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# CICERO

Counternarrative Campaign for  
Preventing Radicalisation

## Deliverable D4.9 Negotiation Report 2

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## Table of Contents

INTRODUCTION .....	5
<b>1. STANDARD DISSEMINATION CHANNELS.....</b>	<b>7</b>
1. JCDECAUX BELGIUM S.A. ....	7
2. STIB.....	7
3. ALOHANEWS .....	8
4. ARABEL.....	8
5. RADIOCAMPUS ULB .....	9
6. TARMAC – RTB VIVA CITE' .....	9
7. RTL TVI.....	10
8. FRANCE CULTURE .....	10
9. RADIO DEEJAY .....	10
10. RADIO RTL 102.5 .....	10
11. RADIO 60.23.....	11
12. RADIO STATALE.....	11
13. ROMA TRE RADIO .....	11
14. RADIO POPOLARE .....	11
15. RADIO VATICANA.....	12
16. INFOR JEUNES BRUXELLES .....	12
17. BELCOMPETENCE.....	13
18. BXL REFUGEES.....	13
19. LTM - LAICI TERZO MONDO .....	13
20. UGEI - UNIONE GIOVANI EBREI.....	14
21. FURTHER ORGANISATIONS TO BE CONTACTED .....	14
<b>2. FACEBOOK- INSTAGRAM .....</b>	<b>16</b>
<b>3. NON-CONVENTIONAL DISSEMINATION CHANNELS .....</b>	<b>17</b>



## Introduction

This deliverable is an update of the first Negotiation Report Deliverable (D 4.6), submitted on December 2019 and it has been drafted within the Task T4.3, that states that *“To enhance the video’s visibility, task 4.3 leader SAVE will negotiate with media providers to purchase audience - targeted time and advertising space to advertise and convey the project’s message. With this regard, first of all, in order to enable the content spreading on the media, each member country will secure the adequate market research to find out the optimal, efficient and effective channels for the spreading of the video content. Under the supervision of the task leader SAVE, partners will start to negotiate with the identified TV and Radio channels taking into consideration the budget requirements. The partners will also investigate the possibilities for targeted advertisement on national websites. All these activities will be carried out considering qualitative and quantitative requirements included in task 4.1 dissemination plan”*.

As a result of the COVID-19 Pandemic outbreak in February 2020 and the lockdown measures in most EU Member States, the implementation of the CICERO project was temporarily suspended while awaiting more clarity on the overall context and a possible way forward. For this reason, the media negotiation process could not be continued, as stated in the first negotiation report (D4.6). The campaign and the specific activities have been revised and redesigned to reflect the current social distancing and health measures. In order to continue our campaign, we decided to adopt a fully online approach. Off-line dissemination channels will be taken into consideration only if the COVID-19 situation will allow it.

The objective of this deliverable is to show which media channel and entities have been contacted so far and the result obtained, in order to put into practice what was established by the dissemination and the revised counter-narrative strategy. This document shows both the new media and organizations contacted for the first time and those already contacted and asked for their willingness to continue supporting the campaign. **We deleted media and organizations reported in D 4.6, but which have not been contacted again.**

As already anticipated in the strategy, maintaining a low – non institutional profile is imperative to us. For this reason, we are evaluating with caution each media channel before contacting them, also considering our available resources. Based on the CICERO target audience definition (see deliverable D2.3), we know



that our target group is extremely wide, then we decided to remain hyper-local (to avoid the institutional mark) and, at the same time, largely (to reach 4 different target audiences); this as much as is possible based on CICERO consortium capability.

Despite the considerations above, some local media channels and person have been already contacted and the list has been presented below. This list will increase also thanks to the support of the whole CICERO Consortium that has already started to contact media and people, in order to ask support to disseminate our Campaign.

In D4.10 deliverable (advertising contracts 2) this media's action has been presented through the publication link or through final communication.

