

Campaigns.

A Counter Narrative campaign is usually an intervention, either online or offline or across both platforms that offers a positive alternative to extremist propaganda OR aims to deconstruct or delegitimise extremist narratives.

Who is it for?

Counter Narrative Campaigns are created for user groups depending upon identified need and desired target audience. Counter or Alternative Narrative campaigns will usually form a component of another programme, and occasionally may be commissioned independently as a standalone intervention.

What is it?

A Counter Narrative campaign is usually an intervention, either online or offline or across both platforms that offers a positive alternative to extremist propaganda OR aims to deconstruct or delegitimise extremist narratives. Campaigns can range from YouTube style social experiments widely disseminated on social media, to undertaking direct street challenges to extremists.

What it involves?

Designing a bespoke counter narrative campaign which will highlight a specific need/cause/problem (the narrative) and then identify, develop and disseminate the 'solution' (counter or alternative narratives). We will take responsibility for the delivery of the campaign and manage all the marketing, online and off line engagements and monitor the impact of the campaign.

How long does it take?

Each campaign is bespoke and usually in response to an identified need. Some campaigns we have ran have last a couple of months whereas other campaigns are run on an on-going basis and clients are able to contribute to elements.

What it achieves?

The programme enables recipients and participants to focus on what they are for (rather than against) by offering positive stories about shared values, open-mindedness, freedom and democracy.

Over the course of the programme participants will gain:

- Critical Thinking Skills – an ability to think critically and confidently about themselves and others as well as personal, social and political conflict and its consequences;
- Awareness of the Myths About Extremism – a deeper understanding of how people can be drawn towards groups and ideologies;
- Awareness of Counter Narratives – the ability to both identify and challenge persuasive extremist views with their own alternative narratives;
- Communication Skills - an ability to critically challenge what they are told and confidently engage in debate and discussions.