



CICERO

FINAL EVENT

The Italian video production in collaboration with CDE
and the RADIO POPOLARE advertising

Christian Violi - NOVARECKON

15th JULY 2021

*This project was funded by the European
Union's Internal Security Fund —Police*

under GA N° 812613



LESSON LEARNT

In order to increase participation and to obtain better results in spreading the campaign there is the need to involve local actors on the field, even if the whole campaign is online. A direct connection with local associations, NGOs, schools, public entities, is key to engage people and to make them look at your social media accounts.



ITALIAN BEST PRACTICE

During the project, we tried to establish relationships with local organisations, to introduce them the project goals and approach, and to find potential synergies. A fruitful cooperation started with the European Documentation Centre based in Verbano-Cusio-Ossola (a province in Piedmont Region), managed by Ars.Uni.VCO, a public-private non-profit association found in 2000 with 34 members (all legal persons, private and public, such as municipalities, universities, chambers of commerce, associations representing companies, etc.).



CONTEXT

Within the national EDC network, we built a small project to engage students (from secondary schools to universities) for the “Conference on the Future of Europe”, and in particular about some of the key topics of the Conference:

- climate change and the environment
- social justice
- values and rights
- European democracy

Those topics have been also addressed in our SharedCode campaign.



Photo: European Commission



IDEA

With the active support of the schools and the local university (Università del Piemonte Orientale), we set up a contest, asking young people from 18 to 25 years old to send short videos, made with their own mobile phone, about one of the selected topics. A first online event was organised, to explain our aim and to involve local actors, then we collected all the videos and a second online event was organised at the end, to show some of them, and to talk about those topics with the authors, their professors and local public authorities.



I GIOVANI VERSO LA CONFERENZA SUL FUTURO DELL'EUROPA

Venerdì 29 Gennaio 2021 ore 17.00 ON LINE

Il prossimo 29 gennaio segui in diretta ON LINE la presentazione dei video che hanno partecipato al contest "I giovani verso la Conferenza sul futuro dell'Europa".

Link alla diretta:

<https://bit.ly/3nZNsrm>

Avrai l'occasione di assistere alla TAVOLA ROTONDA con:

Vittorio Calaprice

Rappresentanza in Italia della Commissione Europea - Roma

Luca De Gennaro

Segretariato Generale del Parlamento Europeo - Lussemburgo

Progetto nazionale dei CDE italiani 2020

VERSO LA CONFERENZA SUL FUTURO DELL'EUROPA.

Un nuovo slancio per la democrazia europea realizzato dalla Rete dei CDE italiani con il contributo della Rappresentanza in Italia della Commissione Europea.

PROGETTO CICERO - CICERO - Counternarrative Campaign for preventing Radicalisation è un progetto EU che deve ideare, attuare e valutare l'efficacia di una campagna di comunicazione contro-narrativa mirata a prevenire la radicalizzazione che può condurre ad estremismi violenti.






Per maggiori informazioni:





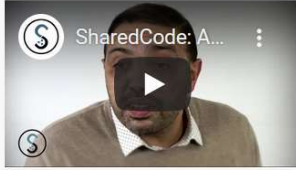



e-mail: cde.vco@univco.it cell: +39 388 6252480



VIDEOS

After the event, a couple of videos were selected and two professional videos were produced, on the following topics: **xenophobia** and **gender equality**. For the production of those videos, another local association was involved, called “21 Marzo”. This association is really active in engaging young people to implement social and cultural projects. The videos have been spread using both SharedCode and EDC social media accounts, and the final results of all the process were shared with the European Commission's Representation in Italy.


[HOMEPAGE](#)
[ABOUT US](#)
[VIDEO](#)
[BLOGPOST](#)
[CONTACT US](#)





 <p>Conference Muhammad ￼ (Italian Islamic Confederation) <i>For a human fraternity</i></p>	 <p>Karim <i>Be an actor in your life to flourish</i></p>	 <p>Einat <i>Strengthening the local fabric through art, culture and the environment</i></p>	 <p>Zineb <i>Youth serving others</i></p>
 <p>Ahmed <i>The critical citizen spirit as a bulwark against the rejection of the other</i></p>	 <p>Associazione 21 Marzo <i>All united towards gender equality!</i></p>	 <p>Samia <i>Freeing the word of young people</i></p>	 <p>Associazione 21 Marzo <i>Diversity is not a barrier, but an opportunity</i></p>



RADIO ADVERTISING

A cooperation with “Radio Popolare”, an independent radio managed by a social cooperative, has been set up in Italy. The text was provided by Cicero’s partners and a professional spot was broadcasted during a period of one week, between the 7th and the 13th of January 2021. The spot was 30 seconds long and it was repeated 7 times per day, in different hours. SharedCode is still in the radio’s web site.



SharedCode
La campagna SharedCode riceve e condivide i codici di ognuno per farli risuonare insieme



Scuola di Formazione Antonino Caponnetto
La mafia teme più la scuola che la giustizia



Sightsavers Italia Onlus
La nostra visione è quella di un mondo in cui nessuno sia cieco per cause evitabili e dove le persone...



Radio Popolare

Unisciti alla nostra indipendenza

[Dona ora](#)



Thank you for your attention !

