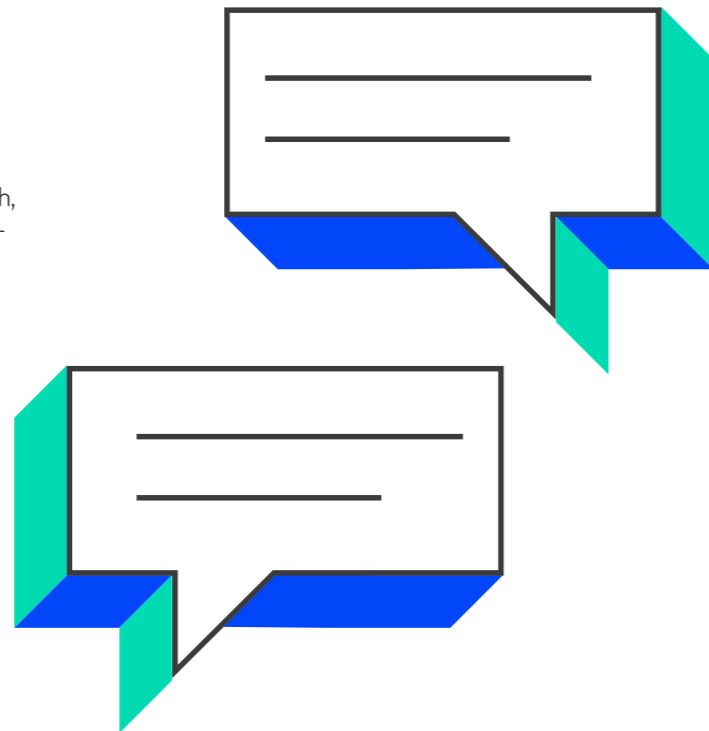
BRUSSELS

Friday 11 October 2019
Approaching Best Practices: Civil Society and Youth Led Interventions and Campaigns

The key takeaways reported here is the result of a two hour round table event held in Brussels on Friday 11th October 2019. The round table topic was Approaching Best Practices: Civil Society and Youth Led Interventions and Campaigns. There were 9 experts present, from 6 different organisations: RNTC, ICCT, ESCN, European Commission Foyer vwz, and Twitter. The round table had three main discussion points: narratives on the rise and CVE trends, case studies and best practices, and finally, how to measure a successful campaign.

1. **Focus on all types of extremism**
   The experts agreed that CVE tends to focus on one particular type of extremism at a time. In previous years, there was high focus on Islamist extremism, with the rise of ISIS, and right wing extremism was ignored. However, now, the pendulum has swung the other way, and there is currently a greater focus on right wing extremism, with less focus on Islamist extremism. One cannot take prevalence over the other merely because it is on the rise. The experts are apprehensive that governments and organisations are avoiding one threat to focus on the other because of the rising trend. As far-right nationalism rises, the threat of Islamist extremism still occurs. We need to make the time to focus on both.

2. **Disinformation is on the rise, as is left wing extremism**
   Globally, we are also seeing a new trend rising that occurs before radicalisation, but can lead into and up to it. This rising new trend is disinformation. Polarisation creates the conditions for radicalisation and disinformation creates the conditions for polarisation. As such, the connection between the three is vital. However, disinformation does not have to be directly linked to either Islamist extremism or right wing extremism, it can be more general, and still cause extreme problems in society.

   Climate change activism and left wing extremism also seems to be on the rise; the experts do not think it is something to worry about, however would advise constantly looking to the future as trends are always changing.

3. **Grassroots campaigns are focusing on local communities**
   In terms of grassroots campaigns, there is a new level of focus as they get further insights into what is successful and impactful. The experts present who are involved in grassroots campaigns are no longer working on how to create a counter narrative, especially for far-right extremists. They are instead now focusing on local communities, specifically working with, and on campaigns for, girls and young women.

4. **Measuring success can be difficult, but there can be good opportunities to do so effectively**
   Measuring success is always made easier if you begin with a baseline. However, this is not always possible to achieve, and without one, measuring success can be extremely difficult. Measuring reach or engagement rate is always a possibility, but you do not know if who you have reached or engaged with are the right people. You need to look at the impact instead.

When working with youth, it is often possible to have a more open and candid discussion with them, in comparison to what you would have for M&E. Use this opportunity to find more genuine measures of success through qualitative understanding. Youth are able to use an outside perspective to be frank about what was successful.

