nnovation fund

to counter hate & extremism in the UK

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ISD | Powering solutions to extremism and polarisation

Google.org

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Acknowledgements

The Innovation Fund to Counter Hate & Extremism came about thanks to our partnership with Google.org. This fund would not have achieved its aim and objectives without the 22 successful grantees across the UK who actively participated in this programme and contributed to its evaluation by sharing their learnings and the impact of their projects. We received more than 230 submissions from the UK, all of which focused on supporting communities working to challenge polarisation, hate and extremism locally.

Sasha Havlicek, Founder and CEO Institute for Strategic Dialogue (ISD)

The rise of coordinated attacks on the foundations of liberal democracy continue unabated across Europe. In the United Kingdom, fringe groups and ideologues continue to challenge the government and the tech sector as they promote xenophobia, anti-Semitism, Islamophobia, and extremism. By doing so, they continue to inflame community tensions and create division and polarisation between citizens.

Our analysts and programmatic staff have been ahead of the curve in not only detecting and analysing these trends, but also creating response mechanisms to limit the impact on communities. We have long championed the need for private and civic sector collaboration to support community initiatives, groups, and influencers in their response to the on and offline harms they experience.

In 2018, ISD and Google.org launched the £1million Innovation Fund to Counter Hate & Extremism as a means to do just that. It was the first large scale, private sector funded grant mechanism for this important work. Twenty-two organisations from over 230 applicants across the UK were chosen to deliver a range of community-level projects that demonstrated innovation through their use of technology and non-traditional engagement models for youth, teachers, and community leaders.

This report details the work and impact created by these pioneering organisations. It outlines responses to specific challenges, the design and development process, how outputs were deployed, and what outcomes were measured. It is our hope that the data and insights seen here can be used to inform similar future efforts.

But there is still a need to do more. We need further support in measuring and evaluating the impact of this work, more organisations in the private and tech sector to fund these types of initiatives, and a means to scale up successful projects beyond one locality. And we'll still need to coordinate all this with national governments, municipalities, and other community organisations. No one can do this alone.

Ronan Harris, Managing Director, Google UK & Ireland

At Google, we're serious tech optimists, but we are also realistic about the challenges we can face online. Tools built to help people communicate, access information and build businesses — can also be used for harm. We've doubled down on our efforts to develop technology responsibly and thoughtfully.

We've put our best people and technology to the task of fighting the abuse of platforms — and we're making progress. Where once we relied on users to flag content to us, today the vast majority of terrorist content we remove from YouTube is first identified by machines. We now have 10,000 people focused on tackling harmful content on our platforms. We've built systems to ensure we can quickly review and act on content referred to us from Europol and a network of safety experts. There's much more to do, but do not doubt our commitment to this work.

We also understand our responsibility to think beyond our corner of the internet. We know we cannot fix any of these issues in isolation, that's why we created this fund: to support a societal response and work together to fight hate.

We've been both uplifted and moved by the quality and creativity of the work going on in our communities across the UK to counter hate and extremism.

Introduction

The Innovation Fund to Counter Hate and Extremism was launched in late 2017 to support civil society as they work to prevent the rise of hate and extremism online and in communities. Over the course of 2018, ISD managed this first-of-its-kind pilot programme, funded and supported by Google.org, and helped deliver innovative solutions to hate and extremism across the UK.

This fund was designed to support new educational approaches, unique community projects, and cutting-edge technologies, enabling a more effective, innovative, and targeted set of civil society responses to the challenges of polarisation, hate and extremism. Rather than dictating project themes, grantees were invited to propose projects they felt would address the challenge of hate and extremism based on their community knowledge and lived local realities.

This community-led response was designed to build on ISD's understanding regarding how best to leverage both community insight and action. More than 230 UK-based organisations responded to our call for applications in late 2017 and early 2018, with projects valued at more than £15 million and with 22 original local and national initiatives funded across the country. Grants ranged from £8,000 to £100,000 for 6 month and 12 month project durations, all completed by 31 December 2018.

From educational programmes using virtual reality, to boxing workshops engaging youth in historically marginalised neighbourhoods, as well as campaigns for bystander responses to hate crimes, successful grantees demonstrated the breadth of expertise and innovation that has always existed within civil society. Google.org and ISD hope that this funding approach and the delivery mechanisms marks the beginning of greater civil society efforts – supported by governments, foundations, and the private sector.

6

In the space of six months

232

applications were submitted

and # 22

organisations were selected with funded projects

worth # £1million

21 projects delivered 371 activities,

reaching **6,123,302** online
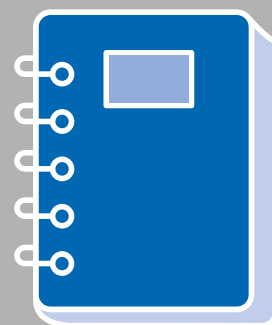
and over **15,000** offline in **9** months.

21 projects were delivered across 5 thematic areas:

Counter-Narrative Campaigns

Technology

Education

Community Action
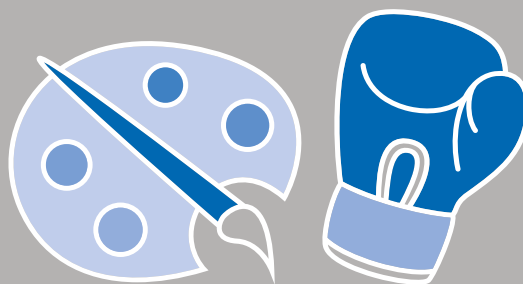
Arts & Sport

The organisations selected were:

British Future
ARC
JAN Trust
The Challenge
Communities Inc.
Limehouse Boxing Academy
HOPE not hate
Luton Tigers
The Open University
Praxis Community Projects
ArtReach
New Horizons In British Islam
Paddington Arts
Vivacity
Youth Cymru & My Genderation
Faith Associates
Tees Valley Inclusion Project
Global Education Derby
Asian Mums Network
Mother & Child Welfare Organisation
Faiths Forum for London

Why did we do it?

The global community is being confronted by a systematic rise in hate and extremism. Hate crime incidents have been rising across Europe and North America, with notable increases in the United States, Canada, Germany, and the UK. Official statistics in England and Wales from 2018 showed that over 94,000 hate crimes were reported, a 17% increase compared to 2017 and more than double the number of hate crimes reported five years ago. Moreover, the latest figures show a 40% increase in religiously motivated hate crimes. We have also seen links between online extremism and offline attacks, as witnessed by the Christchurch attack.

Since 2012, recorded hate crimes have jumped more than 99 percent, according to the UK Home Office.[1] Spikes in hate crime came after events such as the EU Referendum in June 2016, the London Bridge terror attacks in 2017, and the Christchurch attack in 2019[2].

The issues and challenges around polarisation, hate and extremism that the UK faces are similar to those faced by many countries around the world. The territorial defeat of the Islamic State of Iraq and Syria (ISIS) has brought challenges to European governments dealing with returnees from the conflict. The UK had more than 800 foreign fighters join the conflict in Iraq and Syria, according to estimates provide by the UK Home Office. However, policies for women and children returnees have yet to be developed into a working framework. The extent of the extremist challenge the UK faces is multifaceted. Understanding this new environment requires understanding the effect of this global phenomena on our cities, towns and villages.

