



NEWSLETTER #4 – THE COMMIT PROJECT HAS COME TO AN END ... BUT OUR COMMITMENT AGAINST HATE CONTINUES!

COMMIT - COMMunication campaign against exTremism and radicalisation is a European project funded by the European Commission under the Internal Security Fund – Civil Society Empowering Programme, coordinated by Centro per lo Sviluppo Creativo Danilo Dolci, in cooperation with the University of Palermo and other 4 organisations in Europe.

COMMIT aims at to prevent and dissuade susceptible & vulnerable audience from extremism, radicalism & terrorism through the development of communication campaigns on social media.

WHAT IS THE PROJECT ABOUT?

COMMIT has run 3 communication campaigns about...

1. fake news, hate speech, populist propaganda
2. extremism, radicalism and terrorism
3. active bystandership and youth participation

Working together with...

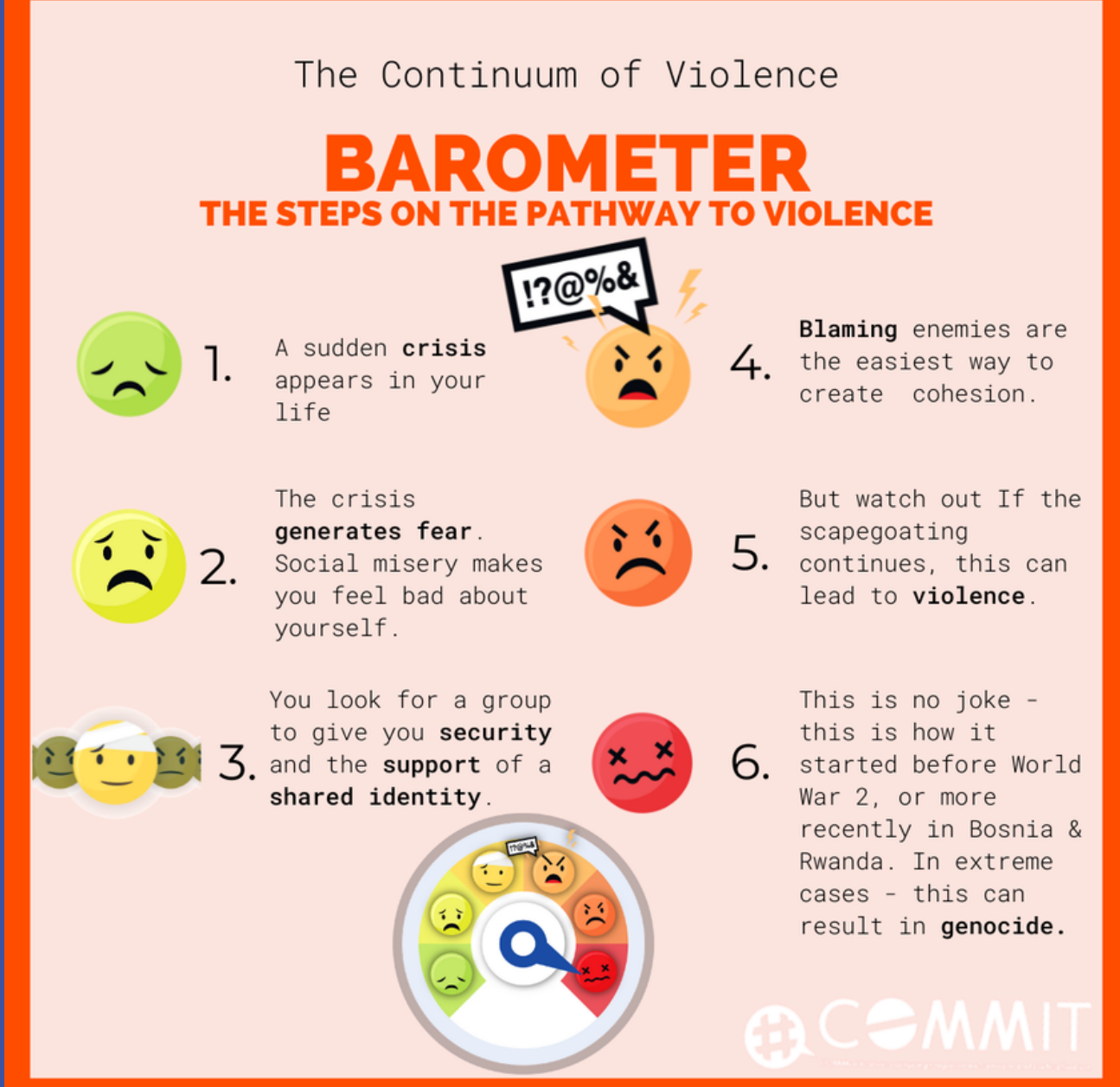
- Young people (aged 13 – 25)
- University students of journalism and communication
- Civil society organisations, media professionals, public authorities and other stakeholders