In order to capture the learning in a campaign process, use of quantitative data is a must, looking at before and after the campaign. Or, using a pre and post set of questions to collect qualitative data; looking at people's will, confidence and capacity on understanding and addressing an issue. Pre and post questions that stay the same can provide insights into whether you are talking to the right people. This enables development and progression.

Success should not always be considered an end goal, rather, it is a process. It is understanding something better. Failure is still valuable as long as there is an understand of why. Therefore, one must attempt to measure both the successes and failures of a campaign.

Discussing case studies helped the experts formulate a number of best practices, laid out below:
- Through training journalists and editors from media outlets, different approaches to how they report when there are terrorist attacks, are being developed. What is shown to be vital is that there needs to be more of a victim centred approach for the media to take, rather than for the focus to be on the perpetrator.
- It is important to know what the latest technology and applications are that youth are using. Small scale organisations often do not have the knowledge of how to communicate effectively using different and new platforms, so they may only use Facebook because they are used to it. However if their target audience is youth, using Facebook will not be effective, therefore they need training to be given the options of newer, more up-to-date platforms.
- It is also important to find an approach for keeping up-to-date offline as well, which can be harder than doing so online. The experts suggest having people on the ground to advise you.
- Understand and accept failure. It teaches you to be better in the future and can help you learn who your target audience really is. The processes you have used will help for next time.
- Developing an agnostic approach that can be applied to a range of different topics, as RNTC is doing, is the right way forward. Being agnostic is smart as it gives you a strategic view.

LONDON

The key takeaways reported here are the result of a two and a half hour round table event held in London on Monday 25th November 2019. The round table topic was Online CVE: Looking For An Impact. There were 17 different experts present, from 10 different organisations: Albany Associates, Arab Weekly, UK Home Office, ISD, M&C Saatchi, Media Diversity Institute, RNTC, Shout Out UK, TechSoup and Tony Blair Institute for Global Change. The round table had two main discussion points: online case studies, looking at the successful, unsuccessful and how to measure them, and analysing IT tools in order to use tech for impact. Highlighted immediately during the round table was that the measurement of CVE has always been difficult due to the difficult nature of the topic.

1. **Measuring the right audience**
   RNTC believe that finding your target audience is the first step to building a successful campaign. However, it can be difficult to measure engagement and ensure that your target audience has been reached. Often, the proportion of the audience who are the most vocal may not be representative of everyone else. It is also difficult to measure if the views garnered on a video have reached the target audience, or if the message of the video has been received. One suggestion to help distinguish if your target audience has been reached is by translating the online campaign into an offline one. An example of this can be seen by Shout Out UK's campaign encouraging individuals, through a music video, to register to vote. Although they cannot tell if viewers have registered, Shout Out encouraged them to take a screenshot of their registration and send it to them in order to be given free tickets to a concert.

2. **Long term measurement is essential**
   It was widely agreed that long term measures and a long term solution within campaigning is necessary. Some possibilities discussed included campaigns encouraging young people to vote now so as to create a habit out of voting and to make it the norm, teaching political discussions in schools throughout the year rather than only around election time, and finally, building resilience. Examples of building resilience were shown in Shout Out UK's year-long school programme and the Home Office's involvement in the Strengthening Resilience programme, which aims to build resilience for young people with intensive engagement over a long term project.

   Evaluations should not only be taken immediately after a campaign or programme, they should also be done one or two months after. An evaluation can fall flat by doing it immediately after as the wave of enthusiasm is still there. Evaluation will be more beneficial if one values

the long term and successfully builds it into the costs. Funders must also accept the necessity of this, and the mindset of only spending 10% of the budget on evaluation must be shifted. Evaluations can also take the form of open-mindedness and outcome harvesting.

3. **Immediate measurement tools can also be useful**
   One cheaper and faster evaluation method can be to have individuals complete surveys online, such as Survey Monkey, instead of paper surveys. This is dependent on your audience and what you are surveying however, as it can be difficult to convince individuals to complete the survey afterwards, and results can be skewed by post training enthusiasm. If the survey is essential in order for students to become accredited on a course, for example, then it can be a beneficial method of evaluation that will also make the evaluator's job far easier. If your target audience is a younger generation, using an online form of evaluation may be more appealing to them, especially if they can access it directly from their phones.

