



## The Project

The European project **CICERO** – *Counter narrative Campaign for Preventing Radicalisation*, is coordinated by the **University of Turin, Department of Management** 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 completed in **July 2021**.

The CICERO project discussed different kinds of radicalization that can lead to violent extremism: **Islamist, right-wing-, left-wing-, and single-issue radicalization**. With the aim to undermine the appeal of extremist propaganda, while also providing credible and positive alternatives to the related narratives. In this regard, the CICERO project developed and introduced a **SHARED CODE** counternarrative communication campaign aimed at preventing radicalization leading to violent extremism and empowering relevant civil society actors to fight against the extremist narratives. The campaign was 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, collected and analyzed them. Then, it has defined the target audiences that are considered particularly susceptible to extremist propaganda.

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. 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. 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.



## Specific Objectives

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

## Project Consortium

CICERO involves technological companies, associations and various policy and research organizations from **3 European Countries** (*Italy, Spain and Belgium*).

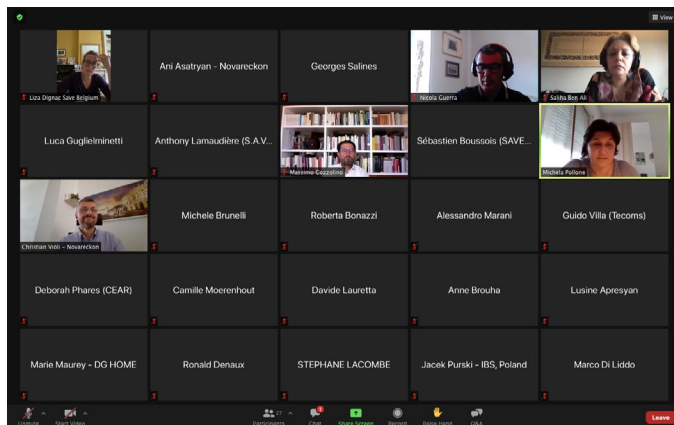
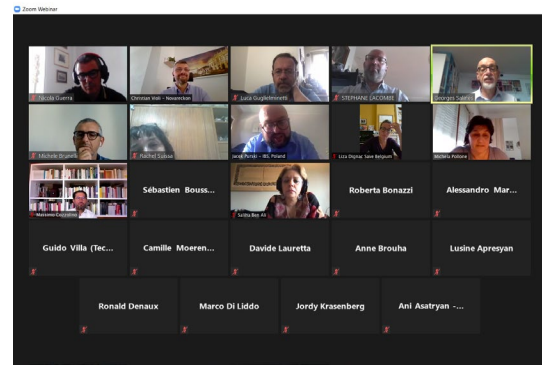
The project Consortium is composed by:





# Cicero Final Conference

On **15<sup>th</sup> of July** an online (due to the persistent pandemic situation) final conference dedicated to CICERO project took place. The conference led by Project coordinator UNITO, welcomed project partners, subject - matter external experts, interested stakeholders and **summarized 30 months of project activities**, results and provoked number of insightful and thought-provoking discussions.



As a part of the conference a round table discussion moderated by Luca Guglielminetti, RAN Ambassador for Italy, was lunchted to present the Lessons Learned from project, provide expert feedback on project's approach and methodology, as well as to suggest future initiatives and activities for project's sustainability.

## Event Agenda & Topic

Following the event agenda University of Turin as CICERO project coordinator and S.A.V.E. Belgium as one of the key partners of the project opened the online conference by presenting the project's motivation behind, achieved objectives and outputs.

*In August 2013, the son of Saliha Ben Ali (S.A.V.E. BELGIUM) Sabri, almost 19 years old, without informing left the family to go to Syria. After some days without any news about him, he sent a message to tell that he had arrived in Shaam. Less than 4 months later, Saliha's husband received a phone call from Syria. A Syrian was telling him that their son had died as a martyr!*

*It was more than obvious for Saliha to join what will become her life's struggle: raising awareness and accompanying families concerned by the problem of violent radicalisation.*

The online communication efforts by CICERO were designed to promote messages that encourage civic engagement and the assimilation of democratic fundamental rights and values embedded in EU society. 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.