ISD has spent more than a decade researching, analysing, as well as leading local, national, and global initiatives on and offline targeting the challenges of polarisation, hate and extremism. We recognise that a big part of the solution to this societal challenge resides in local level responses by communities and civil society. Through networks of municipal stakeholders, community groups, and former extremists and survivors of extremist attacks, ISD has been on the forefront of supporting local responses to these issues.

Based on this experience with a range of stakeholders in municipalities across the UK, and a number of civil society organisations (CSOs), ISD has long understood the local-level challenges that cities, towns and villages face in confronting polarisation, hate and extremism. This fund was specifically developed to to equip civil society with the tools and skills to compete more effectively with the polarising effect of hate and extremism in communities across the UK. Through this initiative, ISD alongside Google.org, Google and a plethora of UK community groups have come together to trial a range of innovative community-based solutions.

> I think projects like *Remember Together* can make a difference because the students now have a better understanding of this country's history, about how different groups of people, who knew nothing about each other, worked together in the most difficult of circumstances to overcome adversity.
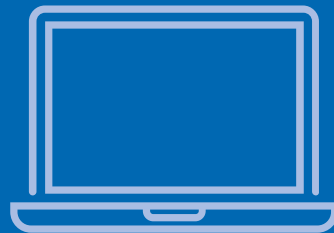
Teacher, Walthamstow School for Girls, London

Objectives

How did we do it?
We set three main objectives for the fund at the outset:

1 Empowering new voices

2 Building resilience

3 Enabling innovation
through technology

Based on the work ISD has seen to date, activity to counter hate and extremism in our societies has been limited to a few organisations with limited reach and capacity. Over the past few years, we have seen that there are many community organisations throughout the UK willing to contribute to solutions through their own initiative and not necessarily by the way of strictly defined proposals from government agencies. These organisations often have regional expertise, responding to local manifestations of hate and extremism.

To encourage the widest variety of new approaches, we designed the grant to allow smaller scale proposals of £5,000. An extensive research and outreach effort was made to engage overlooked regions of the UK. We wanted to ensure that worthy organisations not normally included in proposals to counter hate were made aware of the grant and encouraged to apply, either alone or in consortium with other qualifying organisations.

ISD's current partnerships have also demonstrated a wider need to build resilience and awareness among vulnerable communities alongside tackling extremism more directly through grassroots-led interventions. ISD has worked with historically marginalised communities — both locally and globally — in order to understand the challenges of hate and extremism. Together with a range a groups in the UK, ISD worked with community members, activists, municipalities and organisations to not only counter extremist narratives both online and offline, but to also offer alternative programming that can build community resilience.

Finally, ISD wanted to ensure that grassroots innovation in technology was tapped to its full potential. This involved considerable outreach to build awareness of the willingness to fund tech solutions from scratch. Similarly, the funding mechanism designed to deliver this programme was an innovation unto itself. Google.org's partnership with ISD provided the fund with the network connections to a range of CSOs across the UK.

Each proposal was judged on a point scale alongside a number of criteria including innovation in partnerships, concepts, approaches or technologies, and meaningful, realistic impact goals. A selection of projects was then reviewed and discussed by an advisory board which included youth, technology, arts, academia, legal and civil society experts (reference Appendix), and who reached an independent consensus on successful projects.
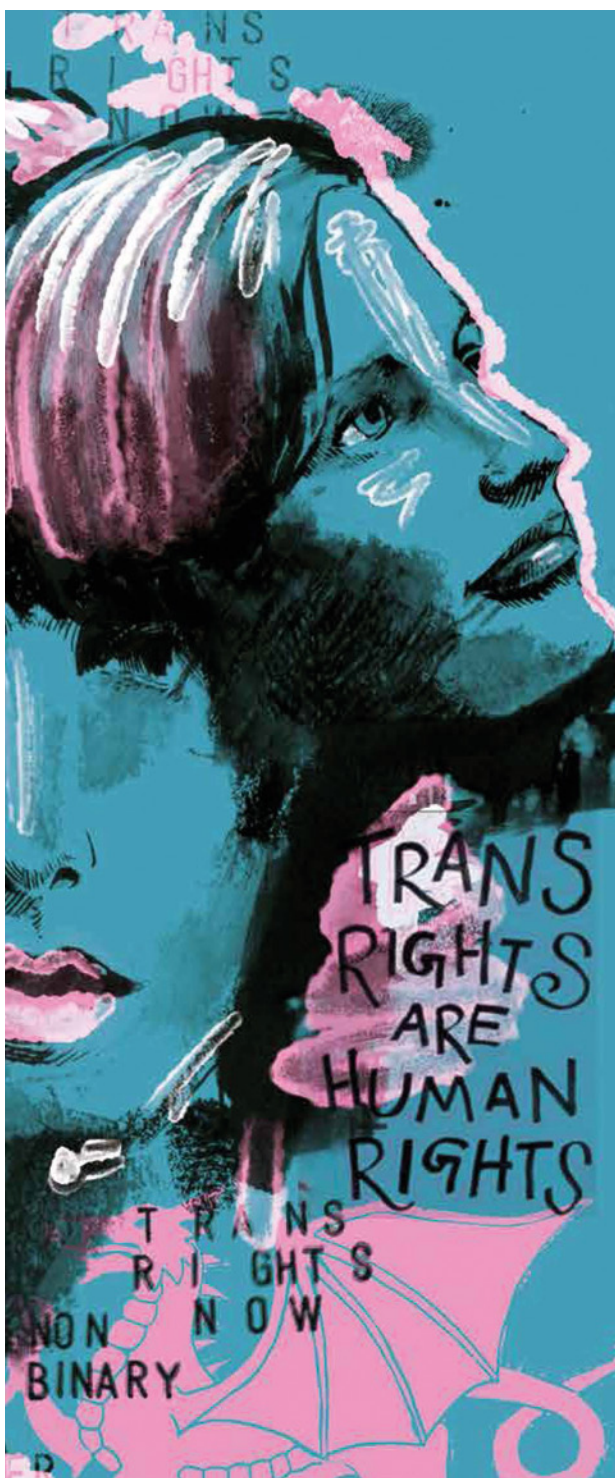
Insights and Learning

What did we learn?
What needs to happen now?
Through a collaborative approach with Google.org and a range of civil society stakeholders, ISD was able to mobilise capacity building support and resources for innovative grassroots-level projects utilising technology and trialling new approaches. In total, 22 organisations were awarded grants to deliver 21 projects with two organisations collaborating to deliver the Transform Youth Action project.

All projects reached a combined online audience of more than 6.1 million people and more than 15,000 people offline. Of those offline, seven projects reached over 9,500 from historically marginalised communities. Young people, practitioners, and community members spanning a diverse cross section of society helped deliver programmes addressing migrant and refugee issues, concepts of digital citizenship, supporting youth, and engaging religious leaders.

The fund itself provided ISD and Google with a number of insights and learnings into the use of technology by civil society groups and the local-level responses used by community groups across the UK. This process is key to better engage a multitude of stakeholders required to mount a grassroots level response to the contextual challenges of polarisation, hate and extremism in the UK.

Listed here are a series of findings from Innovation Fund that we believe can inform future partnerships.