4. **Troll farms, bot nets and toxicity should be considered**
   It is clear that stories can be boosted because of bots, and they can be the source of toxicity, however there are also troll farms, many of which are based in Russia. These troll farms have workers with several Twitter accounts whose jobs are to stoke debates. When looking at the Gillette 'The Best Men Can Be' advert, there were two sides of the debate online, one positive and the other extremely toxic. However, a lot of the tweets from the toxic side stoking the debate were just from troll farms. This makes it very difficult to know how much of the toxicity is actually real, or whether it is just from trolls or bots.

5. **Collaborate to drive impact**
   More collaboration is needed where possible, especially in terms of big data. Collaborations can happen indirectly, by sending research and findings to universities and research centres. It is just a matter of making sure findings are reaching the right people and have a wider audience. It would be beneficial to have a central place for this. NGOs need to reach out to research institutes to find the data they need, or approach universities to have PHD and Master students assist with their research.

   Funders should try to link organisations that they are working with together and provide more communication. As many funders know the broad landscape quite well, they should be aware of the data that is around the topic they are funding, so as to initiate more of a conversation.

6. **Use influencers to increase impact**
   Using influencers or role models is a core part of campaigns. When choosing them however, they must be not only impressive, but also attainable for the audience themselves. The focus of the audiences aspirational level must not be too high, and the role models must be relatable to the context of the audiences own lives. A basic, human story, with a human face, can be the most beneficial, where the audience is shown how to get onto the next rung of the ladder, rather than all the way to the finish line.

THE HAGUE

The key takeaways reported here are the result of a two and a half hour round table event held in The Hague on Thursday 28th November 2019. The round table topic was Civil Society and Youth Led Campaigns: Working Towards Social Inclusion. There were 14 different experts present, from 10 different organisations: Anne Frank House, Dare to be Grey, Diversion, Human Security Collective, Justice and Peace, City of Mechelen Department of Prevention and Public Security, RNTC, TechSoup, The Glocal Connection and The Netherlands Helsinki Committee. The round table had three main discussion points: case studies, looking at the successful, unsuccessful and how to measure them; skills and how to use them to build an impactful campaign; and finally, how to bridge the gap between online and offline.

1. **Flexibility is vital**
   In order to give young people better tools in how to put campaigns in place, you need to allow flexibility, especially if they are the ones that are on the ground. Young people need to know that they are allowed to change something if it has not worked out how you intended. You should be comfortable with allowing them to use anything that will work in the local context. This can also link to the donor, as having a flexible donor is helpful. You need to have the flexibility to rethink your research question and your baseline as well. As proposals can be written one or two years in advance, they can become very outdated once the projects are finally implemented. Flexibility is therefore vital to change them during the implementation stage.

2. **Agency is also necessary**
   Alongside flexibility, it is also important to give young people the platform to campaign on the things they are most concerned about, with agency. They need to feel empowered and that they can solve their own concerns more. Youth want to be taken seriously, and in order to take their campaigns further you need to show them that they do, indeed, have agency. If you can open up the channels for youth to influence, the sense of agency will give a meaningful impact. If you have the channels and the contacts, you need to bring this platform to the youth.

3. **Long term impact**
   Leading on from agency, showing youth that as a result of their participation and their agency you have made certain changes in the long term, will increase participation. Providing a long term impact for a campaign can motivate those involved. It can also be much more effective to partner with people who have already started something themselves and then help with training and take what is already established to be something bigger and greater.

4. **Useful skills for youth led campaigns**
   Creativity skills are often missed out on being discussed. A good idea for a campaign without a good narrative or design is going to be a flat campaign from the beginning. By highlighting the need for creative skills, you can expand the community who would be involved in the campaign. Although it is great they make use of social media so well, youth also need skills to balance campaigns with conversations in person. Programmatic skills are also necessary for an impactful campaign. With a light touch theory of change, you can help provide youth with the skills to envisage their long term gain.

5. **Changing the name of the topic away from radicalisation can be more effective**
   Rather than specifying the topic as radicalisation, a more effective way for the youth to learn is to work on a topic that they are genuinely interested in, as often youth do not want to talk about radicalisation as the topic. It may be necessary for you to make the link between the topic the youth are interested in, and the topic that the donor wanted the project to be on.

6. **Take a step back**
   Campaigning on Instagram can be difficult because youth use it so differently compared to older generations, even those that are only a few years older. However, the youth are able to communicate between each other just fine using Instagram, so it may be a good idea to take a step back and put trust in them. If you are not relevant, then you don't need to intervene. By giving youth the money and the skills necessary, you allow them to communicate with each other by themselves.

