REACT

WP3 Report

Transferability analysis and benchmarking of the best practices of counter-narratives collected in order to assess and highlight their potential for transferability in a transnational dimension.

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INTRODUCTION

The main objective of the this report is to present an analysis of some relevant practices of counter-narratives – collected in the national qualitative reports and reported in the comparative analysis made in WP2 – that may be scalable and/or transferable, horizontally (i.e. by other organizations in the same country or in other national contexts) or vertically (reaching towards a European dimension), with the purpose of providing all the activists and players involved in countering hate speech with a tool that, along with the Guidelines, might guide them through the process of conceiving and implementing new and better practices.

In general terms, *reproducibility* is understood as a project's potential capacity to be reproduced (in whole or in part) in the presence of problems similar to those that gave rise to it, while *transferability* refers to that project's capacity to be used as a model in settings other than the original one. Initiatives identified in this way are therefore marked by the presence of aspects able to theoretically guarantee a positive re-proposition of the activities, or as examples of the initiative's tangible use in other settings and/or situations.

With reference to (potential) **reproducibility**, it bears stressing that the various countries in the European Union show a substantially similar situation as regards the spread of hate speech against certain minority groups. Specifically, although there are substantial differences from one country to the next, there has been a significant **increase in hate speech, especially online**, propelled by the pervasiveness of new communication media, by the speed of "ricocheting" communication, by the possibilities of anonymity, and by the absence of adequate controls. Moreover, despite the existence of governments with different orientations in the various countries, Europe's overall **political climate** is marked by widespread xenophobic, racist propaganda fed by "sovereignist," populist, or right-wing/far-right movements and by a strong attitude of hostility towards foreigners. After the promulgation of the European Agenda on Migration in 2015, European migration policies have been increasingly oriented towards closing borders, externalizing borders, and increasing expulsions. The propensity of certain governments or political parties to receive migrants, and in particular refugees and those applying for international protection, results – even in the presence of different welfare systems – in lost support from a large segment of public opinion.

Given this, **the need** to implement on several levels initiatives **to combat this phenomenon and raise awareness** is broadly expressed in all countries, both by a part of civil society, and by the world of journalism, education, associations, activism, and culture. However, the various countries in the Union show significant differences with regard to the **role of their stakeholders** (consider, for example, the role and organization of the voluntary sector, or the application of ethical codes for media operators). The exportability (and effectiveness) of a counter-narrative action is obviously affected by the possibilities for activating them, and the role played within the system.

Considering the weightiness and the problematic nature of the issue dealt with (online hate speech), an emphasis on the criterion of *transferability* – understood in fact as "the model's transferability in terms of methodologies, know-how, good practices, and activated organizational solutions"[1] – allows attention to be focused on those "successful" elements of an initiative that can be more or less fully exported as well as equally effective. The final aim is to acquire knowledge and to identify

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[1] Reference: L. Leone, M. Prezza, *Costruire e valutare i progetti nel sociale*, Franco Angeli, Milano, 1999, p. 141.

experiences that stakeholders in other countries can draw on to deal with similar problems by applying methodological approaches already trialled in similar settings.

The selection of presented counter-narrative initiatives took account not only of their effectiveness, but also of such criteria as innovativeness and originality. Once identified, these actions were analyzed using a data sheet summarizing their main characteristics (in terms of objectives, targets, activities, duration, effectiveness, strong and weak points, appropriateness, external threats, impact, relevance, sustainability, innovativeness, level of interactivity, potential for transferability, etc.), starting from the materials collected in the earlier survey phase (interviews with the projects' contacts, dossiers or reports for deeper examination, etc.) and other information available online[2]. Of course, since these are initiatives that are quite diverse in nature (ranging from structured activities of broad scope to specific actions or products, such as individual media products, for example), the information that may be obtained, although not uniform, still offers interesting hints for future projects.

CONCEPTUALISATIONS OF COUNTER-NARRATIVES

Before discussing the analyzed counter-narrative initiatives, it is worth emphasizing that the interviews conducted in the project's five partner countries have yielded different definitions, visions, and prospects of counter-narratives. Participants referred to different examples and provided a variety of answers to the question of what they considered to be counter-narratives, depending on their role.

Some respondents contest the term a priori or assume it in a critical sense. The paradox is to consider counter-narrative as something which, in terms of journalism ethics, is only fair information in response to a misrepresented, false or prejudiced message.

> *I have never used such a term. I am afraid that if we take a position "against," we enter a binary code, like a double truth: mine and yours. And this is by no means the case. When I was working at the radio, I used to say I provided information instead of counter-information, since it was based on actual, real and proven data. It was not based on free interpretation of the world. If you do this you do not need to call it counter-narrative.* [IT-06]

Furthermore, there are other critical opinions about the concept of counter-narratives, and of it currently being "in fashion," as a "*comfortable container, which tends to simplify thought*" [ES-I2]. This is related to a perceived decontextualisation of the issue of hate speech, as a topic that is often discussed without being sufficiently grounded in the social and political context and the complex reality of a structural racism nurturing the hate speech expressed online.

In any case, according to other respondents, the place and role of counter speech can be disassociated from an overall strategy that includes taking legal action, negotiating with hosts,

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[2] There are no counter-narratives developed in France because the French qualitative report indicates no specific initiatives.

deleting contents, but also, and more generally, educating and training, because counter-hate-speeches cannot be used as a strategy on their own.

Returning to the definition of counter-narratives, in Spain most of the interviewed institutions and organizations differentiate between *counter-narratives* and *alternative narratives*, while in the other countries, interviewees refer only to counter-narratives, even when speaking about initiatives that could be better defined as alternative narratives.

With reference to the field of action, it was noted that counter-narratives represent a very broad concept that can be applied to almost any initiative aimed at countering racism or hate speech, and that can be communicated through different media, including videos, hashtags, memes, social media posts or articles in blogs or newspapers. In this sense, some actors essentially define all their communication actions as a counter-narrative, as in the case of many journalists and activists interviewed.

> *For us, everything we do in terms of communication that comes from activists or the organization is already part of that counter-narrative, in order to show the most diverse, pluralist Roma community. We understand that if it is better known, it will be better accepted.* [ES-I6]

In interpreting the concept, the most recurring articulation makes reference to an aspect of opposition to, and of counter-argument and struggle against, hate speech (i.e. the counter-narrative as being constructed against something, or as a reaction to an event or narrative). For several respondents, there is no definition of hate counter-speech aside from its objective of fighting hate speech or the influence of hate speech. Insofar as hate speech cannot always be defined by its use of a racist terminology or by insults or prejudice, counter-speech is a set of means used to fight its influence, adapting to the various kinds of hate speech by showing other sources and other types of reasoning.

> *Counter-narratives are the "opposite" to hate speech – they are narratives of tolerance, freedom from hostility, freedom to live side by side without fear.* [UK-01]

> *Narrative that is constructed against something, against hate speech, against a discriminatory discourse, and that is based on the framework of human rights, although counter-narratives can be based on many frameworks.* [ES-I1]

> *A counter-speech is not an easy thing to define. We have to know when to react, and distinguish what is more important. It is speech that is against hate speech and that has to be more than a simple "moral sentence": The key to the counter-speech is also to arouse some empathy; people respond in a big way when touched emotionally.* [FR x]

As stressed in the last quote, the reaction to hate discourse cannot, however, have a moralistic content or be mere censorship: a response that would translate only into censorship would be strongly criticised because of network bonding as a free space. An approach of this kind could bring counter-productive effects, causing Internet users to take refuge in more concealed and secret areas inaccessible to censorship, and making their speeches increasingly radicalized.

All parties interviewed in Germany agree that counter-speech is extremely important. While the general motto was initially "Don't feed the troll!," now ignoring the "troll" no longer seems to be an option for most activities and organisations. On the contrary, there tends to be a greater assumption that people have sat back and watched for too long, and have not reacted enough. Hate-filled, racist, insulting and sometimes even criminal comments should certainly not be left uncommented upon.

But one also always needs to protect oneself, and not to fall into the trap of becoming abusive as well, because although it is no pleasant task, one should not ignore hate or leave it uncommented upon. "(…) *if you yourself end up becoming completely emotional, because hey, it does hurt and no one likes it – then it's better to leave it. Get an outsider to comment on it instead.*" [DE-A1]

Other interviewed actors on the other hand mention the counter-narratives' preponderant function of deconstruction: advancing counter-narratives means demolishing and deconstructing prejudices and stereotypes, by providing correct and documented information or a missing perspective on a given phenomenon. The starting point of each counter-narrative activity is represented by the need to re-foreground facts that are real, objective, documented, and verifiable in their content and sources. Its dual functionality is therefore stressed: that of deconstructing hate and correcting misinformation while also persuading readers and viewers to consider different views, experiences and perspectives (without prejudice in any case to the fact that counter-narratives can be productive depending on the audience). However, an element to be highlighted in this regard is complexity: combating hate is more difficult than working on recognizing and especially – as underlined by the interviewees – facing the pervasiveness of the new means of communication.

