



# Cicero Newsletter n° 2



## 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 until July 2021. The project is coordinated by the University of Turin, Department of Management.

The CICERO project deals with different kinds of radicalization that can lead to violent extremism: Islamist, right-wing-, left-wing-, and single-issue radicalization. The aim is to undermine the appeal of extremist propaganda, while also providing credible and positive alternatives to the related narratives. In this regard, the CICERO project develops and implements a counternarrative communication campaign aimed at preventing radicalization leading to violent extremism, accompanied by a methodology for evaluating the campaign's effectiveness.

The CICERO consortium has identified, at first, the most prominent radical narratives circulating across the EU to collect and analyzed them. Then, it has defined the target audiences that are considered particularly susceptible to extremist propaganda. An additional purpose of the campaign is to empower relevant civil society actors to fight against the extremist narratives. To this end, online communication efforts will be designed to promote messages that encourage civic engagement and the assimilation of democratic fundamental rights and values embedded in EU society. Civil society engagement efforts, including the organization 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 radicalization leading to violent extremism.



To maximise the effectiveness of the CICERO campaign, the consortium will develop and implement a multi-layered evaluation methodology, allowing to progressively monitor and evaluate the campaign's impact on the designated target audiences.

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 campaign was temporarily suspended while awaiting more clarity on the overall context and a possible way forward. Because of the COVID-19 restrictions to face-to-face interactions, the campaign relies on 100% online communication channels to disseminate a wide range of multimedia contents, developed in the frame of the project. Regarding the offline dimension, some actions might be reconsidered by the end of the project, but only in case the COVID-19 rules will allow them. An additional purpose of the campaign is to empower relevant civil society actors to fight against the extremist narratives. To this end, online communication efforts will be designed to promote messages that encourage civic engagement and the assimilation of democratic fundamental rights and values embedded in EU society. Civil society engagement efforts, including the organization 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 radicalization leading to violent extremism.

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## Specific Objectives

The overall objective is to design and to develop a campaign spreading counter-narrative messages and to empower (by enhancing resilience and critical thinking) civil society in the prevention of radicalization as a risk factor for violent extremism across the EU.

The campaign will seek to undermine the appeal of contents that either encourage or justify violence on political, religious, ethnic or social grounds, by means of multimedia messages designed to challenge violent narratives as well as to provide positive alternatives, centred upon the promotion of democratic values and fundamental rights embedded in EU society.

### *Specific aims:*

Definition of an appropriate counter-narrative strategy to be pursued throughout the CICERO campaign, based on specific, measurable, and realistic goals, tailored and coherent counter-narrative messages as well as a diverse set of multimedia contents. The strategy will be established considering the size and characteristics of the target audiences, as defined under WP2, together with available resources and estimated costs of the campaign. Production of a wide range of multimedia contents, including text, image, video, audio materials, resulting from interviews of young people, families, practitioners, and experts designed to tackle the appeal of violent extremist narratives enshrined in the online messages of the extreme right, the extreme left, and the Islamist sphere, by strengthening the target audiences' critical thinking and cognitive resilience to violent extremist propaganda as well as promoting positive and credible alternatives.

## 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:



## A revised strategy to deal with the Covid-19 pandemic

Considering the continued uncertainty concerning social distancing protocols in the next 12 to 18 months and according to the project extension obtained by the European Commission, the Consortium has revised the original Counternarrative Strategy (D3.1) and adapted it to a predominantly online approach.

The overall project and campaign goals remain unchanged. However, the campaign and the specific activities have been revised and redesigned to reflect the current social distancing and health measures.

The campaign needs to keep up-to-date with new forms of radicalisation, and foresee an eventual cooperation with relevant scientists, government officials and social role models to create efficient counter-narratives to be spread on social media and on websites. Moreover, new categories need to be included among the most vulnerable groups. These include people who lost their job or suffered a remarkable economic damage due



to COVID-19 Pandemic, teenagers who cannot attend school and are isolated from their partner and friends etc. CICERO needs to include them in the target categories for the campaign, adopting the message to their sensibility and experience.

## 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).

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 “shared values dynamics” will remain the core of the campaign, raising awareness and reflection, reinforcing the below-mentioned values.

The pre-COVID context is no longer the same because radicalisation has taken a back seat. However, communitarianism is indeed present and the socioeconomic gap is the most glaring between those who stay at home between 4 walls with 6-8 people in small confined spaces and the others. The COVID-19 Pandemic acted as a catalyst for conspiracy theories and extremist narratives that fuel polarisation in society and constitute a breeding ground for violence.

## SharedCode is ONLINE!

**The SharedCode Campaign is now online!**

Starting from the main website – [sharedcode.eu](https://sharedcode.eu) – you can follow our social pages on [Instagram](#), [Facebook](#) and [Youtube](#).



