

LOUD Project
Webinar 1.
March 19th 2020

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The role of alternative narratives in preventing discrimination, polarisation and radicalisation at the local level.

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Training goals:

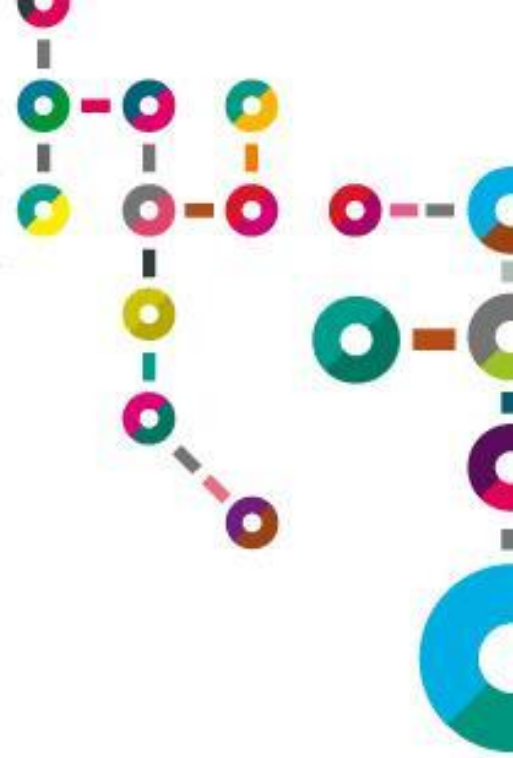
At the end of this session you will be able to answer to the following questions:

- Why the local communication approach is so necessary?
- What do successful alternative narrative campaigns look like?
- Which actors should be involved and what their roles are?
- As a local authority, which are the benefits of this involvement and further collaboration?

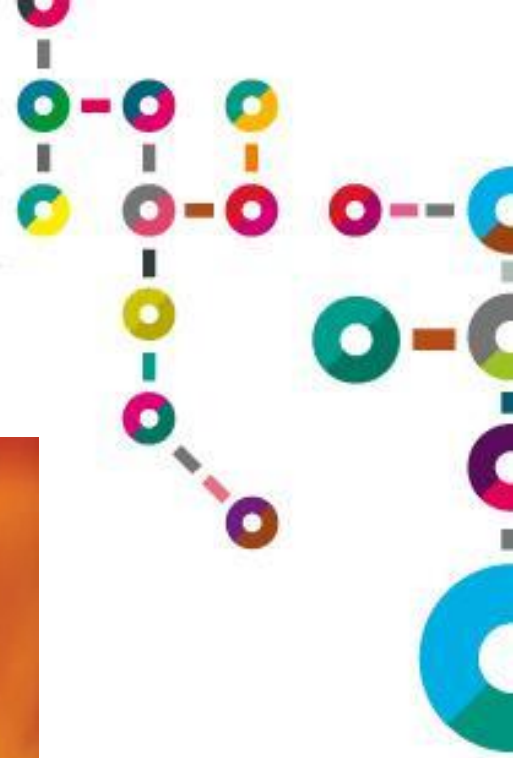
Local communication:



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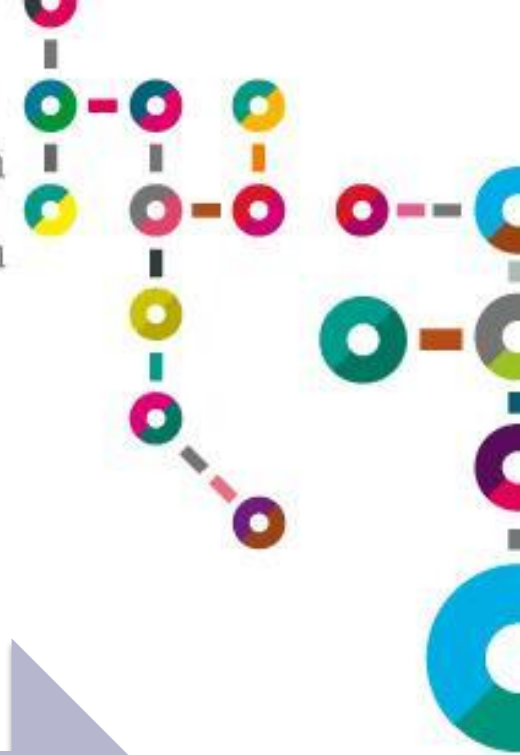


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Extremist narratives

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Discrimination

Polarisation

Radicalisation

How to counter these narratives?