1. The private sector must take a more proactive approach to supporting communities:

By creating a unique partnership model between the private sector and civil society to support communities challenging hate and extremism, private sector grant-making frameworks can support organisations beyond traditional government funding mechanisms. The private sector similarly plays an important role in supporting local capacity, primarily by enabling local level actors to access previously inaccessible resources for targeted community interventions, and enhancing capacity building expertise. By enhancing the capacity of CSOs to respond to their local challenges, private sector actors can enhance the ability of community organisations to monitor and evaluate impact, while also building the skills of CSO staff in communications, outreach and technology. This multi-stakeholder approach is key.

2. Support and fund the development of a gold standard and best practices in monitoring and evaluating impact:

Community organisations require support to develop standards and practices for monitoring and evaluating impact. This is particularly true for grassroots organisations who may not have the resources or the in-house expertise to support the development of these standards and practices. Yet, being able to demonstrate impact is critical for organisations in securing funding and support for local initiatives. Private sector should work in tandem with civil society groups in order to develop community wide consensus on the measurement and evaluation practices and tools required to fill this impact measurement gap. Technology companies can play a proactive role in assisting community groups by leveraging the technical capacity of their staff to further develop the core competencies of CSOs. Similarly, technology companies can assist CSOs in developing economies

of scale, and cost effectiveness, through the development of measurement and evaluation tools. Grassroots organisations will need to be at the heart of this sector-wide effort to design effective and responsive tools, and approaches for measuring impact of their programming. By understanding local contexts of programming, and applying iterative design principles for impact measurement, organisations can enhance their measurement and evaluation practices.

3. Build the capacity of community organisations to use the latest technology:

The majority of organisations who applied to the fund developed new methods to build resilience and empower new voices through innovative community-based projects. Only a few recognised the capacity of technology to assist their programming. This suggests that CSOs need more support in designing, developing and utilising technology to support their programming. The groups experimenting with new mediums, such as VR, and mobile applications, required help from technologists and programmers to build up their core competencies. Through immersive training programmes, technology firms can support organisations trialling new technologies to support their community work.

4. Invest, and support, hyper-local responses to hate, polarisation, and extremism:

Community dynamics are often driven by hyper-local divisions and power imbalances. Hence, grassroots responses to polarisation, hate and extremism are often tailored specifically to target hyper-local issues. However, funding for niche, hyper-local programming is limited. This must change. By supporting a number of hyper-local initiatives, funders will lay the groundwork for scaled and targeted responses to these sets of challenges. More importantly, the long-term role they play in building resilience helps create a stronger, more cohesive society.

5. Foster greater community organisation collaboration:

Local organisations have the ability to work together across diverse sectors to maximise their impact. Grantees chosen represented the arts, sports, technology, education and community sectors. Throughout the lifecycle of the Innovation Fund, we created opportunities for our grantees to come together and network as well as for ongoing collaborations beyond the lifecycle of the fund. Open University and Youth Cymru are currently collaborating on virtual reality programs to ensure young trans' people's voices are heard, and Communities Inc and New Horizons worked together to bring their 'Stand by Me' campaign to towns across the UK. Beyond these limited collaborative efforts, there is an overall need for organisations working across sectors, and themes, to combine their efforts in order to maximise their impact.

6. Create audience-driven programming:

Community initiatives should be driven by their audience's lived realities. This requires organisations to design, develop and deliver initiatives in collaboration with audiences to ensure they are resonant and relevant to local audiences. By placing audiences and their respective communities at the center of programming, messaging innately becomes local. Community groups and members of the wider community should not only feed into design, but they should be embedded into a programme's development, and then naturally involved in its delivery. ISD worked together with local organisations to ensure that their projects would resonate with the people they were trying to reach.

7. Invest in scaling up local community-level programming that tackles polarisation, hate and extremism:

There is a need to support grassroots organisation efforts to scale impactful initiatives beyond the boundaries of their communities. This requires support from the private sector — as well as government — beyond initial short-term investments such as pilot programmes. If the private sector and government are committed to supporting grassroots responses to polarisation, hate, and extremism, scaling successful pilots is a first step. Google recognised this from the onset of the programme, and has now reimagined the Innovation Fund as part of its UK and Europe-wide Google Impact Challenge on Safety. By investing in scaling up local initiatives, funders will foster further grassroots innovation at the community level.

These seven key insights and learnings are central to supporting a more innovative and tech-enabled response to the issues of polarisation, hate and extremism in the UK and beyond. Supporting CSOs with the technical know-how as well as the expertise to deliver new, and innovative responses to these challenges requires both longer-term commitment by tech companies, and enhanced mechanism for cooperation between civil society. By fostering private and civil society collaboration, enhancing the capacity of civil society organisations to deliver tech-enabled responses, as well as leveraging collaborative civil society networks to support innovative offline programming, the private sector, CSOs, and practitioners can begin to enable new voices and to build resilience across a range of communities.

> **The process that I have undertaken alongside many others with the development of *Humanequin* has honestly changed my life.**
>
> Workshop participant

Our theory of change

The Innovation Fund was built on a theory of change to support civil society in delivering innovative, tech-enabled responses that would leverage new community voices and ultimately build up the capacity of organisations to challenge polarisation, hate and extremism locally. To do so, the fund was designed to take input from technology firms such as Google, and experts, researchers and practitioners from ISD, in order to support the innovations of civil society groups from across the UK.

The theory of change was predicated on ISD and Google.org delivering support to organisations through:

- Education expertise, specifically in media literacy, critical thinking, resilience building and digital citizenship

- Preventing and countering violent extremism expertise

- Counter-narrative campaigns expertise

- Monitoring and evaluation (M&E) expertise

- Technology support in relation to tech-enabled programmes

- Logistical and management

To implement this support, ISD created a rapid-response grants management framework capable of quick deployment, which would support grantees with their innovative projects. Similarly, ISD worked with a range of stakeholders in the public and private sector in order to develop a rigorous, impartial and ethical review process that selected the most relevant and resonant ideas from community groups across the UK. Through this framework, ISD then designed, developed and delivered two workshops to assist civil society groups with the design of counter narrative campaigns, as well as project-lifecycle technical expertise support. The ISD team supported the monitoring and evaluation efforts of grantees by developing contextualised M&E frameworks for a number of projects, while helping assess the impact of the programming.

Underpinning our support was a clear need for funding in civil society in the UK for projects tackling issues of polarisation, hate and extremism. While there are a number of government-supported funding opportunities for this work, there was a clear gap in funding opportunities from technology firms and the wider private sector to support local community groups as they developed and delivered responses to the issues that underpin polarisation and extremism today. It is clear from the civil society response to the fund that more is needed to support innovative, rapid-response civil society projects intended to tackle hate and extremism. This support was central to our theory of change and the primary objectives of this fund. In the *Civil Society Strategy: Building A Future that Works for Everyone*,[3] HMG pinpointed the need for unlocking "the full potential of

the private and public sectors to support social good." The report also noted the need for an "evidence base of what works and promote improvement of civil society activities and services." Both of those elements, private sector involvement and support, as well as an evidence-base for impact measurements were key focus areas for the Innovation Fund.

Our theory of change centered on these main elements. Namely, the targeted support of civil society – through resource-mobilisation mechanisms and technical expertise – required to assist community groups in creating and

ultimately delivering innovative projects in their communities. And secondly, through the advisory support given grantees. Guided by ISD's expertise in education, technology and campaigning to counter extremism and hate, and supported by extensive training and capacity building efforts, the Innovation Fund developed new educational approaches, unique community projects and cutting edge technologies, laying the foundations for a more effective, innovative and cohesive national civil society response to hate and extremism in the future.