On the SharedCode website and on its social accounts you will find all the updates of the campaign, stories, images, audio and videos that will be shared to achieve our goal of spreading our values by reaching our target audiences.

Here the SharedCode teaser:



Several actions have been undertaken to disseminate the SharedCode Campaign and its message to our target group. Apart from the promotion on different organizations social media accounts, the campaign was presented and promoted on various radios in Belgium, such as Arabel, RTL TVI and on RTBF. In Italy, during the month of January 2021, an advertising campaign was broadcasted on Radio Popolare for one week, 7 times per day.

Here the promotion on the Belgian Radios and the Italian advertising campaign:

Arabel

RTL TVI

RADIO POPOLARE

Also, Universities and several religious organisations are supporting the Campaign.

In particular, as proof that the campaign is circulating within the communities of the faithful, during a webinar held on the 26<sup>th</sup> of December 2020 by **CII** (*Confederazione Islamica Italiana*) with the most important religious authorities, such as Mons. Stefano Russo - General Secretary of the CEI, Rav Scialom Bahbout - former Venice Rabbi, Shykh Omar Al-Kazabri - Imam of Casablanca, Prof. Paolo Naso from Sapienza University in Rome, preachers and leading figures in the Arab world, one of the SharedCode video was broadcast.





Novareckon is having a partnership with [The European Documentation Center of the VCO](#) (Italy), in order to ask students and young people aged 18-25, who live in the Verbano Cusio Ossola area, to take a video where they speak about values such as fight against climate change and environmental problems, economy at the service of people and social equity and equality, which are the values shared by the SharedCode Campaign. This action is taken in the frame of the Conference of the future of Europe that will be held in the next months and it could be a very important opportunity to disseminate the Project and the SharedCode Campaign. This contest was launched during a webinar, held on the 18<sup>th</sup> of December and on the 29<sup>th</sup> of January, videos were presented. At this link is possible to see the presentation Youtube webinar.



# Next Events

## CICERO TRAIN THE TRAINERS' WORKSHOPS

The CICERO Project's Work Package 5 (WP5) concerns campaign effectiveness evaluation and capacity building. Four train the trainers' online workshops will be organized in webinar format, by different partners in the consortium.

European Foundation for Democracy is the responsible of this task, while CESI, EFD, UNITO, CII and Z&P will be in charge of organising the webinars.

These online workshops will provide the participants with valuable insights from experts in the field of prevention of radicalisation related to the four kinds of extremism addressed by the Cicero project as well as to share good and bad practices among participants.

For more information and to register, visit this link:



### TRAIN THE TRAINERS' WORKSHOPS

*Get trained... Get empowered!*

**1<sup>st</sup> WORKSHOP**  
Date: 26/03/2021 | Starting time: 10:00 am | Duration: 120 min.  
ORGANISED by: [CESI](#)  
Right-wing Extremism (RWE): take the chance to broaden your knowledge on narratives, target audience, and recruitment tactics of the RWE and get trained on how to improve strategic communication skills to counter RWE narratives.  
Language: 

**2<sup>nd</sup> WORKSHOP**  
Date: 17/03/2021 | Starting time: 05:00 pm | Duration: 80 min.  
ORGANISED by: [CII](#) with the participation of [SAVE BELGIUM](#)  
Islamist extremism (IE): join the discussion about narratives, target audience, and recruitment tactics of the IE and get trained on positive education approaches with youth to prevent IE to gain a foothold in society.  
Language: 

**3<sup>rd</sup> WORKSHOP**  
Date: 25/03/2021 | Starting time: 04:00 pm | Duration: 80 min.  
ORGANISED by: [UNIVERSITA' DI TORINO](#) - [Dpt Management and Zanussi & Partners](#)  
Single issue extremism (Environmental Extremism): climate change and the health of our planet concern us all. Nonetheless, some groups exploit these concerns to recruit youth for violent extremism; join the workshop to receive some insights about such groups and get trained on how to improve your networking skills to implement counter-narrative efforts against violent extremism.  
Language: 

**4<sup>th</sup> WORKSHOP**  
Date: 08/04/2021 | Starting time: 04:00 pm | Duration: 80 min.  
ORGANISED by: [EFED](#) with the participation of [ESI](#)  
Left-wing extremism (LWE): take advantage of learning more about a poorly investigated topic like LWE and get trained on how to analyse extremist narratives online, through a reporting tool provided by "Trasparenza Italia (TSI)".  
Language: 

A CERTIFICATE OF PARTICIPATION will be provided to all participants upon request.  
It will be possible to register at this link: [HERE](#) - 10 days before the date of the workshop.

CICERO: COUNTERNARRATIVE CAMPAIGN FOR PREVENTING RADICALISATION  
[Cicero-project.eu](#)

This project was funded by the European Union's Internal Security Fund Police under GA N° #12613

CICERO TRAIN THE TRAINERS' WORKSHOPS

**CICERO**



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**GA N° 812613**