

RELEASE IN FULL

**Title: Counter Radicalization and Recruitment Campaign****Location:** Lebanon**Budget:** \$470,000**Activity:** New.**Subaccount:** Economic Support Funds

**Activity Description:** This project will amplify positive voices and provide a counterweight to violent extremist narratives, strengthened by activities targeting youth vulnerable to recruitment among Sunni communities in the Bekaa Valley and Northern Lebanon regions. This campaign will feature a series of short films produced as a result of community-based assessments and outreach activities aimed at empowering local leaders to address the drivers of radicalization to violence.

Sectarian tensions, the lack of economic opportunities, and the lack of quality basic services for all citizens have contributed to radicalization in Lebanon. Through a multifaceted campaign, this project will educate Lebanese youth on the recruitment efforts and strategies of ISIL, provide peaceful alternatives to joining violent extremist groups like ISIL, and foster a healthy discourse and a counter-message to the growing rancor among Lebanese youth and youth who are sympathetic to violent extremists.

The campaign will engage national and local leaders and moderate voices to support their online and offline activities, raise awareness about ISIL recruitment efforts and false promises, and promote a constructive role for youth. The project will be implemented by a media-oriented civil society organization (CSO) to build a network of activists, bloggers, influential leaders, media figures, and CSOs to engage in the campaign and promote counter-extremist narratives; a leading research firm to conduct an impact study; and an international marketing firm to formulate the right message and design the campaign. The objective is to create a campaign that becomes locally owned and continues after the project is concluded.

**Estimated Time Frame:** November 2015 – November 2016