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1. **Prepare:** Critical media literacy, critical thinking applied in daily life.
2. **Disrupt:** Extremist propaganda can be taken off online media by using technology.
3. **Empower:** Alternative narratives, which aim to promote positive messages, universal values, role models...
4. **Challenge:** Counternarratives, which aim at exposing lies and flaws of extremist organisations.

Empower and challenge
through communication
campaigns:

RAN's GAMMA model.

G Goal

A Audience

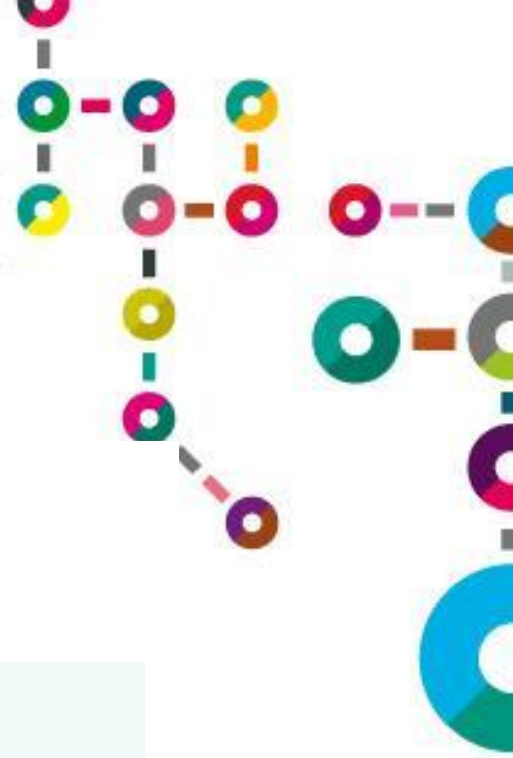
M Message

M
Messenger

M Media

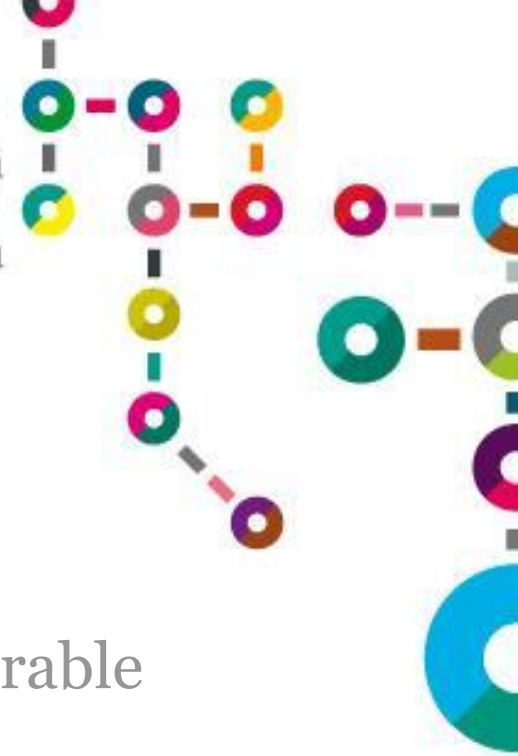
A Action

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What do successful alternative narrative campaigns look like?

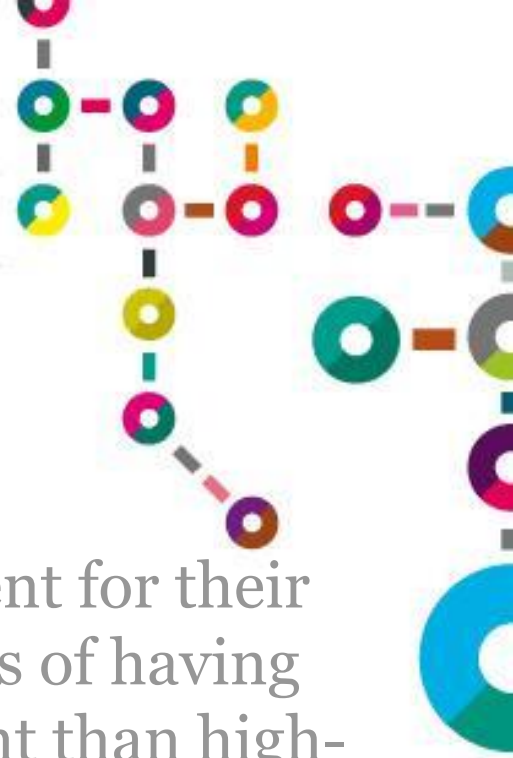
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1. Theory of change.
2. Goals broken down into clear, realistic and measurable objectives.
3. In-depth understanding of the target audience.
4. Relevant messages + credible messengers.
5. Online + Offline reachment.
6. Call to action.
7. Opportunities for sustained dialogue, never monologues.
8. Monitoring and evaluation (M&E) components.