> A counter-narrative is when you take what someone has said and you deconstruct it in a way that allows people to see an alternative point of view to the one being expressed, or an alternative course of action. [UK-17]

Providing an alternative vision is another aspect frequently mentioned in the interviews. "Alternative narratives" take a somewhat different tack: Unlike counter narratives, they do not react to things that have been said in comments, newspaper reports etc.; they tell a different, alternative story. Rather than disproving, for example, the reasons why integration cannot work, positive examples of integration are provided instead. Unlike the derailing phenomenon, the aim here is not to deviate from the actual topic, but rather to simply provide a different perspective. As one interviewee emphasizes, presenting a counter-narrative supposes, starting from objective data, an observation of a story "from the side," precisely in order to restore an alternative, composite, non-frontal view of it:

> To me that means to take a side position towards the stories and to try and observe them from a point of view that has less to do with setting, a face-on view, which is easier but paralysing at the same time...to walk a bit together and make the person's point of view come to light. Basically, to try and tell something that is not often told, or is badly told". [IT-02]

According to other respondents, an alternative narrative, on the other hand, can be understood as a narrative that deviates from mainstream or populist discourse either because it is a different one on a commonly debated topic, or because it is addressing a topic not usually covered by the mainstream media. In short, alternative narratives tell a story different from that told by discriminatory discourse, hate speech or mainstream media, with regard to such issues as diversity, migration and interculturality.

Lastly, an additional articulation of the concept of counter-narratives relates to the possibility of "giving a voice" to minority groups by facilitating their access to means of communication.

> A counter-narrative is the right to speak for those who don't possess it (...) It is one thing to be represented, and another to present oneself, to highlight one's own point of view. The media keep writing about people that exist as if they didn't, or as if they existed only for certain things... This is why

we're committed to supporting access to the mainstream media by media operators originating from minority groups. [IT-03]

This is echoed by some activists interviewed, explaining that the emergence of new communication channels allows them to explain their own lived experiences:

I get the feeling that we are in a very cool moment right now, because the counter-narrative in terms of racism, in terms of blackness, comes from the community itself and the community itself is leading the discourse, and this was necessary. [ES-A1]

ANALYSIS OF THE SELECTED COUNTER-NARRATIVE INITIATIVES IN THEIR "SUCCESSFUL" ELEMENTS

First, the various selected counter-narrative initiatives were classified, for ease of analysis, in three (non-mutually-exclusive) macro-areas:

1) **Awareness-raising and media education actions carried out in schools or mainly targeting a youthful public** (specifically: UndeRadio – la voce ai Ragazzi; BRICKS – Costruire il rispetto su internet combattendo l'hate speech; Amadeu Antonio Stiftung - Project: Debate//Dehate; Black Training and Enterprise Group);

2) **Media actions and the challenge of the social networks: involvement of social platforms, channels, production of special information materials, and the journalists' role in spreading a non-discriminatory language** (specifically: No Hate Speech Movement in Germany; #nichtegal by YouTube/Creators4Change; Payo today; videos "**Cut the labels**" and "Change your skin");

3) **Social awareness actions and new tools for monitoring the phenomenon (for example, creating sites and databases on the migration phenomenon, activism initiatives, etc.)** (specifically: Task Force Hate Speech; Cronache di ordinario razzismo; Ich bin hier e.V.; PROXI; Runnymede Trust).

As already discussed, taking account of the information available on each case, one of the prevalent selection criteria was innovativeness, understood with different meanings:

- ***Developing products that are particularly useful/effective/versatile*** for the youthful target, such as for example the educational module produced by COSPE's **BRICKS** project, aimed at teachers and educators and designed as a "practical tool" for starting up, in the classroom, activities to combat hate speech;

- ***Use of effective and incisive methods,*** for example in the ***Debate//de:hate* project** run by the Amadeu Antonio Foundation through workshops at schools, consisting of a three-way educational method of informing/raising awareness, analysing and reacting, adolescents are given recommendations on how to act. In the video "**Change your skin**," implemented by the NGO Sos Racisme Catalunya, the tool used to experience Islamophobia is virtual reality.

- *Use of incisive communication strategies.* For example, in Germany **#nichtegal (YouTube/Creators4Change**) involves famous YouTubers every year as "as role models" or testimonials, while the No Hate Speech Movement makes humorous but informative short clips to spread knowledge. Humour can also be an effective communication strategy: in Spain, Fundación Secretariado Gitano has created "**Payo today,**" a mock newspaper distributed to all journalists, showing news on noted "non-Rom" persons while employing pejorative terms that are normally used to refer to the Rom communities themselves. Also in Spain, the **Proxi** project insists on the need to speak to young people in their own language, as well as with images, short videos, memes, and humour; the subjects of counter-narrative that are used tend to appeal to positive emotions and to spur empathy.

- *Directly promoting young peoples' voice and leadership.* A significant example was Save the Children Italia's **Underadio** project – a web radio station by young people for young people, dealing with issues close to them. In terms of methods, the underlying principle is "meaningful participation by young people" ("transparent, informed, relevant, voluntary, respectful, inclusive, supported by training for adults, safe, sensitive to risk, and responsible"). Promotion of young people's "active role" in prevention and in the struggle against online xenophobia and racism is also the objective of COSPE's above-mentioned training kit.

- *Making diversity an asset.* This is the main point of innovativeness for the **Black Training and Enterprise Group**, which defines itself as "a forward thinking organisation." For this charity, which in the UK delivers programmes for young black, Asian and minority ethnic (BAME) person 11-30 years of age, diversity focuses on developing the talents of people of different backgrounds, experiences and perspectives. Diversity creates an environment that recognises values and utilises the unique skills and abilities of everyone. The goal of diversity is to create an inclusive, respectful and equitable work environment and community.

- *Minimizing development costs.* In Italy, Amnesty International Italy's **Task Force Hate Speech** initiative is a project within "everyone's reach," in the sense that the monitoring activity requires only an electronic platform (a smartphone or PC) to be activated at any time, and each activist is put into the field on the basis of his or her own available time.

- *Creating complete and accessible online databases.* In the case of **Cronache di ordinario razzismo** (Chronicles of ordinary racism), the most original aspect is the narration of cases of racism and racist violence, since no other sites/organizations are dedicated to closely monitoring episodes of this kind from the qualitative standpoint.

- *Bringing together, into a single network, parties belonging to different settings,* in order to forge synergies and encourage exchange*.* In Germany, the **No Hate Speech Movement** represents a network of numerous strong partners from the field of political or media studies, human rights organisations, and anti-racism and anti-discrimination initiatives led by "new German media pundits." The ability to activate an enormous network of people is also the distinctive trait of Runnymede Trust in the UK.

- *Creating grass-roots movements that get volunteers involved*, as in the case of *Ich bin hier e.V. (#ichbinhier)* in Germany.

1. **Awareness-raising and media education actions in schools and in other youth-related settings**

Among the awareness-raising and media education actions that have been encountered, the project carried out in Italy by the NGO **COSPE**, called "**BRICK - Building Respect on the Internet by Combating Hate Speech**" (2014-2016) – appears particularly interesting. Their goal is to combat the distribution of speech inciting hatred against migrants and minorities on the Internet, by means of media education and the active involvement of users and producers of web content. Supported by the European "Fundamental Rights and Citizenship" programme, the project was carried out in Italy, Belgium, Germany and the Czech Republic. The main activities and results obtained include: the First Italian study on journalism, migration and hate speech, entitled "L'odio non è un'opinione" ("Hate is not an opinion"); the European study and handbook for social media and community managers on how to prevent and oppose online hate; training module on hate speech and media education addressed to schools and consisting of educational units (multimedia kit)[3]; educational workshops in secondary schools and training to journalists with credit recognition for registered members of the Association. In particular, the training module, targeting teachers and educators, has been fairly successful as a counter-narrative instrument and has been translated and used by other parties as well. A new edition was being made at the time of the interview.

Main strong points

- Differentiating, for groups, the targets of the actions, and designing actions for each target and then acting on a number of fronts, "hitting the targets" with different messages.

- Bringing offline and online together. For example, in dissemination, the strategy is to present and spread the results of the project in existing initiatives of broader scope, that regard thematic environments not dedicated exclusively to hate speech, in such a way as to reach different targets.

- Interacting with and involving professionals with diverse training/skills (legal experts, web marketing experts, educators, activists.....) to analyze the phenomenon from different perspectives.

- Strong point cutting across all the COSPE counter-narrative projects: working with both information producers (particularly online) and schools at the same time, while seeking to exploit the potentials of social media and not considering them solely as a source of danger.

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[3] https://www.cospe.org/wp-content/uploads/2016/09/Modulo_bricks.pdf

The union of off- and online is even more important in the following initiative that was carried out. In Germany, the *Debate//de:hate* project run by the **Amadeu Antonio Foundation** stands up for a democratic culture of debate, and comprises two main components. On the one hand, there is the "debate" part, aimed at adolescents and people in their indirect environment, i.e. teachers, socio-educational specialists, etc. Workshops, e.g. at schools, train participants in handling hate speech, provide them with important tools, and foster a democratic culture of debate. On the other hand, there is the "de:hate" part, which addresses the theoretical level of the concept based on continuous monitoring of results. The team develops and tests counter-measures to combat incitement of hatred, in collaboration with stakeholders, political figures, and social media operators – what is referred to as digital roadwork (online awareness-raising). Therefore, the first level of prevention regards civil society, with particular attention to young people and their environment (offline – values & attitude), while the second level is online prevention (digital streetwork).

