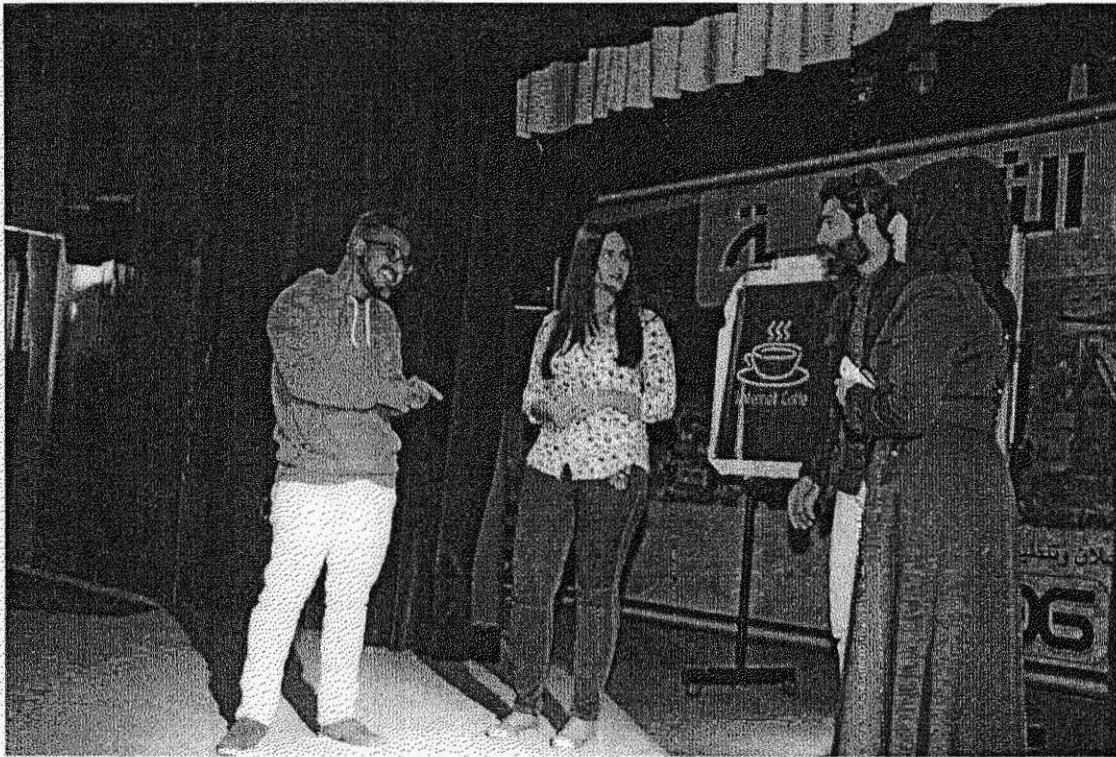


RELEASE IN FULL



FINAL NARRATIVE REPORT

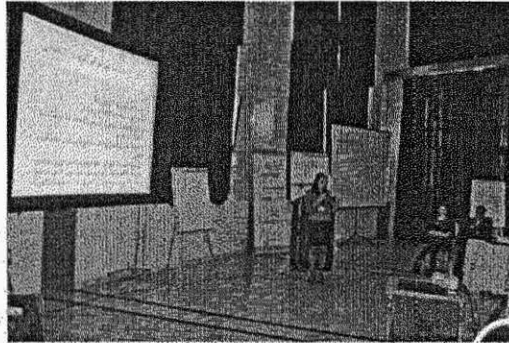
Using Social Media for Countering Violent Counterism