ISD support

**We offered the below types of support:**

1 Counter-extremism expertise

2 Education expertise

3 Monitoring and Evaluation expertise

4 Social media marketing /
   counter-narrative expertise

5 Showcase

Based on responses to the surveys completed by grantees a significant portion of them felt that the support offered by ISD increased knowledge and/or skills that would help them run similar projects (94%) and secure funding (94%) in the future.

Intention to undertake further/additional work with other organisations involved in this fund

Legend:
- No, certainly not
- No, probably not
- Maybe
- Yes, probably
- Yes, certainly
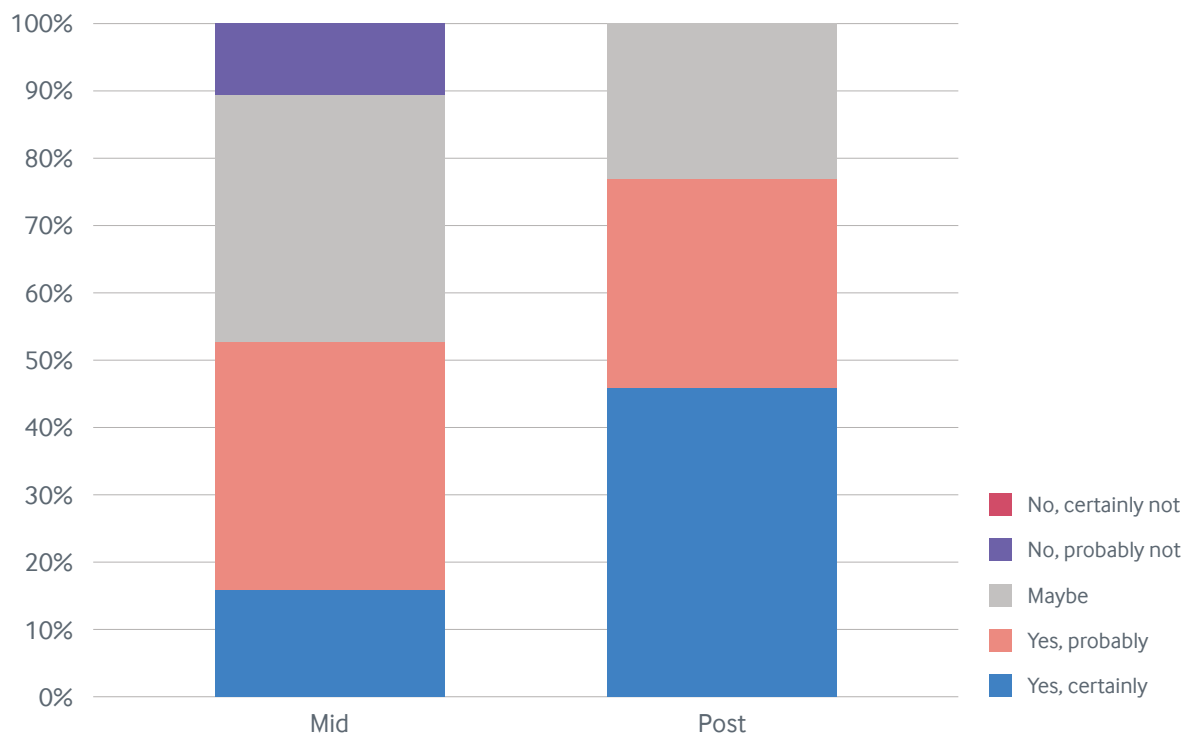
Reported increase in relevant skills and/or knowledge to run these sorts of projects better in the future

Legend:
- No, certainly not
- No, probably not
- Maybe
- Yes, probably
- Yes, certainly
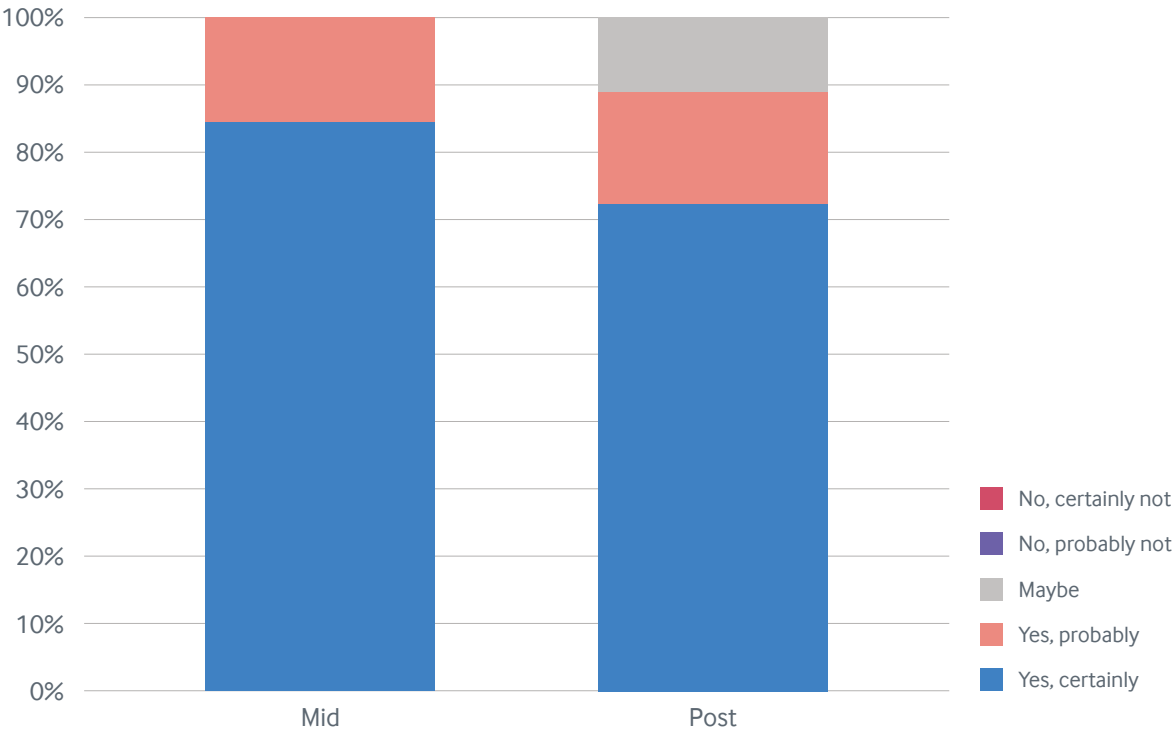
Perception that increased skills and/or knowledge will make grantees more likely to secure funding in the future