Main strong points

- Combination of offline & online elements. The overall focus of the Amadeu Antonio Foundation is on equipping civil society with the necessary skills, both offline and online, through extensive information on its website, in handouts etc.

- Networking: The project, and indeed the entire Amadeu Antonio Foundation, is also a member of numerous networks on professional exchange, in addition to being a co-founder of Facebook's Online Civil Courage Initiative.

- They are currently focused on where hate speech is defined and on its causes (the public culture of debate in politics and media), and are endeavouring to develop concepts in this respect.

- The project's success is also measured by its acceptance in social media, by requests from the press, clubs, platforms, politics, and publications.

Another significant project by and for young people is **Save the Children Italia**'s **Underadio**, a web radio station created in 2011 to give young people a voice on the issue of combating discrimination in all forms. Specifically, the objective is to get young people involved in awareness-raising, information, and communication actions by using the new digital technologies (web radio and podcasting) to promote the protection of rights, foster integration, and combat phenomena of discrimination and intolerance in and out of school. The programme involves about 1,500 students from middle and secondary schools in three cities (Turin, Rome, and Naples for a total of 36 schools, to which the 2017-2018 school year saw the addition of 3 more schools from the provinces of Macerata and Ascoli Piceno), which are experimenting with the work of radio journalism while helping to conceive the programming and offering awareness-raising events with the support of a

team of adults. The setting of reference is the school, within which workshops and other awareness-raising activities are carried out (including teacher training) but extends to the non-school environment as well. In terms of methods, the underlying principle is "meaningful participation by young people" ("transparent, informed, relevant, voluntary, respectful, inclusive, supported by training for adults, safe, sensitive to risk, and responsible"). This year, on the occasion of 21 March, a radio marathon on hate speech was organized (emerging from the youths), accompanied by a social media campaign carried out entirely by the young people, named **#oltrelodio**. Since 2015, the Underadio has also been present in Albania.

Main strong points

- Starting from the youths' point of view: the youths themselves are the radio channel's promoters (added value). The campaign **#oltrelodio** was entirely conceived and built with them.

- Being freed from public financing that does not guarantee the initiative's continuity

- The project's costs, in proportion to the number of direct and indirect targets reached, are contained

- Use of cross-cutting and specific skills

- Professionalization of youths through the experience of web radio in settings such as journalism and the world of communication/publishing in general

- The radio journalism initiative is a highly powerful educational container/catalyst

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Lastly, of the initiatives aimed at young people, mention should be made of the **Black Training and Enterprise Group (BTEG**), a national charity delivering programmes for young black, Asian and minority ethnic (BAME) people aged 11-30 years. It is a networking organisation supporting over 1200 voluntary groups and community businesses in England. BTEG now provides programmes for young people, national policy development and action research. The organisation continues to collaborate with other race equality and mainstream organisations, and has established itself as an important voice on young BAME people and the criminal justice system (CJS). They provide counter-narratives for "a range of initiatives, including blogs, social media and other platforms" that attempt to do so directly. As for innovative projects, their website mentions *Routes2Success,* a London community role model programme that uses a volunteer force of successful men and women from African, Caribbean, Asian, Arabic and mixed backgrounds to inspire young black males and ethnic minority girls and young women 11-25 years of age to succeed in education, employment and enterprise[4].

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[4] http://bit.ly/1kmk2kH

Main strong points
- BTEG's mission is to reduce racial inequalities for ethnic minority young people. Racial inequalities waste the talents of many BAME youths; the organisation provides people with "the tools to succeed in life," resources, and technical and sustainable assistance. - Empowerment: the organisation aims to motivate and inspire individuals to act on their ideas and to realise their enterprise potential. - Ability to make diversity an asset. - Networking

2. Media actions and the challenge of the social media: involvement of social platforms, channels, and the role of journalists

The **No Hate Speech Movement** is a youth campaign launched in 2013 and led by the Council of Europe Youth Department, that seeks to mobilise young people to combat hate speech and promote human rights online. In Germany, the No Hate Speech Movement represents a network of numerous strong partners from the field of political or media studies, human rights organisations, anti-racism and anti-discrimination initiatives, and many more. The NHS movement was not claiming to "reinvent the wheel," but rather to pool all efforts already addressing the various forms of hate speech into one network, so as to forge synergies and encourage exchange. The "new German media pundits," "a nationwide union of media professionals with different cultural and linguistic skills," manage and are responsible for the German campaign. As the only interest group of this kind, they seek to ensure that balanced and nuanced media coverage on issues of diversity, migration and integration becomes a matter of course. The various sections of the No Hate Speech Movement website provides users with information, presents action strategies, and gives them a concrete tool, e.g. in the form of memes or videos. The focus is thus on enabling civil society, rather than on the haters. The movement seeks to reach out to and stand with those affected by hate speech, but also to empower the "silent majority." The campaign's website offers a great deal of information on different forms of hate speech and as well tools (like memes, GIFs, videos, knowledge section) to counteract them. They have also promoted several video-campaigns, such as #Law&Order, in which the legal basis is explained, or "federal troll agency against digital hate" that provides information on different forms of exclusionary speech in a humorous way. The No hate speech movement is active and visible on several social media platforms, like Twitter and Facebook.

Main strong points

- In Germany, the campaign is managed by a group of media professionals "Neue deutsche edienmacher" ("New German media pundits"). It is a nationwide non-profit association of journalists with diverse backgrounds and areas of expertise, as well as language skills.

- Having put together a network of "strong" parties, but one that remains "open." The movement is open to anyone wishing to rise up against hate and race-baiting on the Internet in a "loud and friendly" way, and to champion a democratic culture of debate, while the No Hate logo combines and identifies all organisations, initiatives and private individuals involved in the movement. The No Hate Speech Movement has a presence on numerous social media channels and invites all other organisations or private individuals to become part of it by placing the No Hate logo on their own site.

- As the campaign strives to appeal to civil society in the broadest sense, and to adolescents in particular, the website and posts are designed to be suitably attractive, humorous and accessible.

YouTube, along with Freiwillige Selbstkontrolle Multimedia-Diensteanbieter (FSM e.V.), klicksafe, medienblau and Digitale Helden, has started an initiative called **#nichtegal** ("not irrelevant"), advocating the respectful exchange of opinions on the Internet and in everyday life. In addition to well known YouTubers presented as role models making statements and motivating their respective communities to take a similar stand for respectful co-existence, workshops are held at 60 schools across Germany, some even featuring the YouTubers themselves. The #NichtEgal initiative is financed 100% by Google/YouTube Germany, and is part of YouTube's global "Creators for Change" initiative involving 50 creators from eight countries.

Main strong points

- Attractive to the youth target, through the involvement of famous YouTubers functioning as models of reference to be identified with

- Implementing media literacy in schools

Payo Today is a mock newspaper created by Fundación Secretariado Gitano to raise awareness of the discrimination Roma people suffer in the media, and of how language is used from this perspective. Payo Today, which was distributed among journalists, media corporations and newsrooms, cast light on these mechanisms by showing news about well-known non-Roma people using language commonly used with reference to Roma people, creating a humorous effect that highlighted media bias. Inside, the paper proposed good practices and alternative language for journalists and media to adopt.

Strong points
- Use of humour to show how, with respect to some minorities who are discriminated against (specifically, the Rom community), communication media make continuous mention of "ethnicity" (even where it is not at all necessary for understanding the news), and how the related vocabulary often carries negative connotations. This results in an overrepresentation of the Rom population in negative news stories, and the consequent spread of stereotypes and prejudices.

Two video projects produced in Spain that have been particularly effctive and are thought to be in and of themselves transferable to other contexts are also worthy of mention: "**Cut the labels**" and "**Canvia de pell**" ("Change your skin").

- "**Immigrationalism 2: Cut the labels**" is a video produced within the "Inmigracionalismo" campaign by Red Acoge. The campaign includes a hashtag and Twitter and Facebook accounts to report discriminatory discourse and hate speech, as well as several campaign videos to raise awareness among journalists and the general public. Aimed at demonstrating the biased language in media, the video shows a fake casting call at the journalism faculty at Universidad Complutense de Madrid, in which students read news where the original terms referring to ethnic origin have been replaced by such other descriptors as "Justin Bieber fans," "Redheads" or "people over 40," recording their surprise and dismay while reading the news and after reading the original news piece.

- "**Canvia de pell**" (**"Change your skin**") is part of the broader project Això és racisme, implemented by the NGO Sos Racisme Catalunya. In this part of the broader initiative, virtual reality was used to show what it is like to experience Islamophobia. Four different videos were produced in collaboration with a production company. These were then used in an offline community action, in which people were asked to put on virtual reality glasses and experience a situation of islamophobia. When they took their glasses off, they got to meet the person who had actually experienced that situation. This experiment was also filmed and disseminated on the social media channels of the young people who had had these experiences (Ramia's Channel and LaFamilia TV).

Strong points:
- The first "Cut the labels" video is a good example of how humour can be used to call out bad practices. The video shows the disproportionate attention devoted to nationality, thus conveying stereotyped images.