Regarding the SharedCode media channels, as already anticipated in the Strategy report, a website ([www.sharedcode.eu](http://www.sharedcode.eu)), Instagram ([https://www.instagram.com/sharedcode\\_/?hl=en](https://www.instagram.com/sharedcode_/?hl=en)), Facebook (<https://www.facebook.com/Sharedcode/>) and YouTube channel (<https://www.youtube.com/channel/UCyM5RCRsor8Ky8XTwVCdE4g>) will be used to spread the messages.

Novareckon will also take care of boosting the Campaign on social media channels and is going to negotiate with Facebook and Instagram.

In order to increase our chances of success, we decided to try a non - traditional way to spread the message, in order to avoid the institutional mark and to be, hopefully, more efficient, based on the necessity to reach an extensive target audience. Unlike what was decided in the first strategy and stated in D4.6, that is to make use of the support of influencers of cat 1 and cat 2 and of famous people as ambassadors of the campaign, we decided to ask for support from people who are influential on social networks , but that do not necessarily have so many followers, and that can be more linked to the campaign values, a sort of middle ground between influencers and ambassadors, that we could call "online ambassadors".



## 1. Standard dissemination channels

Here the list of the media channel contacted until now and results achieved so far. This list doesn't include the partners who **are at the same time dissemination channel** and collaborator (as they deal directly with a young group of people who represents our target audience)

### Off -line channels:

#### 1. JCDECAUX BELGIUM S.A.

JCDecaux Belgium is a company that installs and maintains a range of free or low-cost services for the benefit of cities, residents and travellers, including bus shelters, self-service bicycle schemes, passenger information panels and mobile charging terminals. These services are financed by advertisements that are located in busy thoroughfares, offering brands maximum visibility. S.A.V.E. Belgium negotiated with them in order to give visibility to the SharedCode campaign.

After an appointment between S.A.V.E. and JCDecaux, they made an offer for advertising in Bus and Tram sides, Inners rooftop banners and Metro horizontal. Unfortunately, the offer they made was too high for our project's budget.

**Update:** In August 2020, we contacted them again, in order to evaluate another offer, but it was still too high for our budget. In addition, due to the Covid-19 restriction, we decided to focus on an online campaign.

#### 2. STIB

STIB is a public corporation, entrusted by the Brussels-Capital Region with the operation of public transport on its territory. S.A.V.E. Belgium contacted them in order to share the campaign's message on their buses.

**Update:** We contacted them again to negotiate an offer, but it was too high for our budget. In addition, due to the Covid-19 restriction, we decided to focus on an online campaign.



## Online channels:

### 3. ALOHANEWS

Alohanews is a participative media which tends towards information, peace and unity through interviews and articles with an urban look. They have been contacted in order to ask support in sharing the logo and song competition between young people for the SharedCode campaign and they supported us by publishing the article published on the Alohanews website: <http://alohanews.be/societe/sharedcode-recherchent-designers-artistes>.

Cost of the service: Free

**Update:** We contacted them again in October, in order to ask them to keep supporting us. They accepted, but this they sent us their rates. However, at the moment we prefer to privilege the media and organizations that offer the free service, for budget's reasons.

## Radio:

### 4. ARABEL

AraBel radio broadcasts on 106.8 FM in Brussels and its surroundings, while reaching a wider audience through its application and its webradio on its site: [www.arabel.fm](http://www.arabel.fm). AraBel is recognized and approved by the Superior Council of Audiovisual (CSA) as community radio. It is aimed more specifically at the Arab, Berber and Muslim communities of Belgium while addressing a wider audience, curious and open to the cultural diversity of Brussels. AraBel's particularity is that it is the only radio station recognized by the Wallonia-Brussels Federation to have programming in French (70%), Arabic and Berber (30%). Plural and close to its listeners, AraBel broadcasts a program that favours local news and citizen initiatives in lower-income neighbourhoods. Throughout the day, AraBel broadcasts programs that target both information and entertainment, but also music that promotes oriental sounds from the cultural and artistic heritage in all its richness and diversity. The values that guide AraBel's editorial line are those of proximity, dialogue and citizenship.