COMMIT has provided them with skills needed to co-develop and disseminate alternative and counter-narratives promoting democratic values, tolerance & cooperation, through workshops, capacity building activities, events....

THE COMMIT CAMPAIGN

The COMMIT Campaign is called **"HATE: A COURSE IN THREE LESSONS"**. With our contents we want to take the audience through the discovery of the roots of hatred, in three steps:

1. **Fear and Hate: an intimate relationship**
Showing how hate speech, fake news and populist propaganda thrive on fear and loss of positive identity, an easy hook to hate and violence;
2. **In-grouping and scapegoating: how we love our enemies**
Reflecting on how fear and insecurity nurture the dynamic of "us vs. them" that justifies hatred and violence;
3. **Active bystandership: the magic bullet**
Inviting young people to consciously acting, attacking problems, not people!



All the contents developed for our campaign are available on Social media, and on our website, have a look on them and get inspired!

COMMIT Europe  

COMMIT Italy COMMIT Austria COMMIT Netherlands COMMIT Greece

COMMIT IN NUMBERS

- 30 months of project activities
- 6 partner organisations
- 5 EU countries
- 45 people interviewed for our target audience mapping
- 24 social media pages analysed for our content analysis
- 4 capacity building programmes implemented
- More than 80 University Students and CSOs members trained
- Around 50 workshops with youngsters held
- More than 80 young people participating



Challenges and Outlook

EXTREMISM IN EUROPE

In conversation with Prof. Cas Mudda

PHASES OF ACTIVE BYSTANDERSHIP

1. SEE
Perceive the situation & do not close your eyes to it
2. RECOGNISE
Understand perceived situation in such a way that a reaction is required
3. ACT
Take responsibility & intervene yourself or call the police

COMMIT

- 1 campaign
- 3 lessons
- 10 social media channels!
- 4 psychological support lines
- 1 final conference
- 2 face-to-face meeting between project partners
- ...and many more online!
- And also events, webinars, seminars, contests...



Follow us on Instagram, Facebook, Youtube and Tik Tok!

<https://commitproject.eu/campaigns/>

Do you want to read our reports, researches, training materials and other contents available?
Visit our website in the section **RESOURCES**.

You will find:

A content analysis report

A technology-supported online content analysis developed by Textgain (Belgium) to identify the push and pull factors and root causes bringing to radicalization.

A Target Audience Mapping

The result of a field research aimed at finding information useful to the construction of effective communication campaigns on social media about fake news, hate speech and populism, extremism and radicalisation.

Training materials and guidelines

for Capacity Building programme addressed to University Students and Civil Society Organisations, and for workshops with young people, about the project topics.

The LESSON LEARNT Publication

A collection of tips, advice, suggestions and insights for developing a successful campaign, from our experience and point of view.

The COMMIT Declaration

A memorandum of understanding with bottom-up recommendations on how to combat extremist content online, prevent radicalisation and promote the European democratic values, to promote a joint commitment to take an action against extremism and radicalism online using alternative & counter narratives implying democratic values.

THE COMMIT PROJECT HAS COME TO AN END ... BUT OUR COMMITMENT AGAINST HATE CONTINUES!

Our work is not ending here!
We want to create a network of practitioners, CSOs, students, professionals who share our vision and want to stay connected for take a stand against hate daily.

If you want to join us

SIGN THE COMMIT DECLARATION

and sign in to our **FORUM**, for sharing ideas, initiatives and new opportunities of cooperation.

BE PART OF COMMIT!

Contact us for further information.

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