

RELEASE IN PART B7(F),B6

Statement of Work**Building partnerships and capacity among religious and young leaders in Jordan
to counter extremism**

Applicant: [REDACTED]

B6
B7(F)

Contact Person: [REDACTED]

Contact Details: [REDACTED]

Duration of the Project: June 15, 2016 – March, 14 2017 (9 months)

Total Budget: 231,834.00

Context

U.S. Embassy Amman, in coordination with the Department of State Bureau of Counterterrorism, is providing [REDACTED] with \$231,834 US dollars in FY 2015 ESF funding to support community religious leaders' and youth efforts to actively counter violent extremism and recruitment, both online and offline in all the provinces of Jordan. The Statement of Work below supersedes that proposal and represents the approved description of the work to be undertaken and measures of performance. The country which [REDACTED] may engage with under the project, as appropriate, is Jordan as notified in Congressional Notification (15-297).

Background

Events in the Middle East, in particular during recent years, have left no doubt that, in part due to its location, Jordan is particularly vulnerable to the threat of extremist violence. A quick review of typical analysis by Jordanian experts and governmental figures suggests that terrorism is generally viewed as an "external" threat, implying that the country doesn't suffer from a vulnerability of internally-planted seeds of terrorism. Organizations who work with youth see evidence to the contrary on a daily basis, and believe that young people and members of rural communities in particular are facing a battle of ideologies and values. Activities conducted among youth across the country demonstrate the clear reach of extremist online messaging, and the inaction of communities in the face of growing acceptance of extremist narratives by young Jordanians, particularly in less urban areas. There is a clear need to empower local, credible, voices of moderation in those regions, especially religious leaders and influential youth. These figures play a leadership role in their small communities by providing arguments and messages to counter the recruiting and social media networking undertaken by extremist groups. After exploring the capacity of these figures to engage in this kind of counter-messaging, and to engage with young people who are vulnerable to, or in the early stages of radicalization, it appears that many are willing, but few are capable.

This project will build the capacity of imams and waethat (female preachers), paired with youth who are more connected with and active on social media, to extend their reach, and to support efforts to actively counter the growing presence of extremist thought both online and offline in all the provinces of Jordan. It will also support the

implementation of communications campaigns, training for other religious, community, and youth leaders, and the development of a core team of expertise in this subject that can be engaged to assist in more highly-targeted CVE efforts in Jordan as required.

No USG branding is required for this project, due to the sensitivity of the topic and in order to maintain the credibility of the implementing partner in delivering the outcomes requested.

Goals

This project will contribute to the following Bureau of Counterterrorism (CT) goals:

- **CT Functional Bureau Strategy (FBS) Goal 3:** Foreign partners are capable and willing to counter terrorism and violent extremism within rule of law framework
 - **CT FBS Objective 3.3:** Increase partner nation and civil society will and capacity in focus regions to effectively counter the drivers and tactics of violent extremist recruitment.
- **CT FBS Goal 4:** Terrorist groups are deprived of their enabling means and delegitimized in their recruitment efforts.
 - **CT FBS Objective 4.2:** De-legitimize violent extremist narratives, messaging, and ideology in focus regions.
 - **CT FBS Objective 4.3:** Build resilience among target populations in focus regions to counter terrorist recruitment and radicalization to violence.
- **CT Levant Partnership Concept/Strategy Goal 3:** Counter ISIL and other extremist group's recruitment and radicalization in the Levant region by enhancing community engagement and counter-messaging by civil society and law enforcement.

This project will contribute to the following Jordan Integrated Country Strategy (ICS) goals:

- Enhanced regional and domestic security, particularly vis-à-vis ISIL and other extremists.

Objectives:

The overall objectives of the project include:

1. Effective partnerships between Imams/Waethat and selected young leaders from their communities exist.
 - a. Imams/Waethat and Youth leaders possess the key skills and knowledge to combat violent extremism on- and offline.
 - b. Imams/Waethat and Youth leaders possess the skills and knowledge to monitor extremist messaging in their communities, and design and implement credible counter-messages that resonate locally.
2. Jordanian religious leaders' use of social media to combat violent extremism is enhanced.
3. A source of alternative information and counterpoints to extremist recruiting messages and tools for youth, both online and in-person, exist.

