



RELEASE IN
FULL

Tech Camp Amman: CVE Media Training

Tuesday April 21, – Wednesday April 22, 2015

Le Royal Hotel-Amman, Jordan

Tuesday, April 21, 2015

- 08:30 – 08:35** Welcome by Al-Hayat Center for Civil Society Development
- 08:35 – 08:45** Welcome Remarks –Ambassador of the United States to Jordan Alice G. Wells,
- 08:50 – 10:30** Youth Efforts to Counter Violent Extremism Online (in Arabic)
- Dr. Nadia Oweidat, Senior Fellow at the New America Foundation
- Why do extremist narratives resonate with some youth while others try to prevent violent extremism in online spaces?
 - How to encourage authentic and organic youth trends in online space to prevent radicalization?
 - Jordan's perspective and experience on countering extremism
- 10:30 -10:45** Coffee Break
- 10:45-12:00** Principles in Messaging within the Coalition to Degrade and Defeat Da'esh
- Josh Baker, Dubai Regional Media Hub, U.S. Department of State
- Overview of how Da'esh uses New and Traditional Media
 - Core Elements of Countering Violent Extremism Communication
 - Negative Narratives and Coalition Messaging
 - Coalition Use of Social Media-Amplifications, Coordination and Engagement
- 12:00 –13:00** Lunch – Keynote Speaker: Minister of State for Media Affairs Mohammad Momani
- 13:00 - 14:00** Countering Da'esh's Narrative and the Message
- Zeyad Okhawa, Digital Outreach Team, Center for Strategic Counterterrorism Communications (CSCC), U.S. Department of State
- How to identify subject material/messages to target, develop and deploy counter messages.
 - GOJ perspectives on what's resonates with young Jordanians and what counter messaging may be effective.
- 14:00-15:30** Working with Social Media – Hands-on training with Technology Companies
- Siobhán Cummiskey, Policy Manager, Europe Middle East and Africa Facebook
- Ashraf Zeitoon, Head of Public Policy, Middle East, Facebook
- Nick Pickles, Head of Public Policy, UK, Twitter



- How do technology companies identify problematic material and challenges?
- Taking down websites and social media accounts; pros and cons
- Best practices in social media environments: in terms of the message, the messenger, various audiences, and the overall social media environment
- Success stories – examples where positive messaging went viral and how their platforms were leveraged to make that happen
- Ways to collaborate with social media companies to help amplify messaging, and how to report harmful material
- Potential cross-sector collaboration to support countering violent extremism

15:30-15:45 Coffee Break

15:45-16:45 **Building Cross-Sector Partnerships to Tackle Complex Challenges:
How Governments Can Empower Civil Society to Fight Online Extremism**
Dr. Quintan Wiktorowicz, Managing Partner of Affinis Global
Shahed Amanullah, Co-Founder of Affinis Labs and Principal at Affinis Global

- How can government help citizens take charge of their narratives online and lead the fight against extremists?
- How can governments empower communities and civic organizations?
- Review case studies, discuss best practices, and share stories about building organic online movements that spread hope and tolerance.

16:45-17:00 Day 1 Reflections and Recap

19:00-21:00 **Social Networking Event** for government and civil society participants, Le Royal Hotel (Azure Room).



Wednesday, April 22, 2015

- 08:30 – 08:45** **Introductory Remarks – Moira Whelan, U.S. Deputy Assistant Secretary for Digital Strategy, Bureau of Public Affairs, U.S. Department of State**
- 08:45 – 09:10** **Overview of Day 2**
- 09:15 -10:45** **Digital Outreach: how does the private sector reach young people through digital technologies? How does the private sector engage audiences, brand products and services and curate followers?**
- Yousef Shamoun, co-founder of Akhtaboot.
- Mohammad Asfour, founder, The Queen Rania Center for Entrepreneurship,
- 10:45-11:00** **Coffee Break**
- 11:00-12:00** **Applying Private Sector Innovation Principles to Counter-Radicalization**
- Placing the end user (not yourself) at the center of everything
- What is prototyping and how it de-risks products
 - Iterative testing
 - The benefits of diverse teams in driving new, impactful products and services
 - Building a plan and pitching
 - Creating sustainability by facilitating community ownership and self-sufficiency (government as catalyzers; not owner)
- 12:00-13:00** **Lunch**
- Hands-On Activity: Building and designing prototype products, services, and initiatives**
- Teams will participate in a modified mini-hackathon based on previous sessions. Teams will conceptualize, develop and test low fidelity prototypes that could help counter violent extremism, using a process from the private sector created to decrease risk and increase the likelihood that end users adopt a product, service or initiative.*
- 13:00-14:00** **Identifying the needs of end users.** Each team interviews a young Jordanian about their likes; dislikes; how they communicate; their needs, hopes, and fears; how they see extremism; and more. The goal is to (a) reinforce end users (youth) as the center of the design process for products, services and initiatives; and (b) generate insights to focus the design process of the teams.



14:00-15:00 **Developing a low fidelity prototype(s) product, service or initiative.** Each team will have a designer who will help them visually express their prototype and learn about rough prototyping.

15:00-16:00 **Testing prototypes and iterating.** The teams will test their prototypes and get feedback from the young people who were interviewed during Stage Two (these young people will remain at the workshop until its conclusion). Based on this feedback, the teams will refine the prototype (or in some cases discard them for something else) and possibly test the refined version again. This testing process could be set up as a series of "speed networking rounds" in which the quickly pitch their prototypes to each young person in term and receive feedback.

16:00-17:00 **Day 2: Design and Build Team Readouts**

17:00-17:30 **Concluding Remarks**

Conclusion of Amman Tech Camp: CVE Media Training