For the above-mentioned reasons, we negotiate with Arabel the advertising space during the live broadcast and periodic interviews on the Campaign's updating. Arabel is extremely supportive and collaborative.





**Update:** Sébastien Boussois from S.A.V. E. was invited on the 28<sup>th</sup> of October 2020 and presented Cicero project and campaign. Here the link to his interview: [https://youtu.be/vjTyWLBZ\\_44](https://youtu.be/vjTyWLBZ_44)

Cost of the service: Free

## 5. RADIOCAMPUS ULB

Radio Campus was born in 1980 on the campus of the Free University of Brussels. With fifty programs, it brings together more than 100 presenters, technicians and collaborators around shared values: an assumed and constructive free expression, an immoderate attachment to the Brussels social fabric and a boundless love for musical and cultural diversity. For these reasons and also for the target audience to which the Radio is addressed, we contacted them in order to ask their support to share the logo and song competition and they accepted to do it on their channel.

**Update:** As they showed their willingness to support the Campaign, we contacted them again to ask their continuous support in disseminate the SharedCode campaign.

Cost of the service: Free

## 6. TARMAC – RTB VIVA CITE'

S.A.V.E. Belgium contacted RTBF, in order to ask them to share the logo and song contest on their channel TARMAC, which is the new media of RTBF, dedicated to a young public, which corresponds to the SharedCode target audience.

They answered to our email, but they declare themselves extremely busy at the moment, due to the period of the year; however, they confirm that their interest to fix an appointment.

**Update:** We contacted them again and they accepted to support our Campaign and, on the 31<sup>st</sup> of October 2020 they made an interview to Sébastien Boussois from S.A.V.E. on Vivacité. At the moment we are waiting for the audio file.



## 7. RTL TVI

RTL-TVI is a private French-language Luxembourgish based television station in Belgium that is owned by the RTL Group. Within the French-speaking area of Belgium, it is the most popular channel with a 20 percent viewing share. It was the first commercial television station in Belgium. RTL-TVI offers a schedule of family-oriented information, entertainment and fiction genres. In French-speaking Belgium, almost all of the foreign programs are dubbed in French, instead of retaining the original soundtrack.

On the 6<sup>th</sup> of November they hosted Sébastien Boussois from S.A.V.E, who during the interview also had the opportunity to present the SharedCode campaign and the shared values (<https://youtu.be/AffQ6wGVsg4>).

## 8. FRANCE CULTURE

France Culture is a French public radio channel and part of Radio France. Its programming encompasses a wide variety of features on historical, philosophical, sociopolitical, and scientific themes (including debates, discussions, and documentaries), as well as literary readings, radio plays, and experimental productions. The channel is broadcast nationwide on FM and is also available online.

Sébastien Boussois from S.A.V.E. has been interviewed and the journalist was interested in following the project especially for our initiative called #codethewall.

## 9. RADIO DEEJAY

Radio DeeJay is one of the most popular Italian private radio, followed by millions of people, especially young people. The radio has several programs web and social channels. We contacted them in order to ask them to disseminate our campaign through their social network and website. We are waiting for an answer.

## 10. RADIO RTL 102.5

Radio Rtl 102.5 is a very famous Italian private radio, followed by millions of people, especially young people. The radio has several programs, social networks and website. We contacted them to ask to disseminate our campaign through their social network and website. We are waiting for an answer.



### 11. RADIO 60.23

Radio 60.23 is the Radio of Piemonte Orientale University (UPO). The radio is founded and managed by students. We asked them to spread our campaign on their social networks, website. We also would like to have the chance to have some interview about the Campaign. They accepted to support the campaign by sharing once a month the SharedCode campaign on their social media.

Cost of the service: Free

### 12. RADIO STATALE

Radio Statale is the Radio of the University Statale of Milano. We contacted them in order to ask for their support in sharing our Campaign. We are waiting for an answer.