- In the second one, the virtual reality format can be a very potent tool that might also be used as an educational element in online settings. The videos deconstruct situations from the point of view of alternative narratives; the experience of identifying with the suffering of a minority subjected to discrimination appears to be the key element of success.

3. **Social awareness raising actions and tools t for monitoring the phenomenon (for example, creating sites and databases on the migration phenomenon, activism initiatives, etc.)**

In Italy, the "**Task Force Hate Speech**," aimed at monitoring online hate speech and active in the leading Italian online journalism outlets, is a new form of activism in comparison with the "classic" local groups of Amnesty activists, in that it follows a very specific mode of action limited within the sector of hate speech. The initiative involves 80 volunteer activists. The activists' motivation to take part in the project is carefully assessed in the recruitment phase, because they are subject to considerable stress. In the context of the Task Force, a more circumscribed awareness raising campaign has been carried out, named "Conta fino a 10. Il Barometro dell'odio" ("Count to 10. The hatred barometer"), based on the activity of monitoring the social media profiles (Facebook and Twitter) of the candidates in the elections of 04 March 2018.

Main strong points
- Low economic investment: the monitoring activity requires only an electronic platform (smartphone or PC) and each activist may be put into the field on the basis of his or her own available time.

- Developing the counter-narrative idea with various sectoral experts to make it understandable to laymen

- The activity is perceived as significant above all by those who have carried it out

- Teamwork: even if it is a mostly individual activity, there's support from the whole team via chatting, with a system of alerts

- Specific training for activists

- Psychological and emotional support for stress management

Cronache di ordinario razzismo (Chronicles of ordinary racism), created in 2011 and supervised by Lunaria, is an information, analysis, and communication site dedicated to the phenomenon of

racism in Italia. The site deals with "recounting everyday racism," by monitoring the multiple forms it takes on in the various settings of social, economic, and political life through the collection of reports from a variety of sources (direct, press bodies, social media, other organizations, etc.). The reports go into an online database that provides a brief narration of the cases surveyed in the information world, in society, in the world of politics, and in institutions (5,700 between January 2007 and September 2018). The site is a source of information for Odihr-OSCE, to which Lunaria sends data and information on racist crimes in Italy every year. It is also a source of information for the international press. Accompanying this, Lunaria publishes periodically, both online and on hardcopy, White Papers on racism in Italy, providing in-depth analysis of documented cases of racism.

Strong points

- It is a significant example of a qualitative database: the site offers the possibility of providing updated data and information on the development of racism in Italy, which facilitates its accreditation with the press and with the relevant national authorities.

- Each report is verified using different sources and, during restitution, is "cleaned," or rewritten in proper form

- Networking with other organizations

- High level of interactivity: in addition to being a source for consultation, the site is a working tool open to the collaboration of all those who, at the individual level, repudiate all forms of racism and discrimination, and take action to combat them; it also collects useful contributions of every kind

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"*#ichbinhier*" (**"I'm here**") is the largest self-organised counter-speech group in Germany, founded in December 2016 and based on the Swedish initiative "#jagärhär, with the latter's consent. The group's aim is to reach out to "silent readers," act as a counterbalance to hate on Facebook, and improve the climate of discussion. As Facebook is used by a broader segment of the German population, and therefore most hate speech occurs on Facebook, the group exists only on this platform. Twitter is a rather improper platform for combating hate speech, because of the limited length of tweets. The main form of counter speech is text-based, and in this case, objective and fact-based, using neutral, non-offensive language. Some users may also use GIFs or pictures with captions as a counter-instrument. The group has rapidly grown to 37,000 members, and has attracted a great deal of media attention. Ich bin hier uses the organisational and targeting skills previously witnessed in trolls. Split into different groups, the members scan the media daily for articles likely to trigger hate comments. Anywhere something is taking place, they collectively jump in, post objective and fact-based counter speech, and set their own tone not only by responding to

comments, but also by composing their own posts, which they in turn "like" amongst themselves and thus push up to the top comments. These posts always contain the #ichbinhier hashtag.

Strong points

- Voluntary, wide range of people from different sections involved, on average with only one article/page per day to counter-comment

- Self-protection measures

The PROXI project was implemented in 2014-2015 with several objectives: First, to monitor comments in three digital newspapers and categorise them so as to analyse whether online hate speech reflects society. Second, to add comments with counter-narratives in the comments sections in order to measure the impact of these comments on the discussion. The comments were based on a database with counter-arguments constructed by the project. Third, it implemented a course on hate speech and cyberactivism, also aimed at involving people as cyberactivists. As part of the broader project, between November 2014 and July 2015 the project monitored over 400 digital news pieces (in 3 different newspapers) related to the topics of immigration and the Roma people, and 4.777 comments, with the results confirming that comments sections are full of hatred and intolerance: around 60% of user interventions were classified as intolerant. Despite the different ideologies of the newspapers, there was little difference in the amount of hate speech among the comments.

Strong points

- Prewriting, as part of each campaign, sets of counter-arguments and data against the negative backlash. The PROXI project, which relied on a database with counter-arguments, some of which generic human-rights based arguments, and others more content-adapted, aimed to be used for quick interventions in comments fields

- Reliance on empathy in the counter-narrative: the subjects used tend to appeal to positive emotions and to stimulate non-selective empathy ("empathy *con los tuyos*")

Runnymede is the UK's leading independent race equality think tank. They "generate intelligence for a multi-ethnic Britain" through research, network building, leading debate and policy engagement. To counter hate speech, the main channels are print media, online dialogue, and broadcast media (text, writing articles, features, blogs…) using personal stories as well as data and facts. See in particular **The Race Matters blog**, aimed at promoting diverse voices and perspectives.

It is distributed via various social media channels and mailing lists to at least 10,000+ supporters, including a large cross-section of policymakers, academics, teachers, students and activists.

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Strong points

- Not combating hate speech with facts alone (because "facts alone don't acknowledge suffering, they don't get people to listen to the final story") but using stories, too ("The positive narratives tend to humanise the issue")

- "Exploiting" the prestige of a historic association recognized as a space for spreading messages/content against hate speech

- Network building: high capacity to activate key parties (spokesperson network) for the spread of information

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CONCLUDING NOTES: ELEMENTS OF TRANSFERABILITY

To conclude the analysis, without prejudice to the common need to combat the spread of online hate speech and the currentness of the issues dealt with (that may be articulated on the basis of the different national contexts in which to carry out the activities, and which are doubtlessly impacted by the demands brought by the various stakeholders in terms of denunciation and advocacy), the most meaningful elements "of success" that might potentially be exported into other settings (in more or less intact form) are as follows:

- **Combination of offline & online elements**. The Debate//de:hate project run by the Amadeu Antonio Foundation is structured in two levels: The first level ("debate") regards civil society, with particular attention to young people and their environment, while the second level ("de:hate") is online prevention (digital streetwork). In COSPE's Brick project, to give greater resonance to the activities and reach a bigger target, the campaign's results were also presented within events of broader scope, dedicated to a larger public. In this sense, it would be particularly effective to disseminate the results of a CN action, for example through participation in more general events like new technologies fairs, or digital festivals.

- In designing an initiative targeting young people, an element to be foreseen upstream is the issue of **cross-cutting skills**, which is to say the involvement of a team of experts and professionals with differing training backgrounds/skills/points of view, in order to analyze the phenomenon and "attack it" from multiple angles.

- **Networking**: those who carry out the initiatives must necessarily insert the initiative or have a large network capable of involving and mobilizing diverse parties to spread information (including political figures, spokespersons, policymakers, and social media operators). Emblematic is the case of Runnymede, an independent race equality think tank.

- Given the numerous experiences of sites, databases, or online observers collecting data and quantitative information, the **creation of qualitative databases** to monitor **episodes of xenophobia and racism** through the collection and analysis of reports originating from different sources appears particularly interesting. The case of Cronache di ordinario razzismo ("chronicles of ordinary racism"), developed in Italy, which provides a brief narration of the cases surveyed in the information world, in society, in the world of politics, and in institutions, can be easily transferred to other settings as adopted format and methodology.

- In general, initiatives aimed at a **young target** must give youths a voice on current issues that are close to them, and **make them leading players** in the initiative, while guaranteeing support at the help desk and remotely (see Save the Children's UndeRadio which, albeit while stressing the need for responsible adults with skills in education to be present, emphasizes the importance of peer education processes connected with publishing work, as well as the possibility for young people to acquire cross-cutting skills of use in broad fashion and in different settings).

- Again as concerns initiatives targeting young people, the involvement is emphasized of **parties that "get" the youthful public** (e.g. famous YouTubers), and that speak their **same language** and represent their life styles, such as #nichtegal (YouTube/Creators4Change).

- Developing **"cool" and captivating products**. The content of the campaigns must be "low-threshold," designed to look suitably attractive, humorous and accessible (see Black Training and Enterprise Group; the "Cut the labels" video can also be considered a good example of how humour can be used to call out bad practices).