What do successful alternative narrative campaigns look like? (ii)

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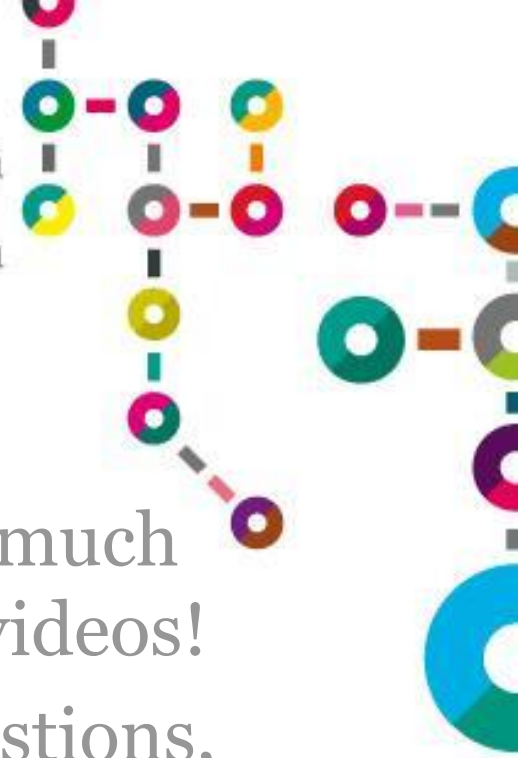
9. Campaigns that produce a constant stream of content for their target audience to interact with, increase their chances of having an impact. Authenticity and quantity are more relevant than high-end technical quality.

10. Prepare for success in case your campaign resonates with a lot of people or triggers the interest of media, taking into consideration all security risks for your organisation and partners that publicity entails.

What can go wrong???

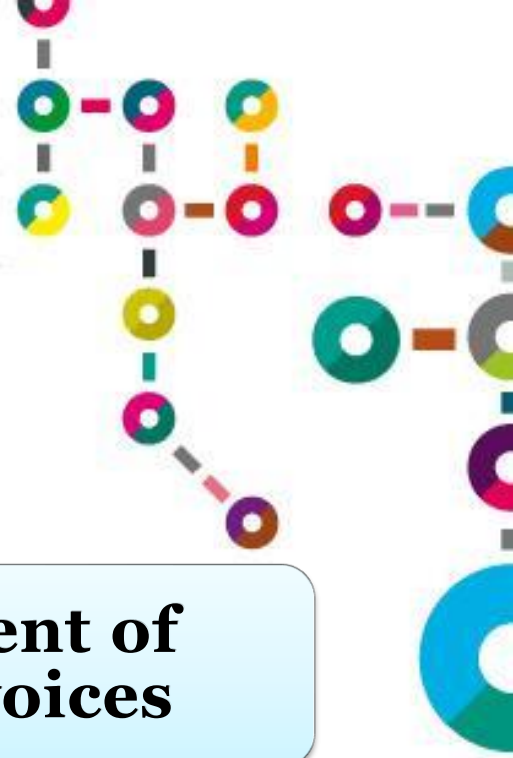
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- Reinforcing conspiracy theories. Know how much time your target audience spends watching videos!
- Getting the wrong answers. Ask indirect questions, examining your key interest from different angles!
- Becoming invisible: Make sure your products vary enough to be categorised as 'new' by the platform
- Using the wrong medium: Understand where your target audience gets the information
- Others...



Involving Communities: Benefits.

