

Programme

Civil Society Empowerment Programme

Kick-off meeting

15 and 16 March 2017, Thon Hotel EU, Brussels (BE)

This kick-off meeting will officially establish the Civil Society Empowerment Programme network and provide stakeholders with valuable insights on effective campaigning. You will get the chance to network, partner and learn from internet companies, marketing specialists and radicalisation experts as well as civil society actors, grass root initiatives and credible voices well placed to deliver alternative narratives (AN) and counter narrative (CN) campaigns. During these two days you will receive hands-on tools, get inspired by successful campaigns and create new partnerships.

Programme day 1

12.00 – 13.30 **Registration and networking lunch** in hotel restaurant (ground floor)

13:30 – 13:45 **Introduction to the Civil Society Empowerment Programme** in main room *Belgium II and III* (first floor)
Luigi Soreca, Director DG HOME and Omar Ramadan, head of RAN Centre of Excellence

13.45 – 15.15 **Panel to set the scene** with Q&A

The Radicalisation Awareness Network (RAN) and current PVE and CVE challenges in the EU

What are we encountering online? Concrete examples of how (violent) extremists and terrorist groups behave online

Lessons on online campaigning, counter- (CN) and alternative narratives (AN)

Marketing techniques for online counter- and alternative narrative campaigns

15.30 – 17.00 **Break-out working sessions on your (organisation's) needs and ideas for campaigning**

Moderated by the Civil Society Empowerment Programme trainers

Participants from the following countries are grouped together:

Denmark, Sweden, Finland, Estonia & Latvia in break-out room *the Netherlands I*

United Kingdom, Netherlands, Belgium, France, Germany & Austria in break-out room *Belgium I*

Croatia, Hungary, Romania, Czech Republic, Poland, Slovakia, Slovenia & Bulgaria in break-out room *the Netherlands III*

Spain, Portugal, Italy, Ireland, Malta, Cyprus & Greece in break-out room *the Netherlands II*



17.00 – 17.30 **Plenary feedback and closure of day 1** in main room *Belgium II and III*
CSEP-trainers will briefly recap some of the main points discussed in the break-out session.

19.00 **Networking dinner** in hotel restaurant (ground floor)

Programme day 2

08.30 – 09.00 **Welcome coffee and opening day 2** in main room *Belgium II and III*
Omar Ramadan, head of RAN Centre of Excellence

09.00 – 12.00 **Taster courses by industry partners**
In three groups participants will attend a 50-minutes 'taster' course of each of the industry partners of CSEP. Facebook, Twitter and YouTube/Google will give tips and tricks on campaigning on their platform and showcase inspirational campaigns. Please note, you will all attend each taster course.

Participants from the following countries are grouped together:

Group I: Denmark, Sweden, Finland, Estonia, Latvia, Spain & Greece

09.00 – 09.50 Facebook - break-out room *the Netherlands I*

10.00 – 10.50 Twitter - break-out room *the Netherlands III*

11.00 – 11.50 YouTube/Google - break-out room *Belgium I*

Group II: Ireland, United Kingdom, Netherlands, Belgium, France, Germany & Austria

09.00 – 09.50 Twitter - break-out room *the Netherlands III*

10.00 – 10.50 YouTube/Google - break-out room *Belgium I*

11.00 – 11.50 Facebook - break-out room *the Netherlands I*

Group II: Croatia, Hungary, Romania, Czech Republic, Poland, Slovakia, Slovenia, Bulgaria, Portugal, Italy, Malta & Cyprus

09.00 – 09.50 YouTube/Google - break-out room *Belgium I*

10.00 – 10.50 Facebook - break-out room *the Netherlands I*

11.00 – 11.50 Twitter - break-out room *the Netherlands III*

12.00 – 13.00 **Market place** in main room *Belgium II and III*

A market place will facilitate CSO's to establish partnerships to deliver AN and CN campaigns. Participants from the same region will be grouped. The market place will provide them with guiding questions to discuss. Radicalisation experts, marketing specialists and industry representatives will visit the groups to help them in these discussions.

13.00 – 13.30 **Plenary closure**
Omar Ramadan, head RAN Centre of Excellence

13:30 – 14.30 **Lunch** in hotel restaurant (ground floor)