- Another exportable element relates to **creating online groups that are grass-roots and "no-cost,"** but with a high degree of internal organization, as in the case of "#ichbinhier" in Germany, whose members, subdivided into groups, daily scan the social media and intervene using fact-based arguments and objective counter speech. Hate Speech appears more targeted, organized and calculated – this is why counter-speech has to be organised as well. From this perspective, another activism experience that may be easily replicated as team organization, arrangement, and process, is the Amnesty International Italy's Task Force Hate Speech, which, to monitor the online hate speech in the leading journalistic outlets, relies on a team of volunteer activists (low economic investment). The Italian experience of Barometro dell'odio (the "hatred barometer"), as a mix of "activation/awareness raising," is deemed a "pilot" with respect to the possibility of other international experiences.

- **Reorganizing the so/called second generations around an association or a movement** (online and offline) that not only advocates for their issues and claims, but promotes awareness of the opportunities they represent for society, thereby generating young people's desire to excel in certain situations, starting precisely from their diversity (as in the case of the Black Training and Enterprise Group, a national charity delivering programmes for young black, Asian and minority ethnic people 11-30 years of age).

- Use of instruments marked by **versatility and affordability**, like the instrument of radio in the case of the UndeRadio project, which in fact got started in Rome and was then extended to other Italian cities and has also been present in Albania since 2015. And in Albania, web radio offers opportunities, in rural and highly isolated settings, to rely on a streamlined and intuitive instrument for spreading information and content when other possibilities are lacking.

- As to the most effective methods for conveying content, the importance of the **empathy technique** has been emphasized in several places. In fact, more than insisting upon the presentation of "objective facts" and data, in counter-narrative arguments it is useful to appeal to positive emotions and to stimulate identification with the persons suffering from discrimination. It is important not to use the same mechanisms of hate discourse and to avoid any generalization, even when positive. According to the PROXI project carried out in Spain, reaction is triggered by empathy and by positive emotions, not by "objective" facts, which do not foster the exchange of opinion. Runnymede also recommends not combating hate speech with facts alone (because "facts alone don't acknowledge suffering, they don't get people to listen to the final story") and **using personal stories, too** ("The positive narratives tend to humanise the issue"). In the video "Canvia de pell" ("Change your skin"), made by Sos Racisme Catalunya, the virtual reality format represents a very potent tool aimed at deconstructing situations from the point of view of discriminated groups.

Attachment

SUMMARY SHEETS ON THE ANALYZED CN INITIATIVES

Description of the initiative – Main data and information	
Title of the initiative	**Cronache di ordinario razzismo** (Chronicles of ordinary racism)
Dates/Duration	Created in March 2011, and currently active
Promoters (including networks)	LUNARIA - Associazione di promozione sociale e Impresa sociale
Objectives	The general objective is to promote the spread of a culture founded upon the guarantee of citizenship rights and to multiply anti-racism practices in Italy.
Target audience	The target consists mainly, on the one hand, of organizations already committed to combating racism (activists and operators), and on the other of media (in fact both the site and the White Paper are used as a source by journalists); other targets are middle-school youths and teachers (for training activities in schools).
Source(s) of funding	Lunaria is funded mainly through European projects, plus dues paid by private foundations and self-financing for participation in international volunteering camps
Description of the activities	**Cronache di ordinario razzismo** is an information, analysis, and communication site dedicated to the phenomenon of racism in Italy, supervised by Lunaria. The site deals with "recounting everyday racism," by monitoring the multiple forms it takes on in the various settings of social, economic, and political life through the collection of reports from a variety of sources (direct, press bodies, social media, other organizations, etc.). The reports go into an online database that provides a brief narration of the cases surveyed in the information world, in society, in the world of politics, and in institutions (6,679 between January 2007 and September 2018). The site also devotes space to every kind of document supporting correct information on the issue (collecting research reports, essays, articles, publications, etc.), and to the promotion of initiatives and of local and national campaigns of networked associations (part intended for activism). Accompanying this, Lunaria publishes periodically, both online and on hardcopy, **White Papers** on racism in Italy, providing in-depth analysis of documented cases of racism (the most recent issue is the fourth). The site, however, provides no room for comments. The years 2017 and 2018 also saw the publication of 6 dossiers to offer more frequent updates on the developments of racism in Italy.
Website/contacts	http://www.cronachediordinariorazzismo.org/
Assessment of the initiative	
Strengths Internal attributes and resources that support a successful outcome	Each report is verified using different sources and, during restitution, is "cleaned," or rewritten in proper form Networking with other organizations
Weakness(es) Internal attributes and resources that work against a successful outcom	No specific weak points are highlighted It is a "niche" site (by definition)
Opportunities External factors that the entity can capitalize on or use to its advantage	The site offers the possibility of providing updated data and information on the development of racism in Italy, which facilitates its accreditation with the press and with the relevant national authorities.

Threats External factors that could jeopardize the entity's success	The site is under constant observation by far-right newspapers and movements; at the same time, it has attracted the attention of some institutions (Ministry of the Interior, UNAR, OSCAD, Odihr, ecc.) with which, however, there are mostly relationships of mutual exchange. The relationships of strength with the information system and with the political system are, however, unbalanced, and it is therefore necessary to network in a coordinated fashion with the other associations of activist, and to work in coordinated fashion. Challenge: social networks, in and of themselves, foster the spread of ultra-simplified messages. It is a matter of finding a way that is able to communicate complex content, but in a simple and immediate way, without yielding to populism or to speaking to people's "stomachs."
Efficiency	An agile and restricting working group guarantees the site's sustainability with very limited resources.
Impact	The Cronache newsletter reaches 9,500 people, while the site averages 24,000 unique visitors a month (2018 data). The FB pages and Twitter profile have strong followings, recording many interactions.
Innovativeness	Creating an online database: the most original aspect is the narration of cases of racism and racist violence, since no other sites/organizations are dedicated to closely monitoring episodes of this kind. This has helped make the site an authoritative source of information for operators in the world of information as well.
Degree of interactivity *(direct end-users' participation)*	High level of interactivity: in addition to being a source for consultation, the site is a working tool open to the collaboration of all those who, at the individual level, repudiate all forms of racism and discrimination, and take action to combat them; it also collects useful contributions of every kind.

Description of the initiative - Main data and information	
Title of the initiative	**UndeRadio – la voce ai Ragazzi**
Dates/Duration	Underway since 2011
Promoters (including networks)	Save the Children – Cooperativa Sociale E.D.I. Onlus
Objectives	A shared and thematic web radio station created in 2011 to give voice to young people, with a focus on the issue of combating all forms of discrimination. **General objective:** to get young citizens and students involved in awareness-raising, information, and communication actions by using the new digital technologies– like web-radio and podcasting – to promote the protection of rights, foster integration, and combat phenomena of discrimination and intolerance in and out of school. **Specific objectives:** - increasing awareness, promoting and protecting rights among the new generations; - developing an educational intervention aimed at combating discrimination in and out of school, with particular attention to intercultural dialogue, given the constant increase in foreign minors; - developing media education paths and experimentation, in a process of mutual literacy between teachers and students; - promoting youths through youth leadership paths, grass-roots participation and communication.
Target audience	Students in middle- and secondary-school located in neighbourhoods marked by problems connected with integration and educational impoverishment. About 1,500 students in 36 secondary schools in three cities (Turin, Rome, and Naples)

	and about 144 teachers are involved. For the 2017-2018 school year, 3 other schools from the provinces of Macerata and Ascoli Piceno were added. Since 2015, the Underadio project has also been present in Albania
Source(s) of funding	Began as FEI project; now relies on private funds alone.
Description of the activities	Through the web radio station, the young people experiment with radio journalism, with awareness of the tasks and responsibilities of each role, while helping to conceive the programming and offering awareness-raising events with the support of a team of adults. Some youths are junior editors and receive study grants. The setting of reference is the school, within which workshops and other awareness-raising activities are carried out (including teacher training) but extends to the non-school environment as well. In the curriculum, at the start of the school year, students and teachers are offered modules for deeper analysis on various issues related to discrimination. The young people choose and then develop radio content, supported by educators present in the classroom. In the extracurricular part, various citywide initiatives and events are organized; this also includes afternoon citizens' newsrooms, where the young people meet and, guided by the junior editors, discuss the radio's programming. Underadio is currently offering awareness raising events: in 2018, on the occasion of 21 March, a radio marathon on hate speech was organized (emerging from the youths), accompanied by a social media campaign carried out entirely by the young people, named #OLTRELODIO, with a call to action to get other young people involved. Unde Radio oversees the communication of SottoSopra and of Movimento Giovani per Save the Children.
Website/contacts	http://www.underadio.it/ https://www.facebook.com/UndeRadio.webradio/
Assessment of the initiative	
Strengths	**With respect to the project in general:** - Cross-cutting and specific skills - Professionalization - The radio journalism initiative is a highly powerful educational container/catalyst - Starting from the youths' perspective - The youths themselves are the radio station's promoters (added value) - Being freed from public financing that does not guarantee the initiative's continuity - The project's costs, in proportion to the number of direct and indirect targets reached, are contained **With respect to the #oltrelodio campaign:** - Completely conceived and built with the youths - Excellent level of diffusion - Effectiveness of the identified key message
Weakness(es)	**With respect to the project in general:** - Radio does not attract many listeners - The teachers do not always take an active part in the activities - School red tape not always easy to manager **With respect to the #oltrelodio campaign:** - Great relaunch of the campaign, but above all by adults - Using Facebook alone. Instagram is closer to young people, even though it conveys only images and not content. It is believed that subsequent initiatives should use both.
Opportunities	- Possibility of getting other school institutions involved - Possibility of developing partnerships and networks with local outfits (extracurricular activities)