# SharedCode Campaign

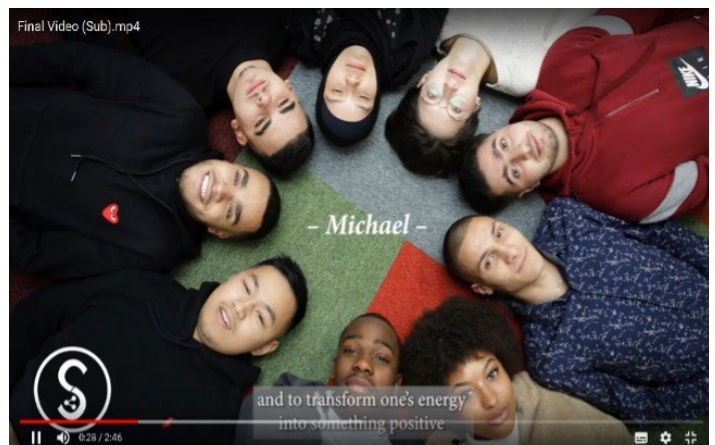
The campaign's main objective was to promote social cohesion through countering polarising narratives, indirectly deconstructing them and building alternatives and positive "stories", focusing on shared values for a shared future. The "shared values dynamics" will remain the core of the campaign, raising awareness and reflection, reinforcing the below-mentioned values. The 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.

It was possible to follow all updates on SharedCode campaign, stories, images, audio and video on the SharedCode website ([sharedcode.eu](https://sharedcode.eu)) and on its social pages on [Instagram](#), [Facebook](#) and [Youtube](#).

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 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 ended with 2 **physical events** in **Molenbeek-Saint-Jean (Belgium)** on 15<sup>th</sup> of July and in **Bordeaux (France)** organised on 21<sup>st</sup> of July.

## Molenbeek-Saint-Jean (Belgium) – Mural painting Vernissage - 15 July 2021

On Thursday 15<sup>th</sup> July, the Sharedcode campaign team discovered the mural that accompanies the end of the campaign, after days of painting by the painter and calligrapher **Nikita Collienne** (**#CodeTheWall** event).

Despite the weather conditions (bad weather in Belgium), we were able to hold a vernissage of the wall in the presence of the associations that contributed to the completion of this mural. We were able to build bridges between these different associations, SAVE BELGIUM and the people of Molenbeek.





The associations present were the VIA association, a multidisciplinary and multicultural team working together to build a reception system for newcomers to Brussels (Janaki Declaire, director and Christophe Vivaro, project coordinator), MOVE association, who's coordinating actions related to the integration and cohabitation of the various local communities, actions relating to the socio-preventive aspect of the security contract or projects arising from the Cities Programmes, including the activities of the 6 communal neighbourhood centres, cross-cutting projects and consultations, INFOR JEUNE, Centre d'Accueil et d'Information Jeunesse asbl - is a Brussels-based information service covering a range of areas of interest to young people in the broadest sense: young people's rights, studies/training, jobs/occupations, work/unemployment, citizenship, rights of foreigners, health, drugs, housing, quality of life (environment, town planning, transport, consumption), international mobility, sports, culture, holidays, family and emotional life).

It was also the occasion to organise the whole day a workshop, facilitated by BelCompétence-The Constellation – Community life Competence (#EyesOfTheHeart).

As "it is only with the heart that one can see rightly, what is essential is invisible to the eye." (*The Little Prince* by Antoine de Saint-Exupéry), the workshop involved for each session two persons that have never seen each other. And yet they will learn to listen "with the eyes of the heart", separated by a black veil.