Legend:
- No, certainly not
- No, probably not
- Maybe
- Yes, probably
- Yes, certainly
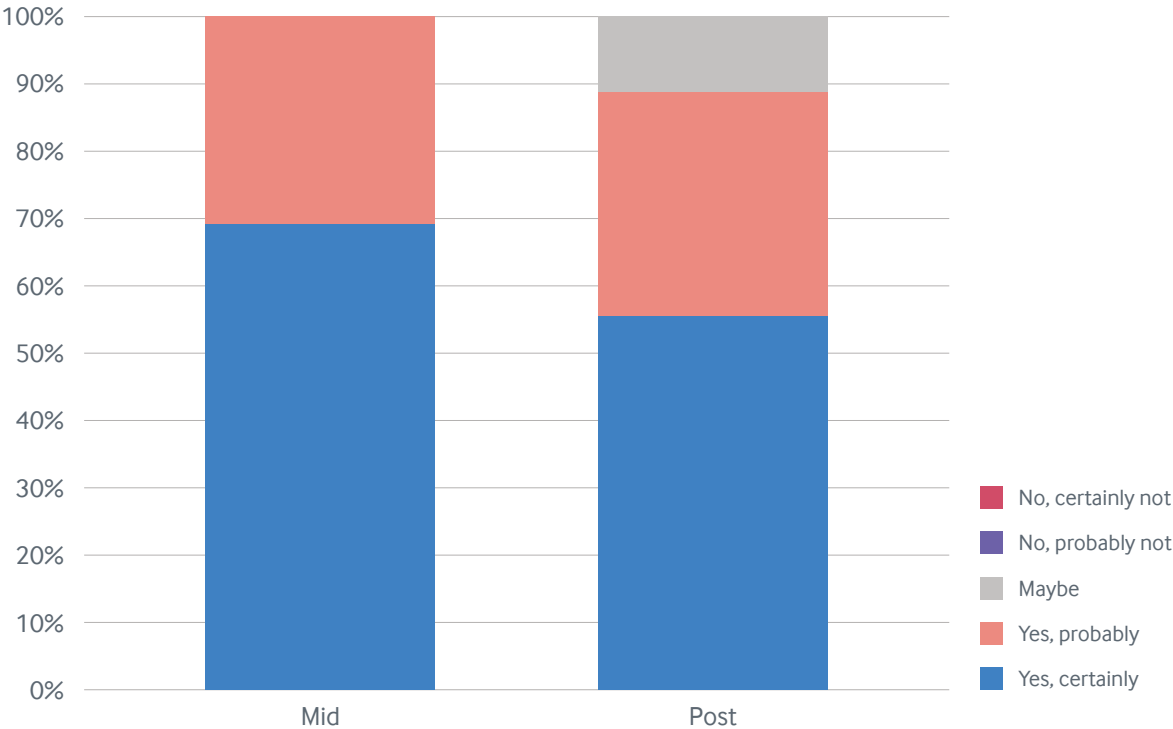
Impact overview

During the application phase, applicants were asked to think carefully about how the impact of their work would be measured. Over the past decade, ISD has learned that measuring the impact of projects intended to counter hate and extremism is not an exact science.

This becomes more complicated when considering the diversity of projects ultimately funded, their scope, their target audiences and, most importantly, the methodologies proposed to deliver the intended impact and how the collective impact of the entire funding initiative would be accomplished.

To address this, ISD worked with each grantee to determine appropriate metrics and means of measurement, both online and offline where applicable. In some offline cases, surveys were taken before and after to measure attitudinal shift among the target audience. Furthermore, anecdotal data from each project, including specific individual reactions, can highlight the possibilities of deploying the project to a wider audience. We also chose to highlight press coverage of individual projects and the fund in general, as this indicated the wider interest that some of the grantee approaches might elicit if adopted elsewhere.

21 projects were delivered across England and Wales as well as online – reaching millions across the UK
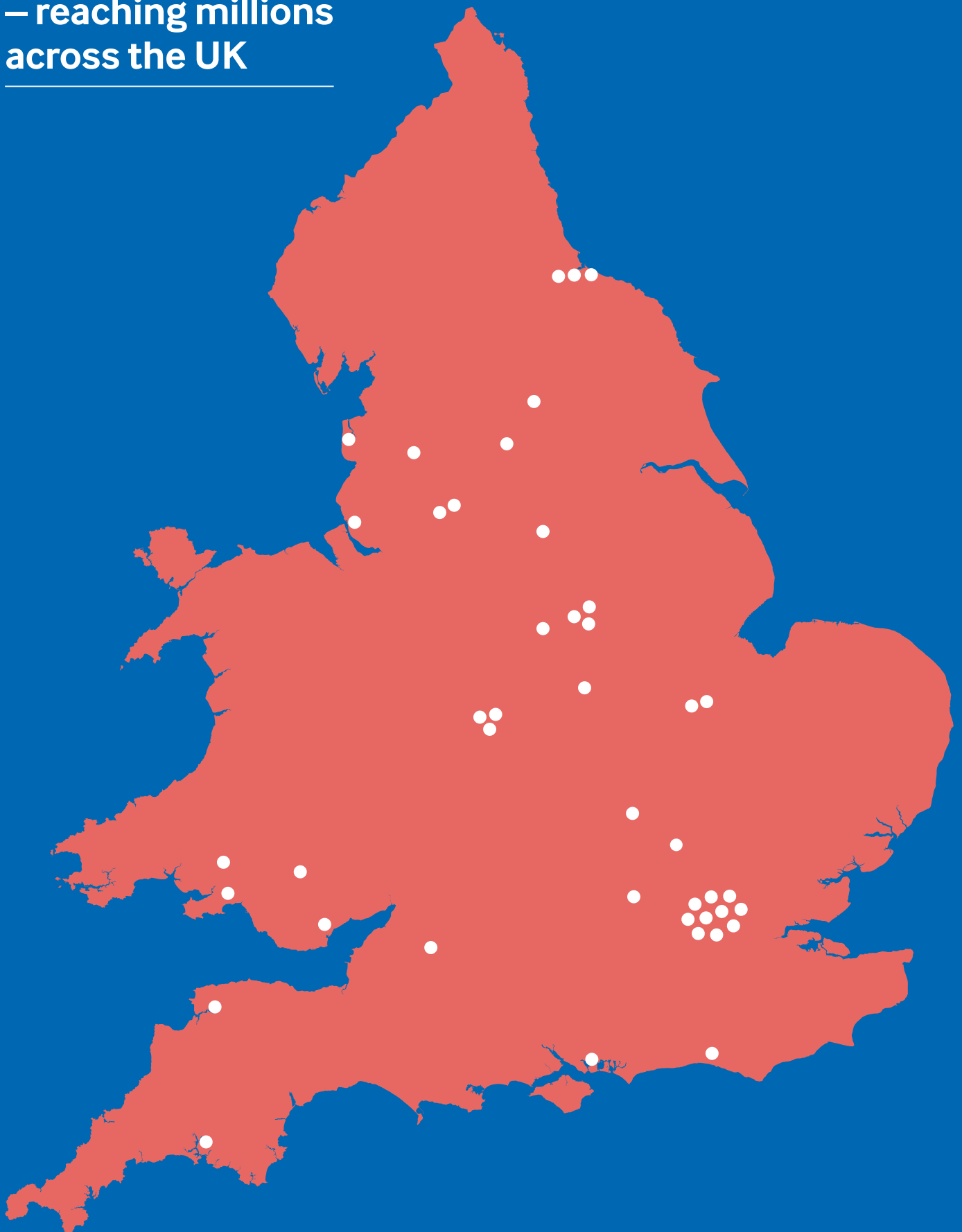
Media mentions across the 21 projects