### 13. ROMA TRE RADIO

Roma Tre Radio is the voice of Roma Tre University. A radio that communicates, experiments, travels the roads of information and entertainment, crossing the borders of the university world. News, insights, music, culture are the ingredients of a young reality, animated by the energies of the University and professionals in the sector.

Deeply rooted in the territory and in the academic and student community, Roma Tre Radio is a unique opportunity for training and exchange of experiences.

We asked them to support and share the SharedCode campaign on their social networks and website and we are waiting for an answer.

### 14. RADIO POPOLARE

Radio Popolare is an Italian Radio, left-oriented, so that it can be useful to reach one of our target group. We asked for their support in disseminating the campaign. They are interested in disseminate our campaign, and they already made us an offer to sponsor it. In the next weeks we are going to make an agreement with them for the SharedCode advertising campaign.



Once the advertising campaign is started, it would be easier to ask them to share our contents on their social media accounts and to be interviewed during their on-air programs.

## 15. RADIO VATICANA

Radio Vaticana is the official broadcasting service of Vatican City. Set up in 1931 by Guglielmo Marconi, today its programs are offered in 47 languages, and are sent out on short wave, DRM, medium wave, FM, satellite and the Internet.

Programming is produced by over two hundred journalists located in 61 different countries. Vatican Radio produces more than 42,000 hours of simultaneous broadcasting covering international news, religious celebrations, in-depth programs, and music.

We asked them to share the SharedCode campaign social pages on their social accounts and website. We are waiting for an answer.

### Organizations:

## 16. INFOR JEUNES BRUXELLES

The Infor Jeunes Brussels center is a non-profit association (non-profit organization) which aims to inform, help and advice all those who wish to do so, and more particularly young people in all areas which concern them (education, training , work, housing, family, health, social assistance, justice, leisure and holidays, international, etc.), thanks in particular to the establishment of reception services and hotlines answering calls of all kinds. Access is free.

We contacted them in order to ask to share our logo and song contest. They accepted to supporting us by posting the competition on their Facebook account and on their website.

**Update:** They are still supporting us and from our last email exchanges, they accepted to support us on their social account, by sharing and follow our Campaign, in particular they agreed on publishing one post per month on Facebook and on Instagram and for a passive support.

Cost of the service: Free



## 17. BELCOMPETENCE

Belcompetence is an association active in Molenbeek and all over the world for facilitating peace with always the same method bringing people together and showing them their forces. They want to propose us to participate in a workshop called “eyes of the heart”. They will also promote the SharedCode Campaign on their website.

Cost of the service: Free

## 18. BXL REFUGEES

Confronted with the poor management of reception in Belgium, the Citizen's Platform for Refugee Support was created in September 2015 and defines itself as a space for meeting and coordinating individual and collective initiatives concerned with migration issues. Since then, the Citizen's Platform has, within the limits of its resources, provided unconditional reception, a response to requests for information, training and assistance for exiled people, migrants, asylum seekers, newcomers and undocumented migrants, in full respect of the individual and his or her choices. In this way, it works towards the integration of these people in their new environment.

The Citizens' Platform encourages the respect of a migration policy in accordance with international conventions, and with respect for the rights of each individual. It is convinced that only a sustainable and solidarity-based solution, based on respect for human rights and universal brotherhood, can be put in place to face the global crisis of reception that our times are going through. (<http://www.bxlrefugees.be/qui-sommes-nous/>). We asked for their support on social networks, especially on Instagram and we are waiting for their answer.

### NGO:

## 19. LTM - LAICI TERZO MONDO

LTM - Gruppo Laici Terzo Mondo is a non-governmental development cooperation organization founded in 1972. In its 40 years of history, LTM has intervened in increasingly complex situations by adapting its work to the great global and local changes that have occurred. The implementation of development cooperation projects implemented in the countries of the South of the World has increasingly gone alongside campaigning and awareness-raising activities in Italy and in the Northern countries concerning



human rights, the protection of minorities, the fight against HIV and others pandemics, contrast of the new poverty. Greater attention was paid to the study of the new and complex reality of migratory flows and to actions that supported the process of social inclusion of migrants in the area.

