

## Civil Society Empowerment Programme

April 2017

*This is an Update special on the activities of the Civil Society Empowerment Programme (CSEP), a new EU programme supported by the RAN Centre of Excellence (RAN CoE) to encourage online campaigns countering extremist propaganda. You are receiving this Update special as you are part of the RAN network or because you have registered your interest in the Civil Society Empowerment Programme. This CSEP edition will be sent out six times this year, in addition to the regular RAN Update. Feel free to distribute this Update within your network.*

### Launch of the Civil Society Empowerment Programme

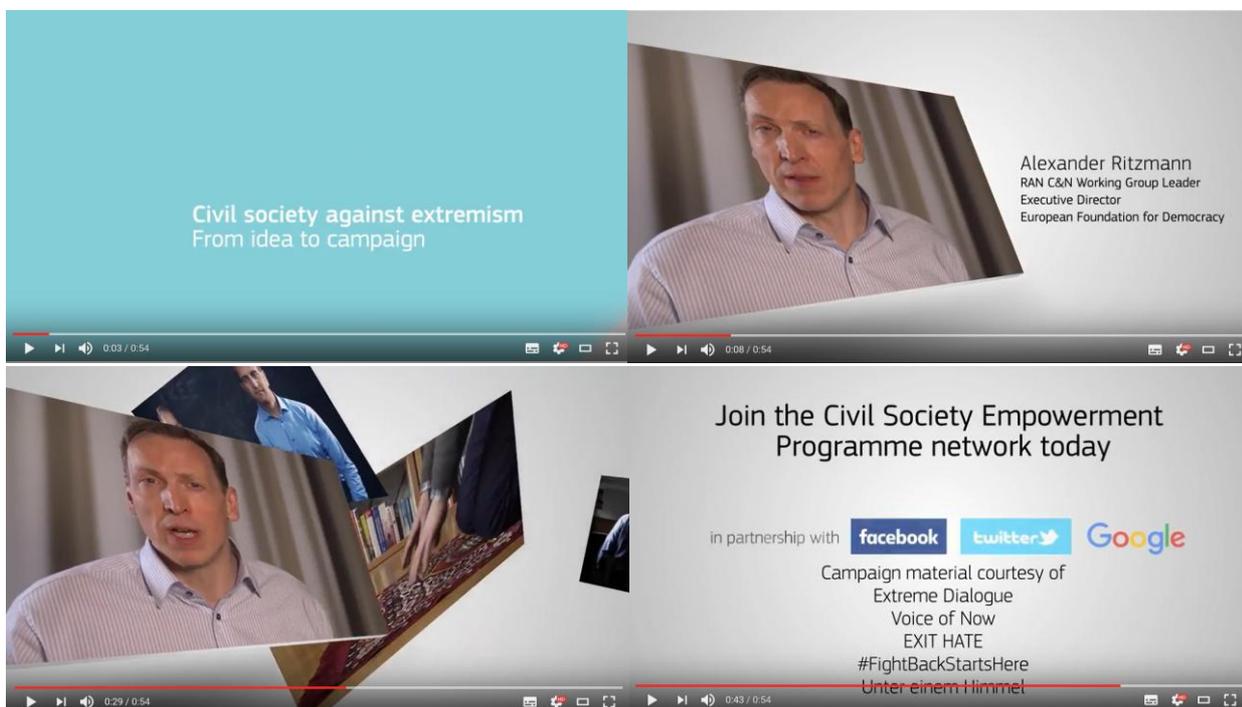
The CSEP was officially launched during the kick-off event in Brussels in mid-March, which gathered 100 civil society actors and other stakeholders from across the EU. The workshops provided ample opportunity to learn more about effective campaigning, find out more about social media strategies and create new partnerships. The partnering internet companies (Facebook, Google and Twitter), marketing professionals, prevention specialists and civil society actors discussed how to best proceed to delivering alternative and counter narratives together.

As became manifest during the meeting, local challenges differ: from increasing polarisation to right-wing extremism, from remnants of old conflicts to new jihadist challenges. The needs to develop an effective campaign also vary between EU Member States. Some participants indicated a need to enhance graphic and film-making skills, others were interested in evaluation toolkits or tips for online branding.

Participants at the kick-off event appreciated the added value of learning from marketing experts and internet companies. It opened their eyes to the wealth of online opportunities to prevent radicalisation. CSOs present were able to mingle and network and look for possible cooperation opportunities. These dynamics contributed to the meeting being a great success.

At the end of the meeting CSOs and other participants united behind the slogan: [“Extremists online shout loudly, but are few - we are speaking up!”](#)

Alexander Ritzmann, RAN C&N working group leader, briefly explains CSEP and how you can join:



## Register for the CSEP Training

Starting in April 2017, RAN will provide training to CSOs in all EU countries. The training will provide guidance on how to design and implement a convincing and credible campaign and how to ensure it reaches the target audience across different online platforms. It will also provide support on evaluation.