Digital

Radio & TV

Print
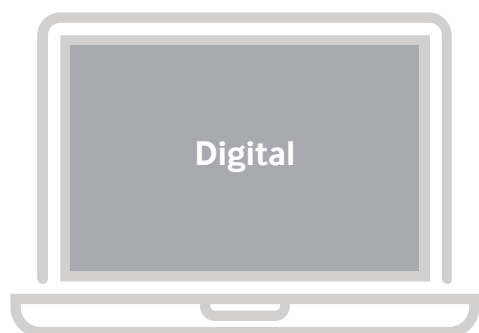
Asian Voice

Autograph Gallery (blog)

BBC Asian Network

BBC Digital

BBC Look North

BBC News (online)

BBC Radio 4

BBC Radio Cambs

BBC Radio Derby

BBC Radio

Gloucestershire

BBC Radio Leeds

BBC Radio London

BBC Radio Nottingham

BBC Radio Somerset

BBC Radio Stoke

BBC Radio Wiltshire

BBC World Service

Boxing News

Brighter Futures (blog)

British Forces

Broadcasting

Capital FM

CapX

Care Talk Magazine

CentenaryNews.com

Community Voice FM

Dawn Radio

Derby Telegraph

Dundee Messenger

East London Guardian

East London Press

Eastern Eye

Financial Times

Gem 106 (radio)

ITV News

ITV East Midlands

Jewish Chronicle

Jewish News

LBC radio

Local Government First

Notts TV

Real People Magazine

Right to Remain (website article)

Salaam Radio

SaphirNews.com

ShamelNews

Sky News

The Guardian

The Hindu (online)

The i Newspaper

The Independent

The Islam Channel

The Metro (online)

The Sunday Telegraph

Wales Arts Review

Wicid TV

Yahoo! News UK

Audience breakdown across all projects – offline

6,599 Local community

6,623 youth

251 school staff, youth workers

81 parents

86 religious

492 activists

32 migrant, refugee, asylum seeker

15 prisoners

TOTAL: 14,179

6,623 youth

6,599 local community

251 school staff, youth workers

81 parents

86 religious

15 prisoners

32 migrant, refugee, asylum seeker

492 activists
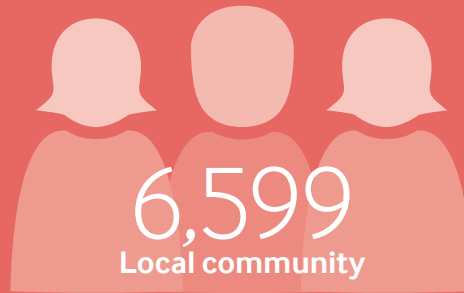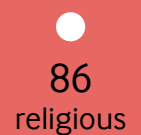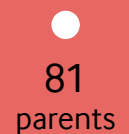
Counter-Narrative Campaigns

With the proliferation of hateful and extremist content online in recent years, developing effective counter-narratives has become increasingly necessary. Counter-narratives are messages that offer either a positive alternative to hateful and extremist propaganda or help deconstruct and delegitimise hateful or extremist narratives in order to challenge those ideologies.

These projects are examples of positive alternative narratives with both the potential to scale and to be used across a range of sectors and issues.

DID YOU KNOW — A Synagogue in Bradford was set to be sold because of a badly damaged roof until the city's Muslim community raised enough funds to save it.

" I had attempted to engage and challenge prejudicial views online in the past, but did not feel confident that I was doing this in the right way …. The most important thing about this training, however, are the skills which I took away. A large part of the training focuses on how to challenge hateful language online and challenge it in a constructive, kind, and most importantly, persuasive manner. This training has had a fundamental effect on the way I perceive online discourse and the way in which I conduct myself within the online sphere.

Programme Co-Ordinator at Co:Create

OVERARCHING STATISTICS:

5,126,105 people reached online

92,032 online engagements

Over **30** pieces of content used

461 beneficiaries reached through campaign training activities

56 young people, religious figures and community leaders Involved as advisors in campaign development

6 campaigns launched

34 media mentions of the campaigns

NEW HORIZONS IN BRITISH ISLAM

Muslims against anti-Semitism

To help tackle anti-Semitism, New Horizons in British Islam has collaborated with Muslim and Jewish activists to create a series of online materials and events.

Through training, the project helped young people to build tools of resilience such as critical thinking, understanding of fake news, exploring conspiracy theories and understanding online risks. It also inspired and engaged young Muslims in discussions around identity and tradition in order to provide a positive, contextual vision of what it means to be a Muslim today.

> **"One thing that unites us is that both Jews and Muslims are against Islamophobia and totally against anti-Semitism."**
>
> **Project participant**

OUTPUTS

SOCIAL MEDIA:

159,191 targeted individuals reached online

6,751 engagements

4.24% average engagement rate for the campaigns — far higher than the industry standard for non-profits of 0.23%

https://www.rivaliq.com/blog/2018-social-media-industry-benchmark-report/
5.8% is also used as a Facebook wide average rate"

A TEXT CHAT WITH A FRIEND

Do you kno any1 who owns a small biz who'd wana be interviewed for my coursework???

Oh yeah, i know someone. My uncle runs a small Jewish bakery. I'll put you in touch.

Oooh a bakery! I bet you get loads of freebies!!!... Actually if they're Jewish, i bet you don't! lol!!!

CASUAL ANTISEMITISM RIGHT THERE 👆
HEAR IT, CHALLENGE IT

1 steering committee — formed to guide project and made up of Rabbis, Imams, practitioners and community leaders. Number: 12 in person, 24 online

18 participated in a campaigning workshop for young Muslims

OUTCOMES

95% of beneficiaries reported they would act as digital activists and campaigners
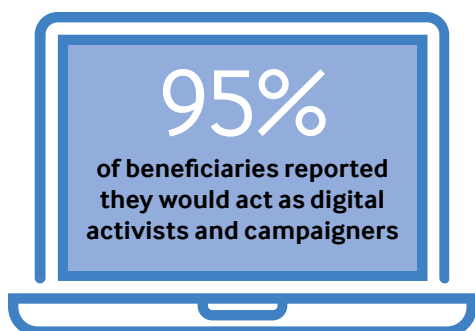
63% increase in beneficiaries ability to run social media campaigns against hate and polarisation

BRITISH FUTURE

Remember Together

Remember Together was a new initiative by British Future and the British Legion that unites people from different backgrounds to learn about a shared First World War history. It included the story of the 400,000 Muslims who fought for Britain in 1914-18.

Events were filmed and used to tell the story of shared remembrance to an audience of over 600,000 people who feel more anxious about diversit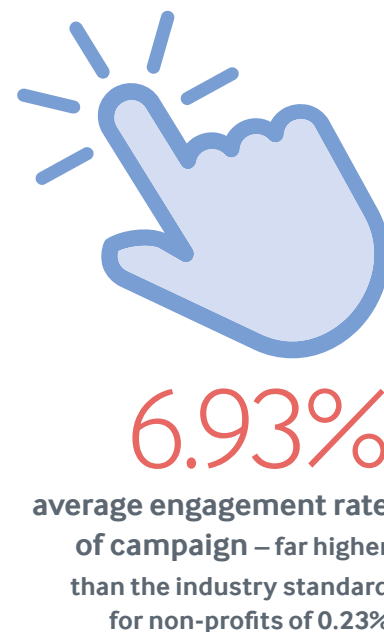y and the integration of Muslims in Britain. Research shows that the act of remembrance is particularly resonant with this age group (over 45). After watching the films, opinion polls showed a positive impact on people's attitudes towards British Muslims.