We asked them their support in sharing Instagram and Facebook SharedCode pages on their social networks. They accepted to support us.

Cost of the service: Free

## 20. UGEI - UNIONE GIOVANI EBREI

Born in 1995, UGEI, the Union of Young Jews of Italy coordinates and unites the Jewish youth association and the young Jews who join it. UGEI includes all the young Jews of Italy between the ages of 18 and 35. UGEI is the contact entity at the Union of Italian Jewish community on behalf of all youth association and is present as an observer with the right to speak at its council meetings and has the right to be present during its four -year congress.

We decided to contact UGEI to ask for their support in spreading the campaign, as we believe that they represent an important indirect target of two types of radicalization of our campaign for which to make a campaign of prevention: the one concerning the religious origin and the one concerning the far-right radicalization (against Zionist and against Israel).

We are waiting for their answer.

## 21. Further organisations to be contacted

Since the campaign has officially launched online in late October, we have many organizations on the agenda to contact to ask for their support. These are both Belgian organizations and Italian and Spanish organizations, which will be contacted through our local partners. The organizations we plan to contact in the coming weeks are as follows:

- **Municipality of Molenbeek** - Municipal service for Dutch-speaking culture; Youth services: extracurricular activities; Public instruction Services: primary schools;
- **Public Service of Wallonie** - Directorate of Social Cohesion;
- **Maritime Community Centre (CCM) of Molenbeek** - Socio-cultural center of the 'Maritime' district;



- **RWDM** - Feminine football club of Molenbeek;
- **Serge Creuz School** - secondary school;
- **Le Foyer** - Social not-for-profit organization, for the integration of the population;
- **JES** - Urban laboratory for youth;
- **Bien ou Bien** - Youth socio-cultural organization;
- **Move ASBL** - Local services; Maison des femmes: activities for women in Molenbeek;
- **VIA** - Reception desk for newcomers;
- **Sampa** - Assistance services for newcomers in Molenbeek;
- **ASBL La Rue** - Not-for-profit association for continuing education;
- **Molenzine** - Local Youth media in Molenbeek;
- **Informagiovani** – local youth service (Italy);
- **Youth Aggregation Centers** (Centri di aggregazione giovanile – Italy);
- Italian Schools and Universities;
- University webradio
- **Italian and European NGO** (Comunità di Sant'Egidio; Manitese; AVSI)



## 2. FACEBOOK- INSTAGRAM

Facebook was contacted through 3 different persons:

1. A public Policy Manager, EU Affairs at Facebook (non-conventional way LinkedIn):  
he showed interest to collaborate, despite the non- conventional way of contact, and he asked to receive more info in order to understand which is “the right person to approach”
2. An EU Public Policy at Facebook:  
This person was first contacted on LinkedIn: as she was interested to the project, she sent us her professional email in order to receive more details. The email was sent (28<sup>th</sup> November) and we are waiting for a feedback. The next step will be to ask for a meeting.
3. A Policy Manager, EMEA Counterterrorism & CVE at Facebook. She was contacted twice through her private email, but we had any answer yet, she will be re-contacted soon.

**Update:** Since the above contacts have been lost, also due to the suspension of the campaign due to the COVID-19, we have decided that, in order to boost our SharedCode Campaign on Instagram and Facebook, we are going to contact these social networks in order to sponsor our pages and contents on Facebook and Instagram. We are going to decide timing, budget and audience. We are planning to start the advertising campaign on Facebook and Instagram during the next weeks, when contents will be increased.





### 3. NON-CONVENTIONAL DISSEMINATION CHANNELS

As previously mentioned, we will try to reach our target group contacting people who influence them, therefore, we have created a shared file with a list of online ambassadors. They will be contacted to ask for support (like, comment and share).

Some of them have already been contacted and gave a positive answer, while others will be contacted very soon.

As this document is public, we prefer to don't mention their name.



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