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Credibility

Legitimacy

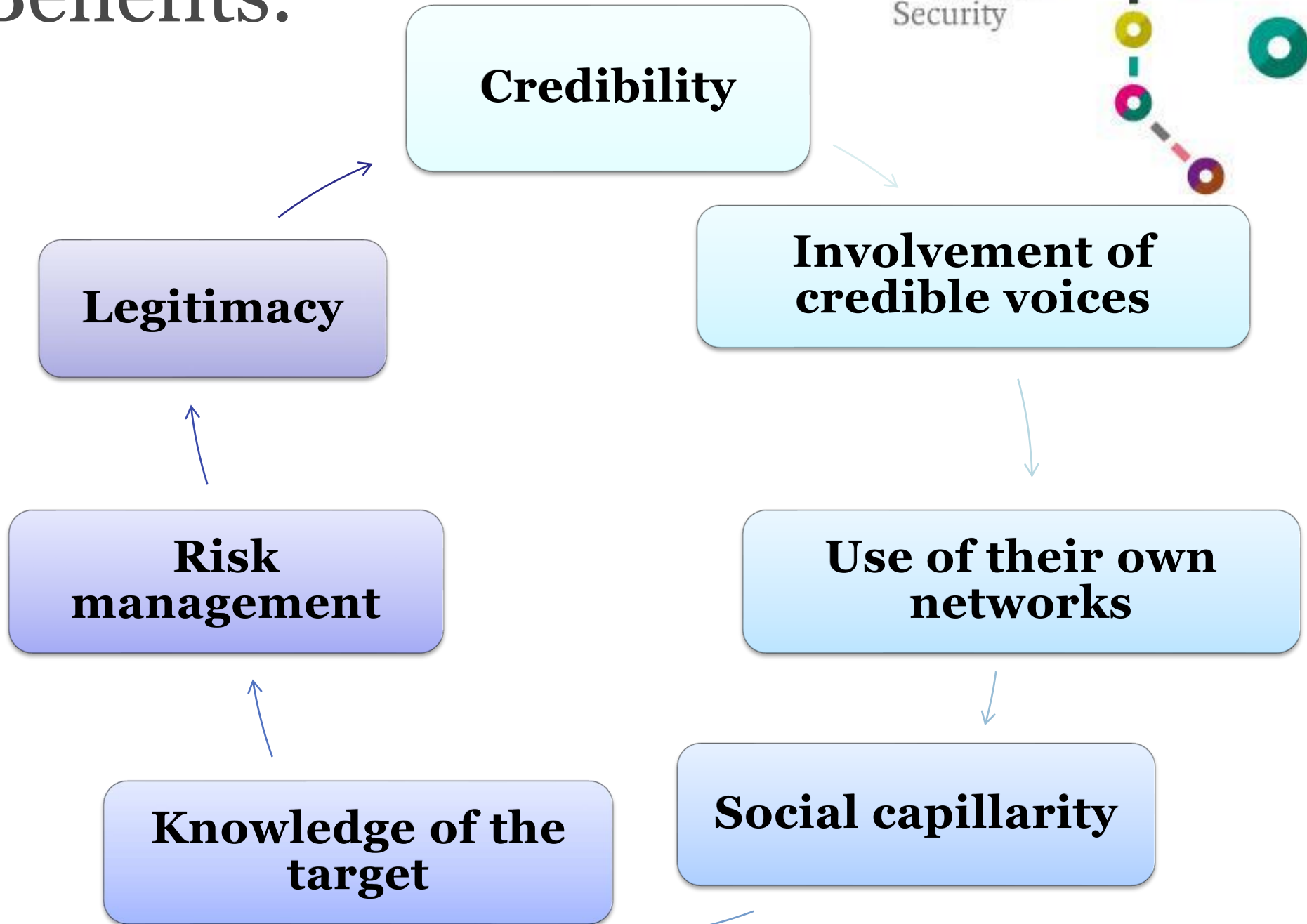
**Involvement of
credible voices**

**Risk
management**

**Use of their own
networks**

