



## The Project

The European project CICERO – *Counter narrative Campaign for Preventing Radicalisation*, is coordinated by the University of Turin and funded by the European Union's Internal Security Fund with the goal of contributing to the prevention of radicalisation leading to violent extremism.

The CICERO project started in February 2019 and will be implemented for the next two years until February 2021. The project is coordinated by the University of Turin, Department of Management.

The goal of the CICERO project is to develop and implement a counter-narrative communication campaign aimed at preventing radicalisation leading to violent extremism, accompanied by a methodology for evaluating the campaign's effectiveness.

The CICERO consortium, identified, at first the target audiences that are considered particularly susceptible to extremist propaganda. The most prominent radicalisation narratives circulating across the EU were collected and analysed. The campaign is relying on both online and offline communication channels for disseminating a wide range of multimedia contents, produced by the consortium, to the different audiences.

CICERO deals with different kinds of radicalisation narratives, ranging from those related to politico-religious extremism (e.g. jihadist), to left-wing, right-wing and single-issue extremism. The aim is to undermine the appeal of the extremist propaganda, while also providing credible and positive alternatives to the related narratives.



Additional purpose of the campaign is to empower relevant civil society actors in challenging extremist narratives. To this end, online communication efforts is designed to promote messages that encourage civic engagement and the assimilation of democratic fundamental rights and values embedded in EU society, supported by off-line activities dedicated to amplifying the CICERO counter-narrative message. Civil society engagement efforts, including the organisation of “train-the-trainers” workshops directed at specific stakeholders, will be undertaken to further enhance the ability of civil society to detect and cope with radicalisation leading to violent extremism.

In order to maximise the effectiveness of the CICERO campaign, the consortium is developing and implementing a multi-layered evaluation methodology, allowing to progressively monitor and evaluate the campaign’s impact on the designated target audiences.



## Specific Objectives

- Undermine the appeal of the extremist propaganda, while also providing credible and positive alternatives to the related narratives;
- Empower civil society in the prevention of violent radicalisation across the EU;
- Enhance the ability of civil society to detect and cope with radicalisation leading to violent extremism;
- Enhancing resilience and critical thinking of stakeholders;
- Promote the democratic values and fundamental rights embedded in EU society;
- Support capacity building amongst relevant stakeholders.

# Project Consortium

CICERO involves technological companies, associations and various policy and research organizations from **3 European Countries** (*Italy, Spain and Belgium*).

The project Consortium is composed by:



## WP2 Objectives & Actions

In the frame of the CICERO's project, some activities concerning a preliminary analysis have already been implemented.

The analysis focused on **4 objectives**:

1. To identify online radical patterns related with Islamist, extreme-right, extreme-left and eco-extremist ideologies;
2. To define the target audiences to be addressed by campaigning efforts, identifying their characteristics and grievances;
3. To identify a core group of civil society individuals and/or organisations who can contribute to achieving the objectives of the Consortium;
4. To define ethical, legal and sustainability requirements to be met by the CICERO campaign.

## Short Resume of the actions

### Analysis of Islamist, extreme-right and extreme-left narratives spread online

- The analysis contained the overall methodology for the study of the four types of extremist narratives (Islamist, far-right, far-left and eco-extremist.). A historical overview was provided for each cluster as well as a review of the existing literature with a focus on its gaps. Finally, the report focused on detecting the most relevant narratives connected with extremist ideologies that have been spread online and offline in recent years in the European context.
- Aim: Outlining the preliminary and necessary research to base the target audience analysis and the campaign strategy definition (WP3).

### Network of experts, local leaders and other relevant CSOs representatives with the capacity to conduct counter/ alternative- narrative campaigns

- The analysis outlined the list of contact details and relevance of appropriate experts, local leaders and other relevant CSOs representatives for the CICERO project's implementation.
- Aim: To consult and have a proper network of partners, experts and organisations which is key to determine the credibility and success of undertaken actions related to the prevention of radicalisation and counternarrative campaign. At the same time, finding trustworthy contacts to implement and foster such programmes and activities signifies that they may raise issues ranging from unbalanced selected samples to little credibility of some voices or possible hidden agendas of individuals and organisations which could negatively impact the objectives of the project. Indeed, they will also be the recipients of capacity-building training to address their priority needs to achieve the objectives of the action.

