

CICERO

The SharedCode Campaign and the contents produced

by Liza Dignac and Anthony Lamaudière

on behalf



S.A.V.E. Belgium



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



This project was funded by the European Union's Internal Security Fund Police under **GA N°812613**.

The Sharedcode campaign in a nutshell

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 socio-economic 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.

The European Commission has never been mentioned in the messages spread for the simple reason **to avoid the “institutional” and the “preventing radicalisation” labelling.**

We tried to **talk like our target audience** in order to reach them. Therefore, we tried the most we could to implement a **strategy that empowers credible voices and spokespersons within society who were able to connect and communicate** the SharedCode shared values with the target audience.

The Sharedcode actions in a nutshell

The Sharedcode campaign was led almost entirely **online**, during 9 months, with the production of **text, image, audio and video contents** and their publication **on social medias** (Facebook, Instagram, Youtube, website). All the contents were related to the **11 values** (altruism, cooperation, equality, gender equality, empathy, social commitment, fight against isolation, no prejudice but facts, resilience, respect for the diversity, unity) promoted by the Sharedcode campaign, including, motivational blogposts, humoristic memes, audio collages, inspiring video portraits and so on.

The Sharedcode campaign will end with **physical events**:

- On the first hand in **Molenbeek-Saint-Jean** (Belgium) with the main event that will be the creation of a **mural and its vernissage**, today, by the painter and calligrapher Nikita Collienne in collaboration with young people from the neighbourhood (*#CodeTheWall event*).
- On the second hand, an event in **Bordeaux** (France) will be organised on 21st of July – ***Sharedcode festival*** – in the afternoon until midnight, also to promote and present the campaign with performances, animations, workshops, live concerts.

The Sharedcode contents

Text contents

The production of the text contents includes the production of **content descriptions, text for memes, promotion of Sharedcode on external websites, call-to-action comments on Sharedcode channels, institutional newsletters and blogposts.** The idea was to have a diversity of kind of images to reach a wider target audience and to make the campaign more interesting and entertaining.

Difference is beautiful.

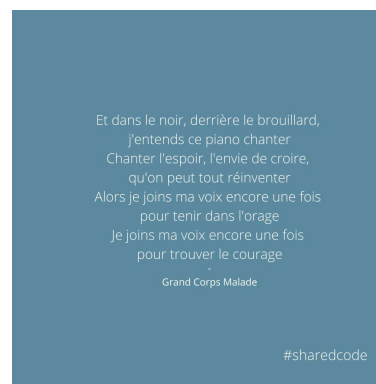


Our differences allow us to learn from each other, discovering new and incredible facts or curiosities. They design our unicity, our amazing uniqueness. Difference is the added value that gathers people all over the world and allows them to enrich their personal background in unpredictable modalities. Differences help us live a fulfilling life, with the certainty of having new things to discover every day, new adventures to seize and new people to meet. It's what makes our life spicy, feeding the inner child hidden inside each of us. Difference is never an obstacle, while rather an opportunity.

“Our ability to reach unity in diversity will be the beauty and the test of our civilisation”, Ghandi once said. The deep meaning of this sentence is revisable in the importance given to the word “diversity”. What is clear from those simple words is that unity is nothing but the addendum of many differences and diversities. It is not about repressing them, quite the opposite. It is about making them flourish like a beautiful flower in the early Spring: it will blossom in a field together with many other flowers, each one of them with its peculiarity and uniqueness, forming together an astonishing field. This is exactly what differences are to us. This is exactly the scent of unity.

Sometimes differences scare us. It can happen, and it is completely normal. It does not make us horrible human beings, because being cautious is part of our inner instinct. And that is where our intelligence and our intellect come into play. There is where our most sincere curiosity inspires in us the desire to know more and to overcome that initial fear. That is the moment in which we understand that what we first thought was fear was actually just scepticism and was easily surpassed.