### Programme

The one-day training session will provide representatives from CSOs with a hands-on introduction to using social media as part of their existing prevention strategies. The seminar is built around success stories: online alternative and counter narratives that have proved effective. Participants will develop a better understanding of how their organisations can take full advantage of social media to voice credible alternatives and counter narratives to terrorist propaganda and violent extremism. At the end of the seminar, participants will have their own simple action plan ready, and they will have access to an online platform with supporting tools, materials and documents in their national language. The training has been developed in close cooperation with the CSEP partners: Facebook, Google, Twitter, the European Strategic Communications Network as well as experts from the RAN Centre of Excellence.

What to expect from the training session? RAN CoE trainer Steven Lenos explains:



### Register for the CSEP training

If your organisation is active in preventing radicalisation and could benefit from this training session, please [register your interest online](#). We will review applications against several criteria.

1. You must either be a credible voice in alternative and counter narratives or able to deploy such voices.
2. You can either be a first line practitioner, such as a teacher or youth worker, or be part of a community effort, such as a neighbourhood project or interfaith programme.
3. Having a track record of previous online counter- and alternative narrative campaigns on prevention or societal issues is an advantage, although not an absolute precondition to join.
4. You must be active in the field of the prevention of radicalisation or a related field (countering polarisation, hate speech etc.)

We will provide 28 training sessions throughout the EU and encourage participants from all over Europe to apply. In general we will invite one person per organisation, and each session will welcome 10-15 participants. We will address local issues and trends. The training sessions will be held in English and therefore working proficiency in English is required. The training material will be translated into the local language afterwards.

Please find below the date of the training session in your country. Please register [your interest here](#). You will receive a notification of your participation in the programme a maximum two weeks in advance.

## Training Calendar

EU MEMBER STATE	DATE AND LOCATION
The Netherlands	Wednesday 5 April, Amsterdam
United Kingdom	Thursday 20 April, London
Croatia	Thursday 11 May, Zagreb
Denmark	Tuesday 16 May, Copenhagen
Sweden	Wednesday 17 May, Stockholm
Cyprus	Thursday 18 May
Romania	Wednesday 24 May
Finland	Wednesday 31 May
France I	Thursday 15 June
Estonia / Latvia / Lithuania	Thursday 15 June
Spain	Tuesday 20 June
Portugal	Wednesday 21 June
Ireland	Thursday 22 June
Poland	Thursday 29 June
Belgium / Luxembourg	Wednesday 12 July
Germany I	Thursday 31 August, Berlin
Italy	Thursday 7 September
Slovakia	Wednesday 13 September
Germany II	Wednesday 13 September, Hamburg
Malta	Thursday 14 September
Austria	Wednesday 20 September
France II	Wednesday 20 September
Slovenia	Thursday 21 September
Greece	Thursday 5 October
Hungary	Thursday 5 October
Czech Republic	Tuesday 24 October
Bulgaria	Thursday 26 October

## Get inspired: campaigns from our network

Online campaigns are the most effective when they implement offline learnings in a local and targeted setting. In this newsletter and on our social media we will share good practices regularly.

- Humza Production '[Diary of a Bad Man](#)'
- [Families Matter](#) website.
- Dare to be grey '[Campaign against polarisation](#)'
- Jihad against extremism '[Campaign for moderate Islam](#)'
- Humans of Tomorrow '[Promotion of human rights](#)'
- [Citizen's Awakening](#) network
- Finn Church Aid '[Awareness Campaign](#) about life in Syria'
- Atheneum Anderlecht '[Hope and inclusion](#)'
- Families Against [Terrorism and Extremism](#) (FATE)
- YouTube video in French: [Stop-Djihadisme](#).

### *Call for campaigns*

In order to make our training material as relevant as possible, we call on our network to come up with campaigns, handbooks or inspiring organisations. We will share these suggestions at the training sessions to make these as useful as possible at the local level.

## Campaign support

### **Funding will be available in late 2017**

The Commission intends to support the development and implementation of effective campaigns across the EU by civil society partners in 2017. More information will be provided on the website and in the CSEP Update in due course.

## Get involved in CSEP

Many civil society actors are already active in providing alternative and counter narratives online, while others are well positioned to become a credible voice for the target audience. We invite CSOs, but also creative companies, marketing experts and online platforms operating in this field to be part of the CSEP network. Are you interested in joining? Please let us know [by subscribing to the network](#). The RAN CoE encourages the RAN network to invite CSOs and others who might be interested in participating in CSEP to subscribe.

## Contact details

The Civil Society Empowerment Programme is supported by the RAN CoE.

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Would you like more frequent updates on RAN's activities? Get access to all public RAN papers as they are released, other RAN news and thought-provoking articles on the radicalisation process by following RAN on [Twitter](#), [Facebook](#), [LinkedIn](#) or [YouTube](#).

Website: [ec.europa.eu/ran](http://ec.europa.eu/ran)