### Cicero Target Audience Definition

- The analysis defined the target audience of the CICERO counter narrative campaign.
- Aim: Provide a well-defined and understood target audience that is curious about extremist content or sympathises with it already. The target audience analysis has been defined on the basis of the deliverable 2.1 and in close cooperation with the CSOs and experts selected after additional desk research. The definition of the target audience for the Cicero campaign took into account one of the most important recommendations made by the RAN: the need to consider the team's expertise when selecting the target audience to limit mistakes that could be counterproductive for the main objective of the Consortium: preventing radicalisation as a risk factor for violent extremism.

# Legal, ethical and sustainability requirements for the campaign

- The deliverable outlined all the legal, ethical and compliance requirements for the campaign (ongoing for the rest of the project).
- Aim: Providing support to all activities of WP2 and beyond in terms of compliance. It is responsible for identifying and preparing the response for any regulatory, fundamental human rights and/or privacy issues associated with the campaign which should emerge at any stage during the project.

## SharedCode Campaign



The title chosen for the campaign is a game of words with code which recalls modernity, technology, code of values or civil code.

“SHARED” because a peaceful shared and unique future is what we all want and because we share the same values (sense of responsibility, empowerment, citizenship, engagement, identity and group/community).

## Campaign objectives

The campaign’s main objective is to promote social cohesion through countering polarising narratives, indirectly deconstructing them and building alternatives and positive “stories”, focusing on shared values for a shared future. The “believe dynamics” will remain the core of the campaign, raising awareness and reflection, reinforcing the below-mentioned values. Additional goals are:

1. Provide tools for understanding the origin of information to better defend themselves and re-establish trust in media. This will be tackled through the action named “**WHAT, WHEN, WHERE, WHO?**”, tool, detailed in the following;
2. Counter the sense of powerlessness. This will be tackled through the action named **#CALLTHEONE** challenge, detailed in the following;
3. Counter and provide alternatives to stereotyping and stigmatisation. This will be tackled through the action named **#WEDISCUSS**, detailed in the following;
4. Reinforce resilience and promote actions against the feeling of “victimisation”. This will be tackled through the actions named **#WEDISCUSS**, **#ICHOOSE** and **#CALLTHEONE** challenges, detailed in the following;

The values we want to put forward during the campaign are:

1. NO PREJUDICE BUT FACT
2. FIGHT LONELINESS



3. ALTRUISM
4. EQUALITY
5. EMPATHY
6. UNITY
7. SOCIAL ENGAGEMENT
8. RESILIENCE
9. COOPERATION
10. GENDER EQUALITY
11. RESPECT FOR DIVERSITY

Besides the values, four concerns will be posted in the website:

1. HATE SPEECH
2. SOCIAL DIVISION
3. ENVIROMENTAL SUSTANABILITY
4. MEDIA LITERACY & CRITICAL THINKING

In order to ask to people to become ambassadors of the Campaign, Saliha Ben Ali, S.A.V.E.'s founder, ask them to support our campaign.



# SharedCode launch event

During the evening of the 5th of December, the **SharedCode launch event** was organised in Brussels by **Cicero's Consortium**, in order to present the SharedCode Campaign. The SharedCode Campaign, developed by S.A.V.E. Belgium, with the support of CICERO partners, represents the counter-narrative communication campaign aimed at preventing radicalization leading to violent extremism, accompanied by a methodology for evaluating the campaign's effectiveness.



During the launch event, the Campaign's values, actions and objectives were presented.

This event gave the opportunity to know all the details of the actions of the SharedCode Campaign and give a feedback before its implementation.

## Featured Events

### The Conference “Preventing violent extremism and the role of civil society: present and future challenges” organized within TRIVALENT project

The Conference “Preventing violent extremism and the role of civil society: present and future challenges”, organized by Trivalent Project, ( [trivalent-project.eu](http://trivalent-project.eu) ), will be held in **Torino from 10th to 11th February 2020**, hosted by Local Police of Torino.

The conference will be divided into three sessions: the first one (*“Preventing violent extremism: the role of civil society”*) will focus on the strategic role of civil society in prevention policies examined from the point of view of representatives, professionals and experts; the second one (*“Chatbot: Turin experimental laboratory”*) will present to the public a first prototype of It communication tool for experimental application by Città di Torino; the third and final session (*“Preventing violent extremism: the way ahead”*) will gather comments and suggestions in an open discussion of Trivalent partners with invitees and the public.

See the official agenda: <https://bit.ly/3ay1YkQ>

To register, fill out the online registration form: <https://bit.ly/2NPWTud>

Venue: <https://goo.gl/maps/4gKR1eroeeQ8zLAD8>



**CICERO**



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