In your experience, **what is the most beautiful difference that you have been able to meet?**



Values are a shield against all forms of extremism As many “yes” voters have rightly said, You need to distinguish between islam and islamism. Islam is peaceful and mostly shares many of the values of other major religions like christianism, Judaism and even budhism. I'm disappointed and discouraged to see how many of the “yes” voters are confusing islam and islamism. In the #SharedCode campaign we celebrate our shared values and want to help people to realise these commonalities. As one of our interviewees said “Greater cultural diversity means more collective efforts to reject all forms of extremism and racism”. See <https://www.Youtube.Com/watch?V=meFRAqw5jJI> (and our other videos) if you want to learn more.

The Sharedcode contents

Image contents

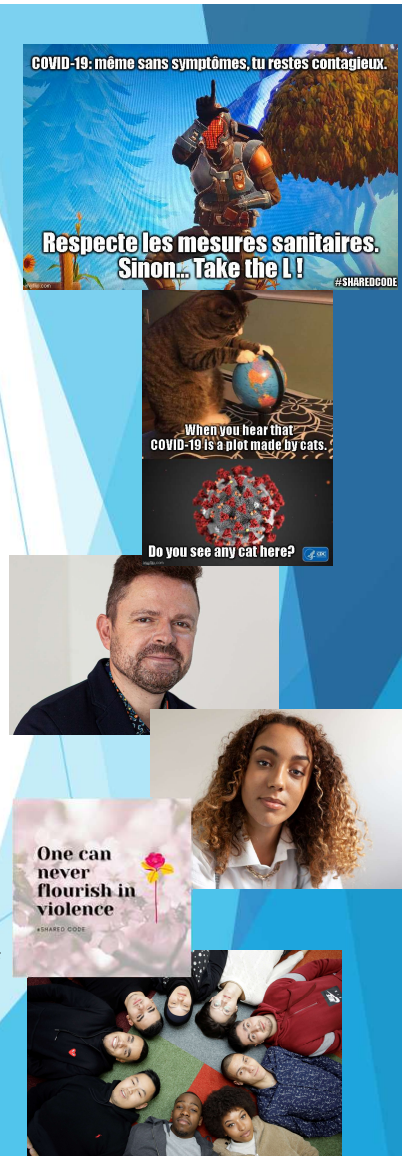


The production of the image contents includes the production of **memes**, **photographic portraits** and **other photographs that illustrate our values**. The idea was to have a diversity of kind of images to reach a wider target audience and to make the campaign more interesting and entertaining.

The **memes** are *something such as a video, picture, or phrase that a lot of people send to each other on the internet* (Collins Dictionary), *that is spread very quickly on the internet* (Cambridge Dictionary). This kind of content was particularly interesting **to convey messages that were not easy to spread** (especially the Covid19-related ones because they make news, they are strongly linked to conspiracy theories, mistrust and other polemical topics) and to reach with a lot of accuracy specific target audience (especially with the Fortnite-used picture, from an online video game that is part of a certain generation of young people).

The **photographical portraits** are mainly the ones taken during the video shooting that produced our video portraits and contents. They are directly linked with the videos to promote the best we can the portraits and the messages they convey. They were taken by a professional photographer to enhance the beauty of our "ambassadors" and their messages. Therefore, our target audience can more easily identify themselves and it increases the probability to reach now followers. The idea is **to embody the campaign** and not only spread messages whose source would be too vague or confused.

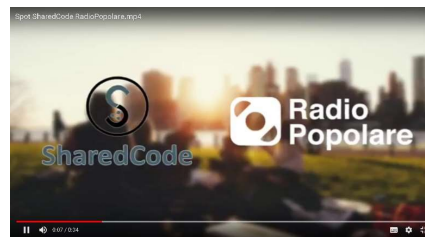
The **other produced photographs** feature young people and represent our values. Inspiring messages and questions to generate reactions were written in the social medias' posts, to support the promotion of those photographs. The main objective **was to involve young people and explicitly link them to our values**, and again, appeal the interest of our target audience that could identify itself to those young people.