Al Hayat Center for Civil Society Development

June 2016

Activity I: Tech Camp April 22nd -23rd 2015

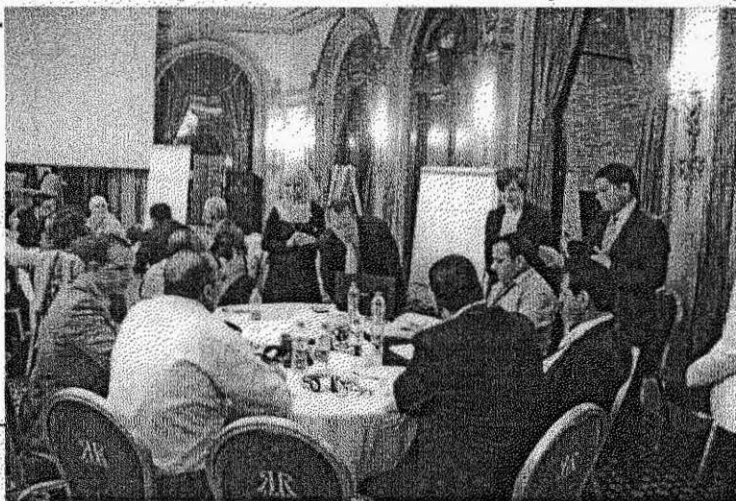
A Tech Camp was organized by Hayat Center for Civil Society Development in cooperation with Affinis Global and funded by the American Embassy in Jordan. The objective of the two-day session was to increase government employees' knowledge related to ISIS and its working methods, specifically relating to social media, and to encourage communication and cooperation between civil society and government.¹



The first session focused on understanding the tactics and messages of extremist groups, such as ISIS, in recruitment efforts online. It looked at how these groups harness tools such as Twitter, YouTube, and Facebook to reach their audiences and experts² from these companies gave advice and strategies on how to effectively use them. It also focused on the language used by such extremist groups and the use of hashtags. The need for a unified coalition approach was emphasised. Countering narratives also played a big part of the first session, focusing on various ways in which an effective counter narrative can be created and disseminated, strategies were also provided.

The second session focused on digital outreach and engaging youth to counter radicalisation. The session provided various strategies through which youth can be engaged directly and indirectly to counter disillusionment and disenfranchisement. Use of social media also played a role in the second session. The session included hands-on activities designed to help brainstorm ideas and put together messaging prototypes.

At the end of the Tech Camp, a series of campaign ideas and implementation strategies was compiled, and participants left with both knowledge of the issue and structured strategies and methodologies with which to deal with the problem of rising extremism in the region.

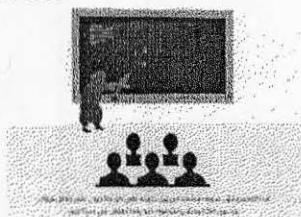


¹ See Annex

² See Annex

Team Readouts/Campaign Presentations

1: "Let's Talk" takes ideas from people who have religious backgrounds without extreme ideas. The concept is a Facebook page, Twitter, and YouTube channel connecting people in all kinds of ways and providing youth with 5 representatives who we trust and who are famous in the political, economic, social, and religious arenas. They will provide knowledge through private answers on certain ideas.



2: This project, with no name, aims to raise awareness in schools for positive dialogue, coexistence and love amongst youth in the age group of 14-18 year olds, disseminating a culture of mediation, creating a positive dialogue, and raising awareness in traditional ways. This will open the floor for

CSOs to defeat these extremist ideologies through interactive theater, school radio and publications, awareness brochures, changing the school curricula, electronic platforms, and student initiatives.

3: "Let's plant it" aims to raise the awareness of imams' and other preachers' on how to improve our relationship with our religion. The focus will be on Islamic principles and the humanitarian call, and refuting terrorism, violence, and extremism to people, media, and religious people. Methods of implementation include a webpage and social media, targeting imams and not restricting to the institutional approach of the Ministry of Awqaf to Friday prayers. The goal is interaction of preachers and imams with youth and to allow for youth to ask questions.



4: "A Pilot Unites Us" talks about Moath and aims to change the mentality of the people who sympathize with ISIS, clarify the Islamic message of tolerance by encouraging people with sharia qualifications to use social media in a way that counters what extremists publish.



5: The project will be implemented in Mafraq because the highest rate of poverty in Jordan is in that governorate and it is close to Zaatari refugee camp. The targeted age category is 15-18 because this is a period where youth are curious, want to know what's happening around them, what terrorism is, and are active on social media so are subjected to the extremist ideas which can be found on



social media. The aim is to combat extremist mentalities and reinforce Islamic moderation. The campaign would produce activities in the form of sessions:

1. Story, how to deal with new situation of having Syrian refugees;
2. Visits to Syrian families who have been affected by terrorism to hear their experiences;
3. 3D videos so that a child will feel he is in the video, showing a group of ISIS leaders planning to organize something while actually hiding something else; showing the double faced nature of ISIS;
4. Specialists in design to show how ISIS manipulates voices, pictures, videos, sounds that they publish;
5. Scholars showing youth how ISIS deviates from the right verses of the Qur'an;
6. Interactive theater where children aren't receiving information but we hear what they have to say and what they deal with on social media.