	- Possibility of dialoguing with local institutions
	- Being agents of change towards the voice of young people
	- Possibility of design sustainability via the radio
Threats	- Possible repetition of similar activities, with the risk of over-homogenization of the process
	- Little collaboration by the school institution, with the risk of the intervention's failure
	- Activating a participatory process involves being very attentive to the role of responsible adults. If this level is not kept in mind, there is the risk of generating expectations in the youths, of which they will be disabused in short order
Impact	Through the use of the radio instrument, the youths' leadership and experimentation of media education paths is promoted; with respect to the context of reference, they have a positive impact on:
	- extracurricular activities with objectives linked to awareness raising;
	- curricular activities in terms of improving school performance and the dynamics of conflict in the class group;
	- class groups, families, school, peer group, since the issues dealt with and the method used tend to propose communication models and content free of the usual prejudices and stereotypes, thereby helping spread correct information and develop a critical sense.
Sustainability	The initiative has been underway since 2011, involving a growing number of students and schools, with new experimentation each year. One of the benefits of this participation is the progressive development of the sense of active citizenship. Some teachers, over time, have adopted the radio instrument thanks to the possible and positive impacts on teaching. The simplicity/flexibility/versatilità of the radio instrument are elements fostering sustainability.
Innovativeness	Underadio is a web radio station by young people for young people, dealing with issues close to them, through paths of youth leadership. In terms of methods, the underlying principle is "meaningful participation by young people" ("transparent, informed, relevant, voluntary, respectful, inclusive, supported by training for adults, safe, sensitive to risk, and responsible"). Their consultation is managed by educators and trainers experienced in participatory processes. All is part of a broader framework of "Approch to rights" (we train "with" rights and not "on" rights). The project's innovativeness is thus provided by:
	- the use of radio as an educational tool at the service of teaching;
	- the methodological approach of reference;
	- the desire to be a sound box for young peoples' thought with regard to issues on which it is almost always only the adults' voice that is heard.
Degree of interactivity (direct end-users' participation)	The beneficiaries of the UndeRadio project, whether editors or "simple" students, are involved in all the project phases, not as mere users of a service/content, but as leading figures in a participatory path.

Description of the initiative – Main data and information	
Title of the initiative	BRICKS – Costruire il rispetto su internet combattendo l'hate speech
Dates/Duration	November 2014 – November 2016
Promoters (including networks)	COSPE associazione privata, laica e senza scopo di lucro (a lay, non-profit private association) with main office in Florence (Italy), in partenership with Centro Zaffiria / Igea Marina (Italy), Grimme Institut / Marl (Germany), Média Animation / Brussels (Belgium), MKC Multicultural Center / Prague (Czech

	Republic), AFIES-Fundación Asistencial para la Formación, Investigación y Estudio / Seville (Spain)
Objectives	The general objective is to combat the spread over the Internet of hate speech against migrants and minorities, through media education and the active involvement of the users and producers of web content
Target audience	Media users and professionals. The project involves teachers, educators, web experts, media activists, second-generation associations, social media managers, and young people.
Source(s) of funding	The project, supported by the European "Fundamental rights and citizenship" programme, was held in Italy, Belgium, Germany, and the Czech Republic.
Description of the activities	The main activities carried out are: - First Italian **research** on journalism, migrations, and hate speech: "L'odio non è un'opinione" ("hate is not an opinion"); - **European Study and Ten Commandments** for social media and community managers, on how to prevent and combat online hatred; - **Training module** on hate speech and media education, targeting the world of school, with the production of a multimedia kit; - **Teaching workshops** in secondary schools; - **Workshop** and public presentations with teachers, educators, and activists; - **Training for journalists** in the media's role in combating hate speech, with the recognition of credits for those enrolled in the Order of journalists; - **Public events** raising awareness on hate speech (for example at the Pisa Internet Festival).
Website/contacts	https://www.bricksproject.eu/
Assessment of the initiative	
Strengths	- Strong point cutting across all the COSPE counter-narrative projects: working with both information producers (online ones in particular) and schools at the same time, seeking to exploit the potentials of the social media - Dissemination: presenting and spreading the results of the project in existing initiatives of broader scope, that regard thematic environments not dedicated exclusively to hate speech, in such a way as to reach different targets (conscious strategy), e.g. Pisa Internet Festival - Interaction with different training professionals/positions/skills (legal experts, web marketing experts, educators, activists.....) to analyze the phenomenon from different perspectives - Casting light on the potentials of the social media, and not only their dangers
Weakness(es)	Not reported
Opportunities	- Bringing online and offline together (not just the online world, but public events, too) - Differentiating by groups the recipients of the actions, and designing actions for each target and then acting on a number of fronts, "hitting the targets" with different messages - Lobbying and advocacy on the European level. For example, in the project's final conference, attendance by officials is already lobbying.
Threats	- Resistance to changing opinions and attitudes (see the function of the stereotypes and prejudices) - Providing correct data and information might not be dissuasive because it tends to polarize positions
Innovativeness	A product of the project deemed particularly useful and innovative is the training module aimed at teachers and educators, on how to implement in the classroom activities to combat hate speech (media education), done by COSPE and Centro Zaffiria. The objective is to promote an active role of young people in the prevention of and struggle against online xenophobia and racism. The

	module, also requested and used by other parties, was then translated into English and made available to the partnership of another COSPE European project (in progress) called SILENCE HATE. CHANGING WORDS CHANGES THE WORLD, and already adopted by Greece and Poland. COSPE's underlying idea is to re-elaborate a new edition of the module as a "practical instrument," creating a website and a printed manual. https://www.bricks-project.eu/wp-content/uploads/2015/06/Modulo_bricks.pdf
Degree of interactivity *(direct end-users' participation)*	High involvement of youths and stakeholders. In particular, the training modul was based on a participatory path that, during the phase of trialling the activities at the schools, involved about 580 students. Lower satisfaction was expressed for the journalists' level of involvement.

Description of the initiative – main data and information	
Title of the initiative	**Task Force Hate Speech**
Dates/Duration	In progress. The initiative came into being in 2015 with an online pilot project formed by 15 activists (Web Task Force), and took official shape in 2017.
Promoters (including networks)	Amnesty International Italia
Objectives	The objective is the extension of Amnesty's mandate to protect the target subject to discrimination to the world of online communication as well, with attention to how messages are conveyed and perceived by civil society, until getting back to the consequences of hate speech and lastly hate crime.
Target audience	The target is the user: the objective is to try to establish communication with the hater, but in reality the so-called "silent majority" that reads the comments but does not respond is addressed.
Source(s) of funding	Private donations
Description of the activities	"**Task Force Hate Speech**," aimed at monitoring online hate speech, is a new form of activism in comparison with the "classic" local groups of Amnesty activists, in that it follows a very specific mode of action limited within the sector of hate speech. The initiative involves 80 volunteer activists (but at the time of the survey, an additional recruitment call was planned). The Task Force is active on the leading Italian online journalism outlets, but there is no rigid indication in this respect, so an activist can also take the initiative of monitoring a local paper. From the operative standpoint, the activist starts by reading the article to identify fake news or messages of incitement to hate, and intervenes in the space dedicated to comments at the side of the article (both within the online page, and on the FB or Twitter social media page). The activists' motivation is carefully assessed in the recruitment phase. This is followed by ad hoc training on the legal framework, the content, and how to manage stress. Each activation is treated prevalently in the group. For each activation (replies/comment) a report is then made using an online sheet, to which the screenshot is also attached; the material is then subjected to quantitative analysis. In the context of the Task Force, a more circumscribed awareness raising campaign has been carried out, named "**Conta fino a 10. Il Barometro dell'odio**" ("Count to 10. The hatred barometer"), based on the activity of monitoring the social media profiles (Facebook and Twitter) of the candidates in the elections of 04 March 2018.
Website/contacts	https://www.amnesty.it/entra-in-azione/discorsi-dodio-online-combattiamoli-insieme
Assessment of the initiative	
Strengths	- Developing the counter-narrative idea with various sectoral experts to make it understandable to laymen - The activity is perceived as significant above all by those who have carried it out - Teamwork: even if it is a mostly individual activity, there's support from the whole team via chatting, with a system of alerts - Specific training for activists - Psychological and emotional support for stress management
Weakness(es)	- The activists are subjected to a considerable level of stress - The quantitative elaboration of the gathered information still lacks a consolidated methodology - The wealth of information is quite vast and manifold for being analyzed in real time and transformed into information that is intelligible and captivating for the user (e.g. the statement "let's send the illegal aliens back to where they came from," is not simply replied to by arguing that it's impossible to expel 600,000 illegal aliens, but this response has to be made interesting for a target

	that does not always have the tools; this requires a great investment of time and resources).
Opportunities	- The activist's individual motivation can converge into a common battle
Threats	- Verification of information is, in and of itself, extremely complex, because it comprises a series of high stratifications - Working on combating hate is more difficult than working on recognition: specific attention placed on communication, on how content is conveyed, beyond the content itself (which must at any rate be verified and transparent), because a CN may lead to the opposite result - Constant need for updating to respond to the issues - The hater is also growing more "sophisticated": discriminatory content is sometimes more subtle and implicit
Impact	The Task Force project is extended to a number of themes; the ambitious experiment is that of expanding a counter-narrative to all that is developing with respect to public opinion, which is to say being more "reactive" rather than establishing areas of intervention.
Innovativeness	It is a project within "everyone's reach," in the sense that the monitoring activity requires only an electronic platform (a smartphone or PC) to be activated at any time, and each activist is put into the field on the basis of his or her own available time.