> "The children, their teachers and headteachers thoroughly enjoyed an interactive lesson learning together about this shared history as part of their linking year. The plan created by British Future to lay the shared wreath at the Cenotaph was communicated much more widely through social media and in turn drew families from both schools to the event, which is something Bradford Council valued highly."
>
> **Project Partner**

OUTPUTS

401,450 targeted individuals reached online

27,821 engagements

6.93% average engagement rate of campaign – far higher than the industry standard for non-profits of 0.23%

OUTCOMES

5 Remembrance videos. Targeted at 'anxious middle' (45+, outside London, interested in history, WWI)

11% average reduction in people who feel Western society can never be compatible with Islam

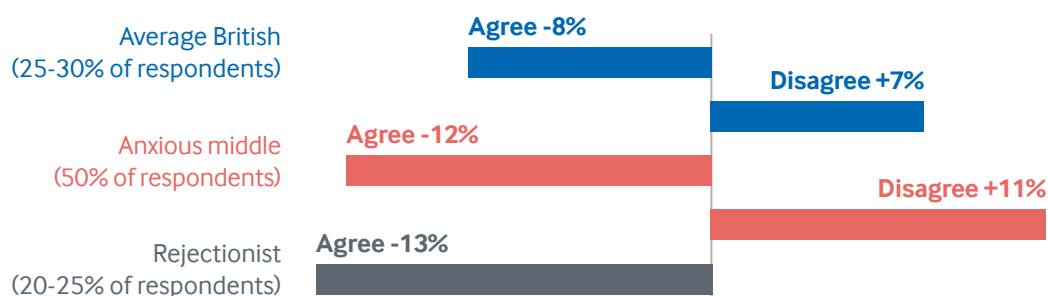**27 Signatories to a public letter to the Telegraph supporting the campaign**

Aim: Reduce scepticism of immigration through shared remembrance

Tested videos with UK representative, 2,000-respondent survey before public launch
Respondents split into groups. Treatment watch video, control do not.

Question:
Western society can never be compatible with Islam

Average British (25-30% of respondents)
Agree -8%
Disagree +7%

Anxious middle (50% of respondents)
Agree -12%
Disagree +11%

Rejectionist (20-25% of respondents)
Agree -13%

HOPE NOT HATE

Project Counterbalance

Since it was founded in 2004, HOPE not hate (HNH) has become one of the largest and most successful political action groups in the country. To disrupt the work of the far right, HOPE not hate has developed bespoke software tools to identify hateful content on social media. Its *Project Counterbalance* also uses online activism, professional video production and training workshops to challenge mistrust and racism, and help to build communities that are inclusive, celebrated and shared.

"**Nick recently delivered the HOPE not hate 'Online Difficult Conversations' workshop to a group of employees from across South Yorkshire Housing Association. I decided to attend because it seems to me that hateful and prejudicial rhetoric is at its worst and most concentrated online. I wanted to know how to do my bit in challenging this.**"

Workshop participant

OUTPUTS

Social media:
Four campaigns to combat the far right online.
#DayForFreedom

Video:
Tommy Robinson in "The Bill" video #FreeTommy March.
#BrexitBetrayel

4,565,464
Targeted individuals reached online

57,081
engagements

1.25%
average engagement rate for the campaigns
(5x the average)

276 activists

HOPE group: A community of anti-hate activists who would be trained to have difficult conversations online and push back against the far right

App: Designed an early warning system that scans far right groups for social media attacks

OUTCOMES

The consistently high-quality content, delivered regularly during times when the demonstrations and related information are trending on Twitter, has repeatedly allowed HNH to contribute in shifting the narrative around far-right events, highlighting misinformation and extremism, and cementing HNH as the go-to organisation for relevant information.

The development of the "Online Difficult Conversations" workshop, and the process by which the organisation came to produce it, has put HNH in a good position moving into 2019. It has provided HNH with another high-level training workshop to add to our offering. Most importantly, it has enabled the organisation to proactively upskill anti-racist activists around the country, and draw their attention towards the significant threats posed by the "alt-right" online. With a great deal of energy by anti-racist activists going into offline demonstrations, there is an urgent need to direct attention towards producing attractive and compelling counter-narratives.

Education

The role of education in countering hate and extremism is extremely important — both the online aspect and offline interaction with young people — for young people to understand the challenges they may face whilst in education and on social media. In formal and informal education across the world, too little is being done to teach young people effective digital and "offline" citizenship — beyond just the bare minimum of basic online and offline safety.

The examples below showcase a number of projects with a renewed emphasis on critical thinking and media literacy, as well as one which encourage positive attitudes and behaviours, including responsibility for social networks and the wellbeing of other people online and offline.

390
members of the local community trained
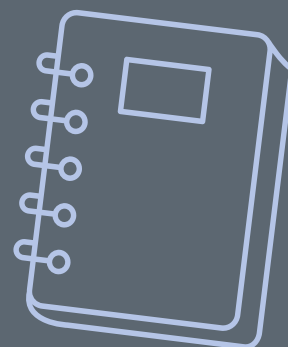
> " I think I enjoyed it because I learned something new and I learned new ways how to keep myself safe online. Like, when I learned about radicalisation and learned the signs of someone being radicalised, now I could just go and tell someone and point out the simple terms.
>
> **Student, workshop participant**

OVERARCHING STATISTICS:

6 education projects

171 activities run

4,425 Beneficiaries reached through education activities

69,736 educational resources distributed
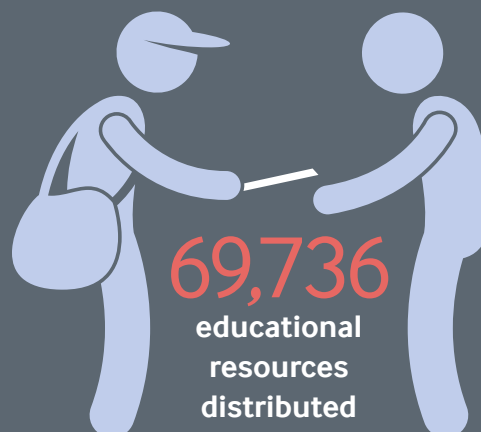
ASSOCIATION FOR REAL CHANGE

Get SMART

Get SMART was a social media awareness and resilience training initiative. It was aimed at young people with learning disabilities and other needs, such as autism, mental health issues and long-term health problems.

Working in collaboration with Petroc College in Barnstaple, and Brook Green Centre for Learning in Plymouth, the project was developed and delivered by and for young people which included learning about risks of online radicalisation and how to prevent it.