7. **Bridging the gap between online and offline should come naturally, depending on audience**
   We tend to overthink the issue of bridging the gap between online and offline campaigning, and should instead let it come naturally. Online and offline can be drivers of each other, going hand in hand, where you provide campaigners with the skills to combine the two. However, you need clear ideas of what to use them for as it depends with whom you are engaging. In places where online accessibility is not as easily available, the bridge between the two will not be as natural.

Quick advice to young campaigners:
- Start with a target audience.
- Start with yourself, looking at what your own skills are.
- Try different things and see what works.
- Connect to something that is close to you.
- Test your assumptions and conduct mini research in your community.
- Look at what it is that you really want and what you want to contribute to.
- Set realistic targets.
- Have confidence in yourself.
- Engage with peers and consider your target audience, but don't enclose yourself in a bubble.
- Be passionate about your campaign.
- Think big, but be realistic.
- Talk to people who don't agree with you.
- Be persistent and don't give up after the first problem.

CONCLUSION AND RECOMMENDATIONS

This report has looked at the approach campaigns have taken to counter radicalisation, followed by what the industry has learnt, through the resources, toolkits and round tables. We have looked at what has worked, what has not, and why. As such, we have formulated our own conclusions and recommendations for what is necessary to create a successful, effective and impactful campaign.

Although the RAN GAMMA+ Model has the necessary elements for creating a successful campaign, we believe they place these elements in the wrong order, thus it is not as valuable as it seems. We found that it was better to organise the model more systematically so that it leads to the building of stronger campaigns and provides a better pathway for organisations to follow.

The research in this report has shown that **target audience** is vital, and the understanding of it is essential, therefore it is the element we recommend starting with when building a campaign.

Leading on from target audience, we recommend looking at who **influences** your target audience. Using influencers and role models will help build your campaign and target the correct audience.

This is followed by defining a clear **aim** of your campaign. Campaigns should always aim to reduce the temperature around certain topics, introduce open mindedness and critical thinking in order to reduce radicalisation. Campaigns with multiple aims will not be effective. We suggest that campaigns that aim to deradicalize will also not be effective, as they are incredibly niche and require one to one interventions. We recommend creating campaigns with an aim to reach a broader group of people, however all the while ensuring they are hyper-targeted or segmented into groups. It is also worthwhile to understand the different definitions of radicalisation, terrorism and activism in the context of each country. The limitations of this can affect the aim of your campaign.

We also highlight the importance of the **narrative**: a good understanding of the drivers, both push and pull factors and the radical narratives of the group being targeted, is also essential in creating an effective campaign. In looking at the difference between counter and alternative narratives, we previously found that counter narratives were a trend, and as such are more prevalent in the resources found in Chapter two. However this was the trend at a point where we did not have enough information on how to respond to threats. We would now recommend that using a positive alternative narrative would be more effective in creating a successful campaign.

The next step to ensure clarity in your campaign is the **goal** and **actions** of your campaign. Civil society may not always understand the size of a campaign, therefore it is necessary to break big pieces up into measurable and actionable chunks to make the campaign more doable. As such, goals and actions must be created, and clear roles must be assigned to the campaign and the campaign team.
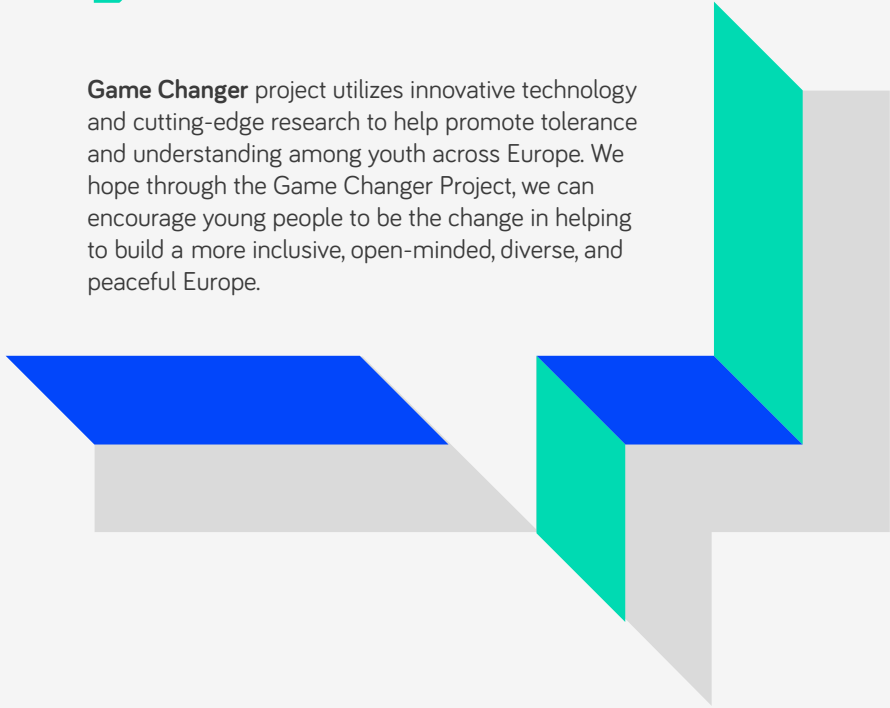
A campaign must look at what the **risks** are; thinking about what could go wrong and how you can fix it is essential before you launch a campaign. For example, there could be the risk of bots and trolls attacking your campaign, or the risk of the media amplifying radicalisation and endangering the goals you set for your campaign. Strategies need to be put in place to prevent this or to fix it if it were to happen.