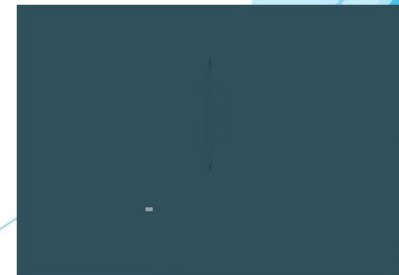
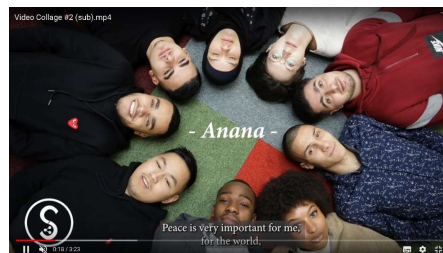
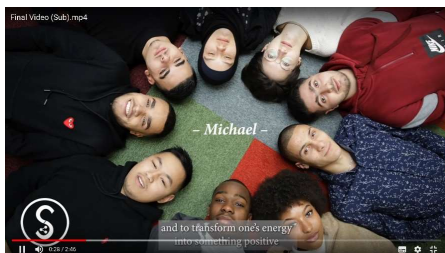
The Sharedcode contents

Audio contents

The production of the audio contents includes the production of **interviews, collages and advertising spot**. The idea was to have a diversity of kind of audios, to reach a wider target audience and to make the campaign more interesting and entertaining.



The two **collages** were made at the end of the campaign to **sum up all the video contents** (and somehow the campaign) under an audio format, by the selection of an inspiring quote for each video (therefore, portrayed person). The idea is to have a mix of language (French and Italian speaking, English subtitles), people, values and quotes, easily listenable. The advantage is that the social media users don't need to pay attention on the screen, so the content is **more conveniently reached and sharable**. It allows us, also, to direct the viewers to the individual and full videos, and then **promote better the other contents**.



The Sharedcode contents

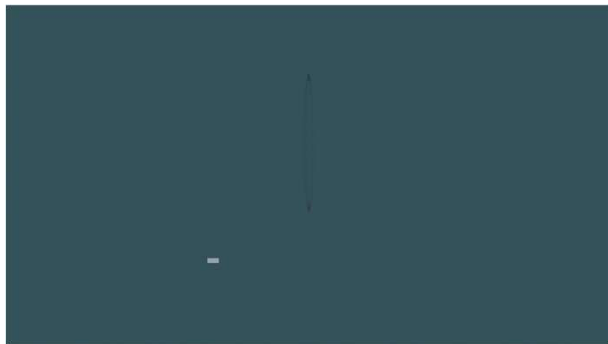
Video contents

The production of the video contents includes the production of **video portraits**. The idea was **to embody** the most we could that campaign, first because it is all about people and values of life, second to better reach our target audience that could identify more easily to our initiative and then and then be an effective relay.

The video portraits feature men and women, at all ages, from different origins and cultures, that talk about a fragment of their life and our values and share precious messages to their audience. The overall aim is **to spread inspiring, motivational and positive feelings and messages, to support the whole campaign.**



Einat – Renforcer le tissu local par l’art, la culture et l’environnement



Einat est artiste et une citoyenne socialement engagée dans Molenbeek-Saint-Jean.

Elle travaille actuellement à création d'un lieu de rassemblement qui puisse intégrer un espace de marché avec des produits locaux de fermes proches de Bruxelles et des activités culturelles et artistiques pour mettre à l'honneur les savoirs traditionnels des habitants et représenter au mieux le quartier. Elle s'appuie notamment sur un groupe de jeunes afin de les responsabiliser et de les rendre acteurs du changement.

Le but d'un tel projet est de renforcer le tissu local, faire prendre conscience de l'importance de prendre soin de l'environnement, valoriser les différences en créant des liens, pour faire face à un système dans lequel on vit et qui peut parfois être inégalitaire et destructeur.

Pour rappel, notre campagne s'articule autour de 11 valeurs clé que sont: 1) Altruisme 2) Coopération 3) Égalité 4) Égalité des genres 5) Empathie 6) Engagement social 7) Lutte contre l'isolement 8) Pas de préjugés mais des faits 9) Résilience 10) Respect de la diversité 11) Unité

Nous vous invitons à aimer, commenter et partager cette belle vidéo et conduire du mieux possible notre campagne.

Notre code commun, nos valeurs en partage.



Counter-narrative communication campaign aimed at preventing radicalisation

Thanks for your attention!



S.A.V.E. Belgium

Liza Dignac

Anthony Lamaudière



This project was funded by the European Union's Internal Security Fund Police under **GA N°812613**.