Description of the initiative – main data and information	
Title of the initiative	**Amadeu Antonio Stiftung, Project: Debate//Dehate**
Dates/Duration	Founded in 1998, Debate//Dehate started in 2018
Promoters (including networks)	2 employees
Objectives	Support and strengthening of a democratic debate culture, sensitization and tools
Target audience	Interested and committed people, youngsters/students, youth workers/educators
Source(s) of funding	Demokratie Leben, Freudenberg Stiftung
Description of the activities	Knowledge transfer, publication & recommendation, workshops in schools, podcast **DEBATE//DE:HATE** (Hate speech awareness and counter speech empowerment) is a project that promotes a culture of digital democratic debate (pedagogical parte) **Debate:** digital democratic debate culture (offline – values & attitude) **Dehate:** Analysis and development of recommended actions. The team develops and tests countermeasures to combat incitement to hate, in collaboration with the interested parties, political figures, and social media operators. http://debate-dehate.com/about-the-project-debate/das-projekt/
Website/contacts	www.debate-dehate.de; www.amadeu-antonio-stiftung.de; www.belltower-news.de
Assessment of the initiative	
Strengths	Combination of steady improvement and spreading knowledge; involvement of victims, political actors and social media operators; Combination of offline & online elements The project's success is measured by its acceptance on social media, by requests from the press, clubs, platforms, politics, and publications.
Weakness(es)	-
Opportunities	Creation of a platform for democratic discussions online
Threats	-

Impact	Key actor in No Hate Speech Movement and other similar organizations; major role in development of German network enforcement law
Innovativeness	Highly anticipatory
Sustainability	Steady measurement & improvement of own actions, monitoring
Degree of interactivity (direct end-users' participation)	Publications are available digital and for free on the website; Workshops must be requested

Description of the initiative – main data and information	
Title of the initiative	**Ich bin hier e.V. (#ichbinhier)**
Dates/Duration	Founded in December 2016
Promoters (including networks)	~ 44.000 members from all social classes (Sept. 2018)
Objectives	Balanced public debates, reduced online hate, support for victims of hate speech. Ich bin hier has the purpose of raising people's awareness of the issue of online hatred and encouraging them to act against inciting hate. The group's aim is to reach out to the "silent readers," act as a counterbalance to hate on Facebook, and improve the climate of discussion. The group has rapidly grown to 37,000 members, and has attracted a great deal of media attention.
Target audience	Interested and committed people
Source(s) of funding	Voluntary
Description of the activities	Find and intervene in daily "trouble spots" in online media, fact-based, objective counter speech. Ich bin hier uses the organisational and targeting skills previously witnessed in trolls. Split into different groups, the members scan the media daily for articles likely to trigger hate comments
Website/contacts	www.facebook.de/ichbinhier; https://ichbinhier.eu/
Assessment of the initiative	
Strengths	Voluntary, wide range of people from different sections involved, on average with only one article/page per day to counter-comment Self-protection measures
Weakness(es)	Voluntary, only on Facebook
Opportunities	Aims at non-profit platform for discussions
Threats	Could come to nothing, alleged government propaganda, same strategies as haters
Impact	2017 Grimme Online Award; started in Dec. 2016 and gained over 20,000 followers in the first months
Innovativeness	Grass-roots movement (invented in Sweden)
Sustainability	Still active with 37,000 group members – however, requires continuous administration/organisation
Degree of interactivity (direct end-users' participation)	Very high – becoming a group member and following the discussions are the only hurdles

Description of the initiative – main data and information	
Title of the initiative	**#nichtEgal (YouTube/Creators4Change)**
Dates/Duration	Started in 2016, 3rd round in autumn 2018
Promoters **(including networks)**	23 "famous" YouTubers Initiative von YouTube, Freiwillige Selbstkontrolle Multimedia-Diensteanbieter (FSM e.V.), klicksafe, medienblau und Digitale Helden
Objectives	YouTubers taking a stand against online-hate in their clips, 60 training sessions/seminars in schools
Target audience	10,000 youths/students
Source(s) of funding	The #NichtEgal initiative is financed 100% by Google/YouTube Germany, and is part of YouTube's global "Creators for Change" initiative involving 50 creators from eight countries.
Description of the activities	Raising awareness, taking a stand, empowering one's own community, workshops in schools along with media educators YouTube, along with Freiwillige Selbstkontrolle Multimedia-Diensteanbieter (FSM e.V.), klicksafe, medienblau and Digitale Helden, has started an initiative known as #nichtegal ("not irrelevant"), advocating the respectful exchange of opinions on the Internet and in everyday life. In addition to well known YouTubers presented as role models making statements and motivating their respective communities to take a similar stand for respectful co-existence, workshops are held at 60 schools across Germany, some of which even featuring the YouTubers themselves.
Website/contacts	https://nichtegal.withyoutube.com/; https://www.youtube.com/channel/UCyBgR2eVGCJwYYSCJShgguw
Assessment of the initiative	
Strengths	Young Role-model for youngsters – easy to identify with; high outreach; implementing media literacy in schools, sticks to their juvenile living environment
Weakness(es)	Young YouTubers who may also use critical wording (not acting like a role model), selection could be more diverse
Opportunities	High effect on young people
Threats	…
Impact	High outreach online and offline
Innovativeness	Involves new Youtubers every year
Sustainability	Peer-to-peer: Elder students get training to be mentor for younger students
Degree of interactivity (direct end-users' participation)	Only selected schools will get media educators, but templates for workshops are downloadable on the website

Description of the initiative – main data and information	
Title of the initiative	**No Hate Speech Movement**
Dates/Duration	Founded in 2013 by youth organisations of the Council of Europe; in Germany since 2016 coordinated by "Neue Deutsche Medienmacher"
Promoters **(including networks)**	Neue Deutsche Medienmacher (coordinator) Network: Amadeu Antonio Stiftung, Antidiskriminierungsstelle des Bundes, Amaro Drom, Auswärtiges Amt, AYUDH Europe e.V.,Belltower.News,

	Bundesministerium für Familie, Senioren, Frauen und Jugend, Bundeszentrale für politische Bildung, Bundesvereinigung Trans*, debate//de:hate, Deutscher Journalisten-Verband, Deutscher Bundesjugendring, Deutsche4r Fußball-Bund, Fearless Democracy e.V., FSM e.V., Grimme Institut, Kübra Gümüsay, Cemile Glousouf, #ichbinhier, IJAB, Integrationsbeauftragte, Jugendschutznet, ….. https://no-hate-speech.de/de/netzwerk/ https://www.neuemedienmacher.de/information-in-english/
Objectives	To pool the energy of all those who fight online hate The movement aims to empower, support and create solidarity with victims of hate speech, as well as to inform and empower civil society and the ones reading along. Since 'Neue Deutsche Medienmacher' took charge of the campaign in 2017, they have also focused on journalists and online editors and developed support measures
Target audience	Interested and committed people, youngsters/students
Source(s) of funding	Until Dec. 2017: Demokratie Leben (federal programme) It is funded by the "Demokratie leben" federal-government programme, third-party funding from foundations and migration officers, and by Facebook and Twitter (one of the few projects in Germany to be funded through these social media platforms).
Description of the activities	Knowledge transfer, publication & recommendation, workshops in schools, offers, tools, memes, gifs, knowledge, events The campaign's website offers a great deal of information on different forms of hate speech and as well tools (like memes, GIFs, videos, knowledge section) to counteract them. They have also promoted several video-campaigns, such as #Law&Order, in which the legal basis is explained, or "federals troll agency against digital hate" that provides information on different forms of exclusionary speech in a humorous way. The No hate speech movement is active and visible on several social media platforms, like Twitter and Facebook, The website offers a great deal of information and tools on hate speech and counter-narratives. As it is a movement, it is changing all the time, trying to improve its own work.
Website/contacts	www.no-hate-speech.de; https://www.coe.int/en/web/no-hate-campaign
Assessment of the initiative	
Strengths	European Movement; low-threshold and humorous content, easy to become part of, broad network
Weakness(es)	Non-binding, too broad/intangible for (transnational) exchange
Opportunities	Transnational exchange, development of coherent strategies
Threats	-
Impact	-
Innovativeness	Humorous yet informative short clips for spreading knowledge
Sustainability	Was invented in 2013 and is still visible/active
Degree of interactivity (direct end-users' participation)	Memes/GIFs on website for common use; videos to share, "No Hate"-Logo which can be adopted to own website/profile picture, Merchandise / Giveaways