Activities:**Component I: Capacity Building**

[redacted] will deliver a series of training workshops targeting 25 Imams, 25 Waethat, 25 each male and female community leaders/activists from every province of Jordan (with particular emphasis on geographic regions of particular concern from the perspective of extremist recruiting such as: Ma'an, Zarqa, Al-Karak, Ruseifeh, As-Salt, etc.), totaling 100 participants. Participants will be selected based on their ideological inclination to participate in CVE efforts, in cooperation with Jordan's Ministry of Awqaf, the U.S. Embassy, and [redacted] activist network, CSOs and community leaders. The Ministry of Awqaf is in complete support of the project and are currently compiling their list of recommended imams and waethat for the program. Trainers will include both Jordanian and U.S. experts in each of the fields, including religious and community leaders who are already engaging in effective CVE work. Each of the below-outlined training sessions will be followed by 2 weeks of practice in the field before the teams re-convene, observed and monitored by staff from [redacted] with experience in training and discussion groups. This will also provide the trainees with practical experience implementing the concepts they are being trained on, which include:

B6
B7(F)**1. Three-Day Training on Effective Message Development**

Imams usually deliver their messages during meetings with the local community, particularly at the mosques. Extensive observation has led to the conclusion that few imams or waethat are skilled in delivering strong and effective messages supporting moderation and countering extremist thought. Youth leaders often understand what will resonate with other youth, but require the ability to incorporate the particular messages that imams and waethat are uniquely qualified to develop and deliver. As both parties are preparing to engage in person and online, this skill - of developing credible, convincing messages, and understanding the various mechanisms to ensure that those messages reach the intended audiences - creates the foundation for all else.

2. Three-Day Training on Communication, Debating, Outreach and Public Engagement

To have an impact on the community, skills like critical thinking, debating and public engagement are also required by the target group. The partnering of religious and youth leaders, who often remain insular and detached from audiences outside their normal circles, will allow the program to capitalize on the strengths possessed by each side. This will help them to more effectively convince audiences vulnerable to extremist messaging by bringing the social media and youthful approach of young people together with the mature, message-focused, and theologically compelling capabilities of the religious leaders.

Without understanding the basics of how to engage with parents, young people, other community leaders, and to convince them to participate in counter-extremist initiatives, even in a simple way, these leaders will have limited reach. In addition, the topic of extremism is sensitive in many parts of the country, with certain groups in support of the basic premises. The trainees will need to be prepared to engage in challenging discussions, and to refute ideas that are often widely present and accepted.

3. *Three-Day Training on Using Social media in CVE*

The vast majority of imams and waethah understand very little about the world of social media, and a very small number actually utilize the platforms. The youth leaders, on the other hand, are often effective users, both personally and within their institutions. This training module will emphasize the importance of engagement in this space, as well as teach the basics of how to utilize SM platforms for effective messaging and mobilization. Once the basic training is complete, the trainees will receive coaching and mentoring on their message development and deployment from the team of [REDACTED]

B6
B7(F)

4. *Four-Day Training on Training-the-Trainers, Networking & Initiative Design*

Each pairing will be tasked with training other religious, community, and youth leaders on the concepts that they have acquired during this first component. This module will help them understand the basics of training others to take action, beyond simply sharing information. The training will also include aspects of initiative design to be able to plan and implement CVE-related community-based projects, for which a small portion of funding has been set aside.

Activity	Estimated Implementation Date
Three-Day Training on Effective Message Development	August 25th
Three-Day Training on Communication, Debating, Outreach and Public Engagement	September 15th
Three-Day Training on Using Social media in CVE	October 25th
Four-Day Training on Training-the-Trainers, Networking & Initiative Design	November 25th

Component II: Peer Education and ToT trainings:

After completing the training modules in Component I, participants (the 100 members of the core target group) will work in pairs (one young community leader and one imam or waethah) to transfer the knowledge they received and deliver CVE messages to other religious, youth, and other figures in the local community. To accommodate local practices and norms this activity will be implemented using two techniques; one targeting the male community and the other targeting the female community, given the nature of the topic, target group, and the core target group. Thus the following 2 activities will be implemented:

1. **Trainings by the male Core Group** - the 25 pairs of imams & young community leaders will each be expected and minimally financially supported to implement 6 training & discussion sessions on the training topics previously received, with at least 10 participants at each session, selected based on their ability to contribute to the dialogue within their communities on this topic. The final number of beneficiaries of these sessions, most of whom will be imams or

other important religious or community figures, is expected to reach 1500 across Jordan.

2. **Education by the female Core Group** - The waethat & young community leader pairs will utilize a locally-developed "kitchen meetings" technique (a form of peer education). The trained Core Group pairs will return to their home communities and each pairing will conduct 9 meetings. They will invite on average 5 female waethat and female community leaders into their homes to hold discussions on the topics they were taught in Component I. This activity aims to increase the dissemination of gained knowledge, in a style that reflects the standard practices among female Jordanian community figures. The final number of beneficiaries of these meetings is expected to reach 1125.