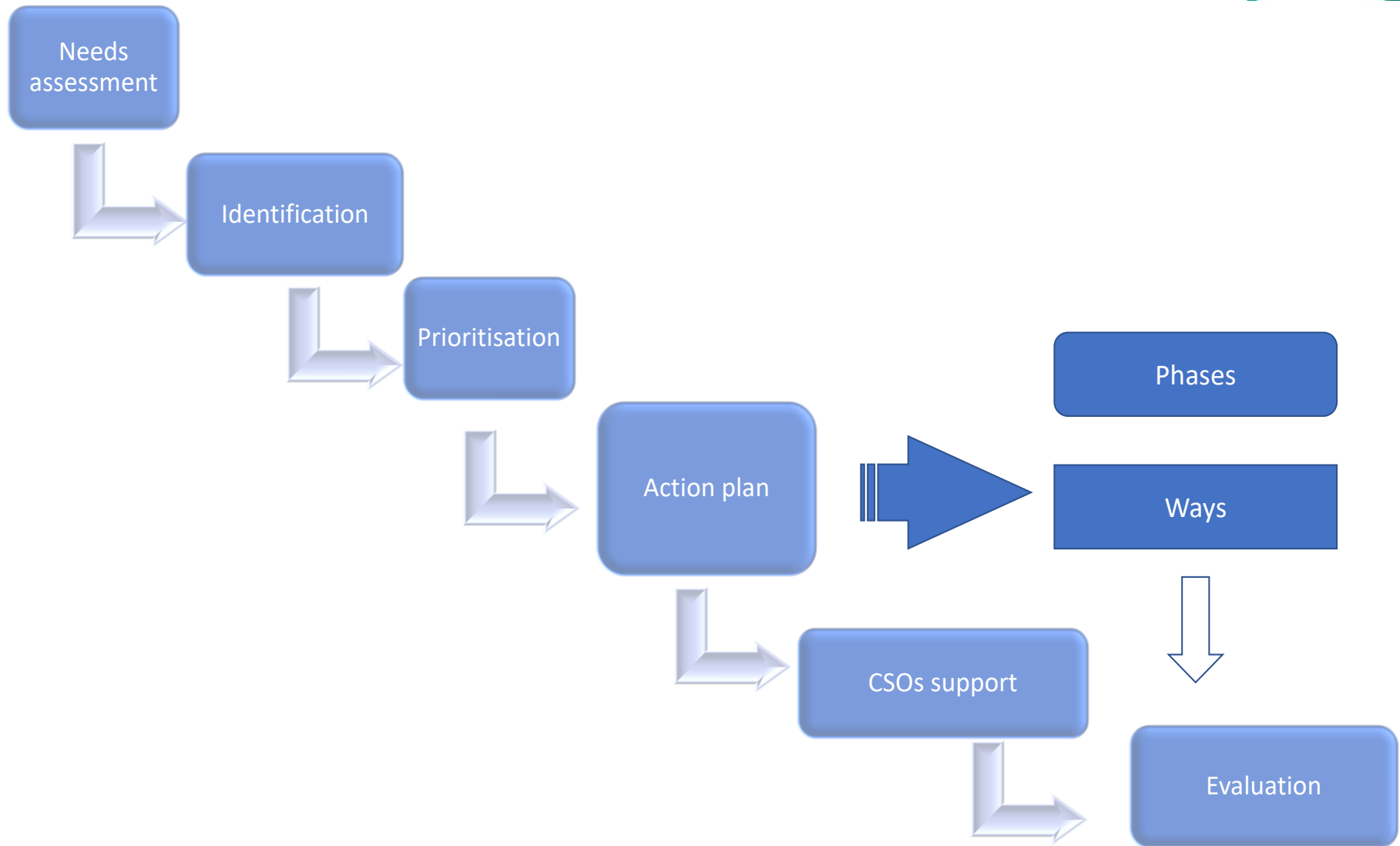
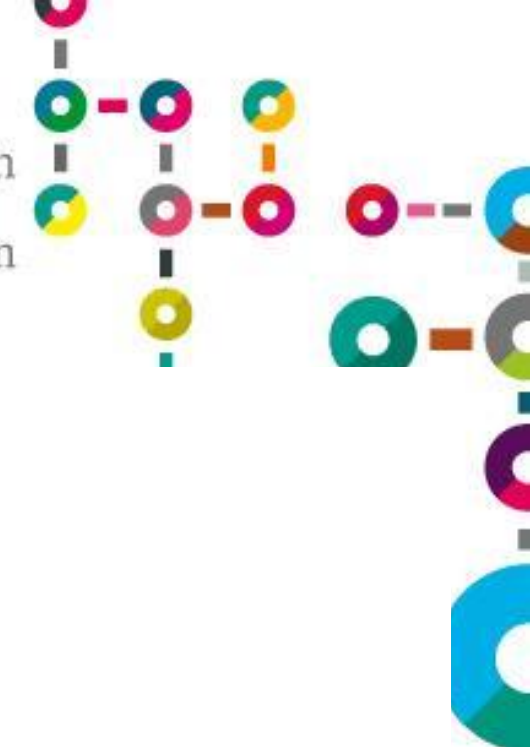
**Knowledge of the
target**

Social capillarity



How to involve them?

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Thank you!