Description of the initiative – Main data and information	
Title of the initiative	Inmigracionalismo ("Immigrationalism") Highlighted element: Video **"Cut the labels"**
Dates/Duration	2014 - ongoing
Promoters (including networks)	Red Acoge (NGO)
Objectives	To raise awareness on and tackle xenophobic media discourses
Target audience	Journalists, journalism students, general public

Source(s) of funding	Gobierno de España - Dirección General de Migraciones EU's Asylum, Migration and Integration Fund
Description of the activities	Inmigracionalismo is a large-scale campaign launched by Red Acoge, tackling xenophobic media discourse. The project has coined the term "immigrationalism" o describe sensationalism in the news regarding immigration. The campaign includes a hashtag and Twitter and Facebook accounts to report discriminatory discourse and hate speech. It also includes several campaign videos to raise awareness among journalists and the general public. Among them, particular mention is made of **"Immigrationalism 2: Cut the labels"** a video aimed at showing the biased language in media. The video shows a fake casting call at the journalism faculty at Universidad Complutense de Madrid, in which students read news where the original terms referring to ethnic origin have been substituted by such other descriptors as "Justin Bieber fans," "Redheads," or "people over 40," recording their surprise and dismay while reading the news and after reading the original news piece.
website/contacts	Video: Cut the labels: https://www.youtube.com/watch?v=G7ZSozOL2Eg Inmigracionalismo web: http://www.inmigracionalismo.org/?lang=en/#top We were unable to hold an interview with the organisers of this initiative, but it was mentioned in several interviews and informal discussions as interesting.

Description of the initiative – Main data and information	
Title of the initiative	Això és racism Highlighted element: Virtual reality experiment **"Canvia de pell"** **("Change your skin")**
Dates/Duration	2016 - ongoing
Promoters (including networks)	Sos Racisme Catalunya (NGO)
Objectives	Objectives of the general campaign: - To make visible the discrimination that goes unnoticed and the struggles of people who denounce the racism that they suffer. - To argue and debate around why some situations are considered discriminatory - To provide innovative and creative tools to fight racist discrimination.
Target audience	General public
Source(s) of funding	Generalitat de Catalunya Federación Sos Racismo
Description of the activities	This is part of the broader Això és racisme project, implemented by the NGO Sos Racisme Catalunya. Això és Racisme is a campaign developing alternative narratives on the broader issue of racism. The campaign includes a variety of actions on various social media. In addition to very successful videos (hidden camera), the campaigns have also developed virtual reality material to raise awareness on everyday Islamophobia. They use these for campaigns in public space, where people on the street are asked to put on virtual reality glasses that cause them to experience an aggressive Islamophobic situation from a subjective perspective. When they take the glasses off, they meet the people who have actually experienced that situation and this generates a dynamic between them. These videos were made in collaboration with youtubers such as Ramia's Channel and LaFamilia TV and disseminated on their channels.
website/contacts	General campaign: http://www.sosracisme.org/campanyes/aixoesracisme Virtual reality: http://www.sosracisme.org/que-faries-tu-si-patissis-el-principal-delicte-dodi-a-espanya

	The experiment shown on Ramia's Channel: https://www.youtube.com/watch?v=4YJXbXc6V8g The experiment shown on LaFamilia TV's channel: https://www.youtube.com/watch?v=H-Wlid0d5y8

Description of the initiative – main data and information	
Title of the initiative	**PROXI**: Proyecto Online contra la Xenofobia y la Intolerancia en Medios Digitales Highlighted element: **Intervention with counter-speech comments in digital newspapers**
Dates/Duration	2014 – 2015
Promoters (including networks)	United Explanations Institut de Drets Humans de Catalunya
Objectives	- To identify and analyze hate speech in comments in digital news pieces on immigrants and the Roma population - To use counter-speech with an alternative discourse based on human rights - To prevent hate speech on the Internet through the training of young Internet users.
Target audience	General public; young people interested in becoming cyberactivists; media
Source(s) of funding	EEEA Grants
Description of the activities	As part of the broader project, between November 2014 and July 2015 the project monitored over 400 digital news pieces (in 3 different newspapers) related to the topics of immigration and the Roma people, and 4,777 comments. An important part was also the intervention with counter-speech comments on these news pieces. For this, a database with human rights based comments was produced. This experimental intervention showed that counter-speech comments when appearing early on in the discussion can actually change the tone of the discussion and make more people intervene with counter-speech. The project also held a training course for online activists and tried to involve people to use counter-speech through a hashtag (which, however, was not very successful due to limited human resources to disseminate it). It should be noted that this project was implemented over 3 years ago and that the climate of internet hate and also comment moderation policies may have changed since that time.
website/contacts	General project web: http://www.observatorioproxi.org/ http://www.observatorioproxi.org/images/pdfs/INFORME-proxi-2015.pdf Methodology of the comment monitoring and intervention: http://www.observatorioproxi.org/index.php/observa/metodologia
Strengths	- Prewriting, as part of each campaign, sets of counter-arguments and data against the negative backlash (database) - Reliance on empathy: the topics used tend to bring up emotions and to spur identification

Description of the initiative – Main data and information	
Title of the initiative	**Payo Today**
Dates/Duration	2014 - 2016

Promoters **(including networks)**	Fundación Secretariado Gitano (NGO)
Objectives	To raise awareness on the discrimination the Roma people suffer in the media and the language use related to this
Target audience	Media, general public
Source(s) of funding	-
Description of the activities	Payo Today is a mock newspaper created by Fundación Secretariado Gitano to raise awareness on the discrimination Roma people suffer in the media and the language use related to this. Payo Today, which was distributed among journalists, media corporations and newsrooms, made these mechanisms obvious by showing news on noted non-Roma people employing the language commonly used to refer to the Roma people, creating a humorous effect that highlighted media bias. Inside, the paper proposed good practices and alternative language for journalists and media to adopt.
website/contacts	The mock newspaper (2016 edition): http://www.payotoday.com/ https://www.gitanos.org/actualidad/archivo/118616.html
Strengths	Use of humour

Description of the initiative – Main data and information	
Title of the initiative	**Runnymede Trust**
Dates/Duration	Runnymede has been fighting racial injustice in the UK since 1968
Promoters **(including networks)**	
Objectives	Runnymede is the UK's leading independent race equality think tank. They "generate intelligence for a multi-ethnic Britain" through research, network building, leading debate, and policy engagement. Runnymede is working to build a Britain in which all citizens and communities feel valued, enjoy equal opportunities, lead fulfilling lives, and share a common sense of belonging
Target audience	Various (in particular: decision makers, will assist policy-makers, practitioners, citizens…)
Source(s) of funding	Runnymede is independent and funded by donations
Description of the activities	Runnymede's projects and publication help build up a body of evidence on a wide range of areas that address key race equality challenges for public policy and public debate. Over its more than 40-year history, Runnymede has participated in some of the most important events and developments in race relations and tackling racism in the UK – from consulting on legislation, reporting on and analysing the causes of civil disturbances, to recording major and ongoing changes in the demography of Britain. To counter hate speech: Channels: Print Media, Online dialogue, Broadcast Media Form: Text, writing articles, features, blogs Genre: Personal stories as well as data and fact See in particular The Race Matters blog, aimed to promote diverse voices and perspectives. It is distributed via various social media channels and mailing list to

	at least 10,000+ supporters, including a large cross-section of policy-makers, academics, teachers, students and activists
website/contacts	https://www.runnymedetrust.org/ https://www.runnymedetrust.org/blog.html
Strengths	- Use of stories in CN ("The positive narratives tend to humanise the issue") - "Exploiting" the prestige of a historic association recognized as a space for spreading messages/content against hate speech - Network building

Description of the initiative – Main data and information	
Title of the initiative	**Black Training and Enterprise Group**
Dates/Duration	BTEG started out as a project within National Council for Voluntary Organisations in 1991 and registered as a charity in 1996
Objectives	Changing mindsets and giving other perspectives; BTEG's mission is to reduce racial inequalities for ethnic minority young people
Target audience	Broad Young People aged 11-30
Source(s) of funding	Mainly funded through grants
Description of the activities	The Black Training and Enterprise Group (BTEG) is a national charity delivering programmes for young black, Asian and minority ethnic (BAME) people aged 11-30 years. They conduct action research, operate as a learning partner for funders and provide a voice to government for BAME organisations. It is a networking organisation supporting over 1200 voluntary groups and community businesses in England. BTEG now provides programmes for young people, national policy development and action research. The organisation continues to collaborate with other race equality and mainstream organisations and has established itself as an important voice on young BAME people and the criminal justice system (CJS). In particular, BTEG has five core aims: - to increase employment rates for BAME people to the national average - to ensure that BAME communities contribute to the social and economic regeneration of their communities - to raise the attainment levels of BAME pupils in education - to work with individuals and communities to improve integration and cohesion - to motivate and inspire individuals to act on their ideas and to realise their enterprise potential. Form: Images and Text Genre: Factual and Informative
Strengths	- BTEG's mission is to reduce racial inequalities for ethnic minority young people. The organisation provides people "the tools to succeed in life", resources, technical and sustainable assistance. - Empowerment: the organisation aims to motivate and inspire individuals to act on their ideas and to realise their enterprise potential. - Networking - Enhancing diversity