## **Bordeaux (France) – Sharedcode Festival in La Guinguette chez Alriq – 21 July 2021**

On Wednesday 21 July, the Sharedcode festival took place from the afternoon until evening, in La Guinguette chez Alriq (ZA Quai des Queyries, Port Bastide), along the Garonne River. The association "La Constellation – Community life Competence" organised a 3h-meeting-workshop to present the Sharedcode campaign and its scope and objectives, and to discuss on tolerance and social cohesion.





It was the occasion to gather Virginie Alriq (Administrator of La Guinguette chez Alriq), Phillipe Barre (Founding member of Darwin eco-lab), Marlou de Rouw and Luc Constantin (The Constellation), Tarek Obrou (Bordeaux's imam), Laure Villacreces (Vice-president of the Ligue de l'enseignement Gironde), Guillaume Fedou (Bordophonie), Bernie Calatayud (Coordinator in Le Collectif Bienvenue), Sylvie Schmitt and Léo Fasang from the Mayor's office, Anthony Lamaudière and Liza Dignac from S.A.V.E. Belgium partner of Sharedcode campaign, to share professional and personal experiences, reflection in groups ("museum of living together" activity), development of courses of action thought out in groups. This event was recorded live via Facebook.

The Sharedcode festival was followed with concert and live brass band end at the beginning of the evening, before the launch of the concert later. The frame of festivity gave to the workshop a very special spirit of sharing and reflection.

## Train the Trainers' webinars

The CICERO Project's Work Package 5 (**WP5**) concerns campaign effectiveness evaluation and capacity building. As part of this large aim, the capacity building component occurred in the format of train the trainers' workshops (**TTWs**) devoted to empowering relevant stakeholders in the field of prevention of radicalisation and counter/alternative narratives campaigns. This task was led by the European Foundation for Democracy (**EFD**). Due to the Coronavirus pandemic, an online working group was also set up to re-discuss the implementation of these workshops. The workshops provided the participants with valuable insights from experts in the field of prevention of radicalization. The law enforcement agencies as well as researchers, civil servants, students, teachers, social workers and members of civil society organizations participated in six "train the trainers' workshops" on the following topics:

1. Right-wing extremism, organised by CeSI (Centro Studi Internazionali) on February 2, 2021;
2. Islamist extremism, organised by CII (Confederazione Islamica Italiana) in cooperation with SAVE Belgium on March 17, 2021;
3. Single issue (environmental) extremism, organised by the University of Turin in cooperation with Zanasi & Partners on March 25, 2021;

4. Left-wing extremism, organised by EFD (European Foundation for Democracy) together with ESI (Expert System Iberia) on April 8, 2021;
5. Building resilience to politico-religious extremism, organised by SAVE Belgium alongside CII (Confederazione Islamica Italiana) on April 21, 2021;
6. Follow-Up Workshop, organised by EFD (European Foundation for Democracy) in cooperation with all the above-mentioned organisations on May, 11 2021.



## Expert roundtable

The conference concluded with discussion of CICERO project lessons learned on effectiveness and impact by SharedCode storytelling campaign, Civil society engagement efforts, including the organization of 'train-the-trainers' workshops, an appropriate counter-narrative strategy pursued throughout the CICERO campaign. At the end of the conference the participants discussed possible future collaborations and project ideas covering outcomes of CICERO project.

To the round table discussion chaired by **Luca GUGLIELMINETTI**, RAN Ambassador for Italy and Expert Pool of the Radicalisation Awareness Network participated experts:

- Prof. **Michele Brunelli**, Director of the Master Programme in Preventing and combating Radicalisation and Terrorism, at the University of Bergamo;
- Ph.D **Rachel Suissa**, School of Political Sciences, University of Haifa;
- Prof. **Nicola Guerra**, Turku University;
- **Jacek Purski**, RAN Expert Pool, President of Institute of Social Safety, Poland;
- **Stéphane Lacombe**, Consultant & trainer - Prevention of Radicalisation & Violent Extremism;
- **Georges Salines**, Founding chairman and President of 13onze15 Fraternité - Vérité, association of the victims of the 13rd November.



**CICERO**



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