

CICERO

Project overview and objectives

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for **CICERO** project (Counter-narrative communication campaign aimed at preventing radicalisation).

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S.A.V.E. Belgium in a nutshell

- ▶ In August 2013, my son Sabri, then almost 19 years old, left the family cocoon to go to Syria. He had not told us about this trip. After a few days without any news from him, he sent us a message to tell us that he had arrived in Shaam...
- ▶ Less than 4 months later, my husband received a phone call from Syria. A Syrian was telling him that our son had died as a martyr!
- ▶ It was more than obvious for me to join what will become my life's struggle: raising awareness and accompanying families concerned by the problem of violent radicalisation.



EDUCATION



PREVENTION



SUPPORT

CICERO overview

- ▶ The **CICERO** project deals with **different kinds of radicalisation** that can lead to violent extremism: Islamist, right-wing-, left-wing-, and single-issue radicalisation.
- ▶ 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 counter-narrative communication campaign aimed at preventing radicalisation leading to violent extremism, accompanied by a methodology for evaluating the campaign's effectiveness. An additional purpose of the campaign is **to empower relevant civil society actors to fight against the extremist narratives**.
- ▶ The CICERO consortium has identified, at first, the **most prominent radical narratives circulating across the EU** to collect and analysed them. Then, it has defined the **target audiences** that are considered particularly susceptible to extremist propaganda.
- ▶ Because of the **COVID-19 restrictions** to face-to-face interactions, the campaign was relied on **100% online** communication channel to disseminate a wide range of multimedia contents, developed in the frame of the project.
- ▶ To this end, online communication efforts were 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 organisation of 'train-the-trainers' workshops directed at specific stakeholders, were undertaken to further enhance the ability of civil society to detect and cope with radicalisation leading to violent extremism.
- ▶ To maximise the effectiveness of the CICERO campaign, the consortium developed and implemented a **multi-layered evaluation methodology**, allowing to progressively **monitor and evaluate the campaign's impact on the designated target audiences**.

CICERO goals

► Project overall 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 sought **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 project 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 counternarrative messages as well as a diverse set of multimedia contents.
- **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.**



Counter-narrative communication campaign aimed at preventing radicalisation

Thanks for your attention!



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