Clear **calls to action** are essential. These aim to create behavioural change, which is the central focus of every successful campaign. Calls to action should drive engagement both on and offline, as creating campaigns that are only there to pass knowledge may not be as successful. Creating an online campaign that has an offline call to action is effective.

Finally, we end with **measuring**. Measurement is essential but it must come with a baseline and an understanding of what is being measured from the get go and what success looks like. Both immediate measurement and engagement, as well as long term, are necessary to ensure a successful, effective and impactful campaign.
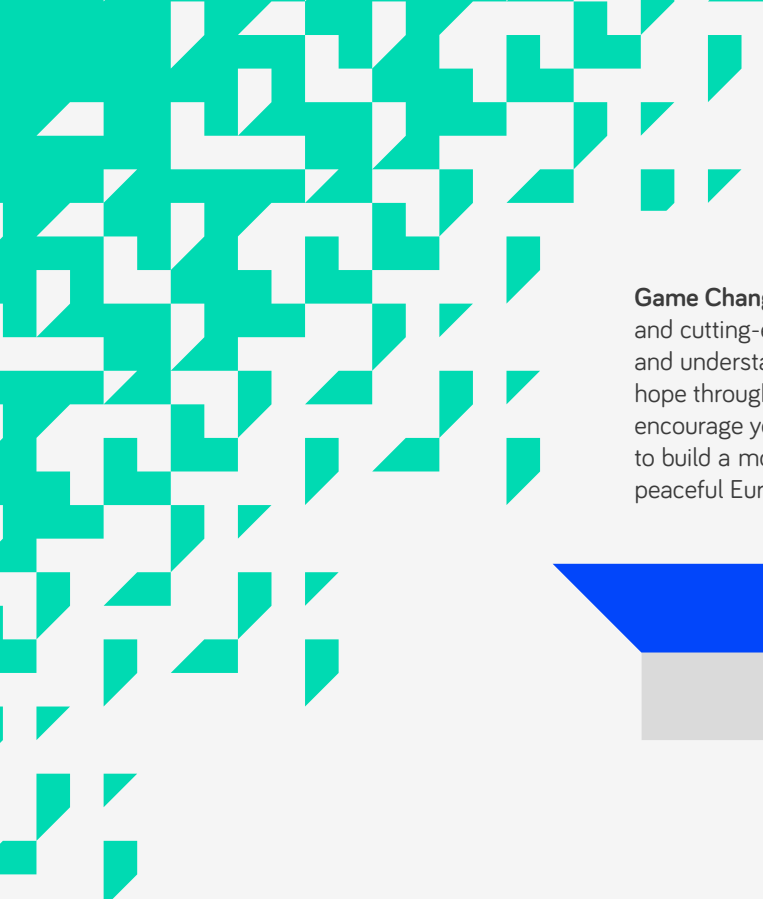
Game Changer project utilizes innovative technology and cutting-edge research to help promote tolerance and understanding among youth across Europe. We hope through the Game Changer Project, we can encourage young people to be the change in helping to build a more inclusive, open-minded, diverse, and peaceful Europe.

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