Activity	Estimated Date
Trainings by the male Core Group	August 2016- December, 2017
Education by the female Core Group	August 2016- December, 2017

Component III: TBD initiatives designed and proposed by the participants

A number of counter-extremist messaging initiatives (the number and exact project design will be determined at a later stage), will be implemented after the completion of Components I and II, and in collaboration between the Core Group pairs and their local communities. This component is intended to support the Core Target group in independent efforts to organize advocacy and networking events that will work in their communities. While monitored closely by [REDACTED], these activities will be implemented by the Core Groups and the networks they develop locally. Each pair will be expected to identify opportunities for messaging and engagement on CVE topics, the most promising of which will be funded as sub-grants through a small portion of the overall budget held aside for this purpose. Some of the anticipated activities may include theme-focused advocacy events, local media campaigns, locally-organized town hall or other meetings, training sessions on a specific current issue, etc. Final selection of projects to be supported will require approval from U.S. Embassy Staff and be conducted with close collaboration, particularly ensuring that messaging and engagements do not violate U.S. Department of State policy and laws. CT Bureau staff will be consulted to provide precedent on appropriate use of sub-grant funds.

B6
B7(F)

Activity	Estimated Date
TBD initiatives designed and proposed by the participants	December 31 st 2017
Selection of initiatives	January 28 th , 2017
TBD initiatives implementation	February & 14 March.

Monitoring & Evaluation:

will monitor and evaluate the progress and outcomes of the project components throughout the project's duration.

B6
B7(F)

Component	Objective	Indicator
I. Capacity Building	1,2,3	Indicator 1.1: Number of religious leaders and youth that participate in and successfully complete the training. Definition: "Training" is defined as all four workshops. Disaggregated by province Target: Core group of 100: 50 religious leaders (25 imams and 25 waethat) and 50 youth leaders Data Source: attendance sheets Indicator 1.2: Number of training activities Definition: "Training" is defined as all four workshops. Trained religious leaders and youth gain knowledge to form partnerships and trust within local provinces. Disaggregated by province Target: 4 trainings Data source: Program information and attendance sheets Indicator 1.3: Number of trainees that increase their knowledge of CVE messaging Definition: a pre- and post-program survey evaluation of the acquired skill set of beneficiaries and the breadth of enhanced capacity to train and conduct their own initiatives. Target: 100 participants Data Source: pre- and post-program tests/surveys
II. Peer Education and ToT trainings	2,3-	Indicator 2.1: Number of people trained through the "male core group" ToT discussion sessions. Definition: Number of ToT trainees that attend the ToT discussions by the male core groups. Disaggregated by province and person type (religious leader, community leader). Target: 1500 Data Source: Attendance sheets Indicator 2.1: Number of people trained through the "female core group" ToT discussion sessions. Definition: Number of ToT trainees that attend the ToT discussions by the male core groups. Disaggregated by province and person type (religious leader, community leader). Target: 1125 Data Source: Attendance sheets

III. TBD initiatives designed and proposed by the participants		Indicator 3.1: Number of initiatives conducted on civic engagement Definition: number of initiatives organized, managed, and/or conducted by the participants Disaggregated by person type (core group of trainees and others) Target: 5 initiatives Data Source: Reporting by those conducting the activities Indicator 3.2: Number of counter-extremist messaging initiatives implemented Definition: Counter-extremist messaging initiatives could include advocacy, media campaigns, events, etc. Disaggregated by province Target: Data source: Local media campaigns, self-reporting by those conducting the activities Indicator 3.3 Number of people reached by the CVE events Definition: Where possible, a count of the number of the public reached by the counter-extremist messaging initiatives. Disaggregated by province. Target: Data Source: Media reports, attendance sheets, etc.
---	--	---

Methods used to track information about project implementation and quality will include:

- Feedback from the Core Groups of trainees on the effectiveness of the training modules.
- Reports on the outcomes of the training activities that take place in local communities.
- Review of social media communications activities undertaken by the Core Group pairs.
- Feedback from members of the local community through informal focus groups.
- Pre- and post-program survey evaluation of the acquired skill set of beneficiaries and the breadth of enhanced capacity to train and conduct their own initiatives.
- Periodic reports submitted by the project team outlining what actions have been taken and including relevant feedback on implementation progress
- The final report produced on the monitoring process, which will be reviewed for quality, neutrality, and accuracy.

- Questionnaire-based evaluation of the impact of the sub-grant initiatives implemented to ensure the core target group independence and ability to organize their own advocacy and networking events.
- Monitoring of media outlets regarding their coverage of the project's activities and outcomes.

U.S. Embassy Coordination

U.S. Embassy Amman, Public Affairs Section, will coordinate and advise on compliance with Department of State Foreign Assistance policy regarding the Establishment Clause. Engagements should have a secular objective and not indicate that the U.S. government favors one religion or sect over another. Engagements should not have the primary effect of promoting or inhibiting faith and are not explicitly religious activities.

[] will coordinate with [] and the U.S. Embassy to integrate some youth groups for the development of public service announcements by [] and encourage the use of the PSAs as a tool in local community outreach groups trained by []. [] will coordinate with [] to utilize youth and religious leaders, if appropriate, to poll their followers on social media to determine viewing opinions of those that saw a PSA compared with those that did not.

B6
B7(F)