6: "Return to Hope" focuses on the misconception of religion, school curriculum, school environment, role of government, and the economic situation; on why religion is misunderstood. 5 main activities with partners: Facebook page creation; development of media programs on TV, radio, media; training programs; workshops; dialogue sessions in worship sites; and building alliances. Projects will be presented in schools by training teachers, and in mosques and universities through training the relevant faculty and preachers.



7: "Inta - Ana" targets primary education students between the ages 6-12; if we bring them up correctly we facilitate their future life. You are to be someone who is an example: traffic police, a nurse, an NGO employee in Zaatari. We want to cement humanitarian values; children must live them so that when they are spoken to about poverty and suffering they will feel the experience. They should know there are people who are different, with different ideas, opinions, religions, etc. If you were be me today and I was you, I would understand better.

8: The Jordanian Association for Protection of Youth aims at protecting this category through immunizing them from the terrorist mentality. A questionnaire aimed at 15-17 year olds asks about hobbies, living environment, parental relationships, if a question about religion would come to you, who would you ask; political knowledge, and closing with the question, would you want to see what happens around us to occur in Jordan? This questionnaire will be used as the basis to prepare a training program to contribute to protecting and immunizing children from terrorist ideas. The campaign is called "You are our hope".



9: "Think about it correctly" is a very simple, sort of touches everyone and can reach every home before we start launching it. There are so many terms repeated every day, people think about them. Our aim is to correct the context of the youth between the ages 16-20 targeting them to correct their conception. This



campaign will expand through social media accessible to everyone, using all available alliances.

10: "It's a Two Way Street" campaign; start up a Facebook page called "Tent for disclosing facts" to discuss a number of topics. The colors of the Jordanian flag are in the logo to entail responsibility. We will raise subjects on Facebook, in universities and in tents.



Activity II: Workshop for Counter Terrorism Initiatives Through Social Media, Saturday 13th of June 2015



Al Hayat Center for Civil Society Development held *The First Workshop for Counter Terrorism Initiatives Through Social Media*, funded by and in partnership with the Embassy of the United States in Amman. 28 participants among those who attended the Tech Camp were engaged in the workshop³.

The workshop was made up of two sessions.⁴ The first session focused on initiatives' components and the methodology of writing an initiative within a project proposal. Al Hayat presented elements of designing an initiative and tips that would help design an effective initiative, with identified goals, activities, outcomes, KPIs, measuring tools, and challenges to consider.

The second session focused on developing the initiatives themselves. Participants were divided into two groups:

1. School Students' Initiative
2. University Student's Initiative

³ See Annex 3 for Participants List

⁴ See Annex 4 for Agenda

Participants engaged in designing their own initiatives, making use of what they learned within the workshop. They were asked to design initiatives containing an allocated budget, and assigned timeframe.

Activity III: Implementation of Initiatives:

Initiative I: Participatory Theatre in Schools, "With Dialogue, We Rise"



Al Hayat Center for Civil Society Development organized six interactive plays, called "The Other", that took place with a facilitator encouraging audience interaction and involvement in the story. The six plays took place over the following dates and locations:

1. December 9th 2015, Al Hosson College in Ajloun
2. December 14th 2015, Al Karak Secondary School for Boys
3. December 23rd 2015, Al Hashemiya Secondary School for Girls in Zarqa
4. December 28th 2015, Al Petra School for Girls in Amman
5. February 25th 2016, Al Ahliyah University in Irbid
6. February 28th 2016, Ajloun College



Throughout the plays, the facilitator halted dialogue and asked audience members about issues presented by the play's actors. He asked participants about their opinions on different characters in the performance, how they viewed character interactions, and how this relates to their own lives.

Initiative 2: A Day for Coexistence and Tolerance, February 28th 2015

Al Hayat Center for Civil Society Development organized a day for coexistence and tolerance in Ajloun, in partnership with

Al Hosson College and Ajloun College. The day began with the staging of the interactive play called "The Other" staged at Ajloun College, attended by over 125 students from both colleges.

After the conclusion of the play, attendees went to the Latin Convent to visit and met with Father Joseph who leads the monastery and the Lady of the Mountain School. He took the participants on a tour of the monastery and gave them the opportunity to meet with children who live there. Al Hayat Center brought food and distributed gifts to the children and students.