> "The [students] are far more confident ... we trained you all, we trained 40 of you [teachers]. And that's a big deal for a 15-year-old... So it's made me think that we can push the boundaries even more than we already do with them."
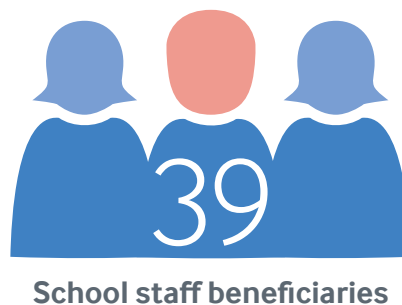>
> **Teacher, school in Plymouth**

OUTPUTS

Training programme

12
youth-led meetings to develop lessons for school staff on how to teach resilience to young people with learning disability

Youth-led workshops

39
School staff beneficiaries

Youth-led lessons plans and evaluation shared with
44,000
ARC England staff

OUTCOMES

1

Outcome 1
Students assessed through pre/post focus groups

Majority of participants experienced a large: Increase in understanding of digital citizenship, radicalisation and grooming / Increase in likelihood of reporting / Increased understanding of vulnerability factors

2

Outcome 2
School staff assessed through pre/post interviews

School staff experienced a: Increased understanding of potential risks and vulnerabilities of learning disabled youth online / Increased understanding of how to support learning disabled youth online

LUTON TIGERS
We are the World

Luton Tigers endeavours to create communities where young people's voices are listened to and where expression is encouraged.

We are the World took primary school children on a journey, exploring what is wrong with the world through their eyes , and then using art and design, spoken word and dance to empower them to understand the world they live in and to discuss the world they would want to see instead.

We are the World supported children to develop a script of their collective voices, and produced a film to share with adults as a way of starting a conversation about how children can change the world. It also aimed to influence adults to change their ways too.

Case study

T has Aspergers; in his usual lessons, he sits at a desk at the back of the class supported by a teaching assistant... I invited him to tell the story at the front of the class, and without any notes he spoke. T was a great story teller and I told him so. What was more impressive was T's chicken story was on point — it spoke about racism, hatred and rumours; about togetherness and ended with the line "we are more alike than unalike." His classmates now are asking if he can sit with them during regular lessons.

"

I spoke to my dad about being worried about terrorism and we used Google safe search to help me do my homework for Luton Tigers.

Student, workshop participant

"

OUTPUTS

303 dialogue classes with young people to build their confidence and their belief that they can change the world while helping them to have difficult conversations (terrorism, extremism, bullying, etc.) and build resilience

98 hours of teaching time over 56 lessons

350 pieces of work submitted that expresses pupils ideas, e.g. speeches, poems, posters, etc.

OUTCOMES

The three schools which engaged in the film-making process noted a noticeable difference in both the level of agency and how anxious children felt.

- There was a slight increase in young people's optimism about the world in the future.

- However, there is a significant change in pupil's sense of agency with positive expressions increasing to **57%** and negative perceptions down from **31%** to **22%**.

The most significant change however appears to be in terms of an impact on levels of anxiety with positive responses increasing to **23%** and a fall of negative responses to **60%**.

PADDINGTON ARTS
Faith, Identity and Belonging

Paddington Arts is a youth arts organisation committed to developing talent and creativity in the community. Its *Faith, Identity and Belonging* project was aimed at young people between 16-24 years old.

Two speakers who have previously been involved in extremist organisations or activities (one from an extreme right viewpoint and one from a Islamist extremist viewpoint) were invited to speak to young people about the themes of Faith, Identity and Belonging. These talks were delivered in parallel with photography and creative writing competitions, which was marketed by You Press through social media. Young people were encouraged to submit a piece of poetry, prose or photography based on their reactions to the themes. These were published online and awarded prizes for the best contributions.

"Our young people face so many choices and are under a lot of pressures at their age... these speakers helped our students understand their journeys and to open up the debate was an exceptional opportunity!"

Assistant Principal Student Recruitment and Development, BSix Brookehouse Sixth Form College
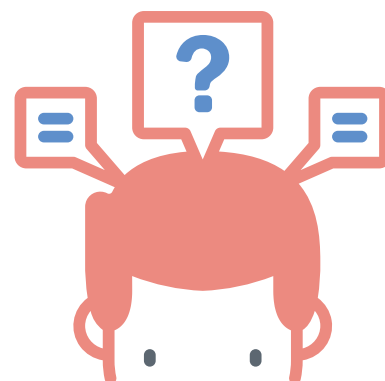

ACTIVITIES

257
Students involved in dialogue sessions with formers about radicalisation

OUTCOMES

94%
of students increased their understanding of why people join extremist groups

GLOBAL EDUCATION DERBY

Create the News

Create the News was launched by the Global Education Derby, which works with communities to build a fairer and more sustainable world.

Create the News provided knowledge and skills to students as they began to interact with social media. Through workshops, 11-14 year olds were supported to script and produce short animations that explore the nature of propaganda from multiple perspectives. The students will meet together to share their animations at a showcase event at Derby County Football stadium in Spring 2019.

> "This is a mind-opening programme which allows our students to learn deeply about the online world around them, the opportunities offered and the potential traps to fall down."
>
> **Teacher, William Allitt School**

17

At-risk youth trained in digital citizenship

6

Teachers trained in delivering digital citizenship education for at-risk youth

OUTCOMES

2 **Two teachers** have received in-depth training which has increased their own knowledge, skills and confidence in developing critical literacy skills in their students

15 **Fifteen young people** have increased their critical thinking skills in order to analyse social media content, identify fake news, bias and propaganda techniques

FAITH ASSOCIATES
Muslim Digital Citizens Guide

The *Muslim Digital Citizen Guide* enhances the understanding of rights and behavioural responsibilities when online.

The project was inspired and set up by Faith Associates, which recognises the key role that mosques, madrassas and Islamic centres play in providing guidance. It also knows the difficulties that Imams and other key members of the Muslim community face when providing sound advice and support.
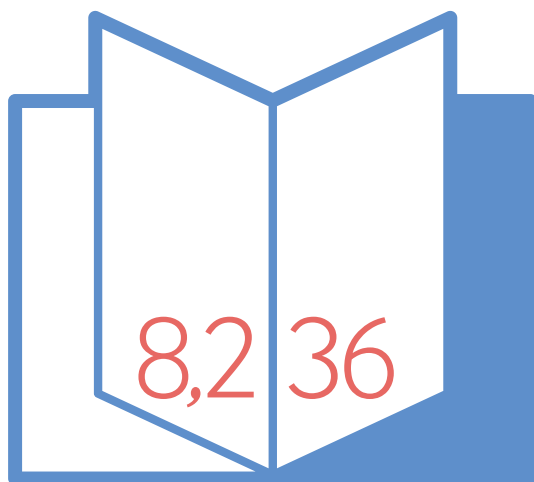
The guide reminds Muslims of their Islamic responsibilities to act a certain way online through detailed scenarios that are relatable to day-to-day life.

> "This guide is really good, I am glad I could be a part of its development. We all have a responsibility to be model digital citizens; this guide will help take us there."
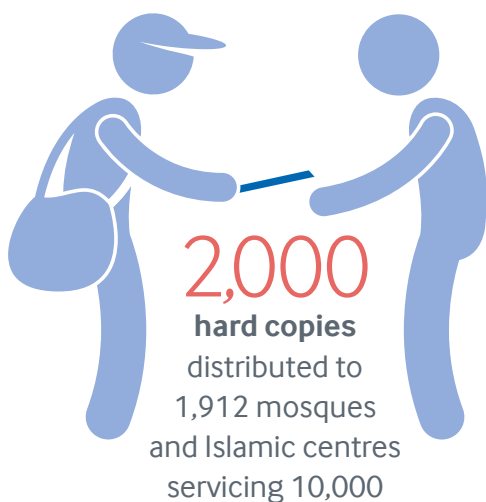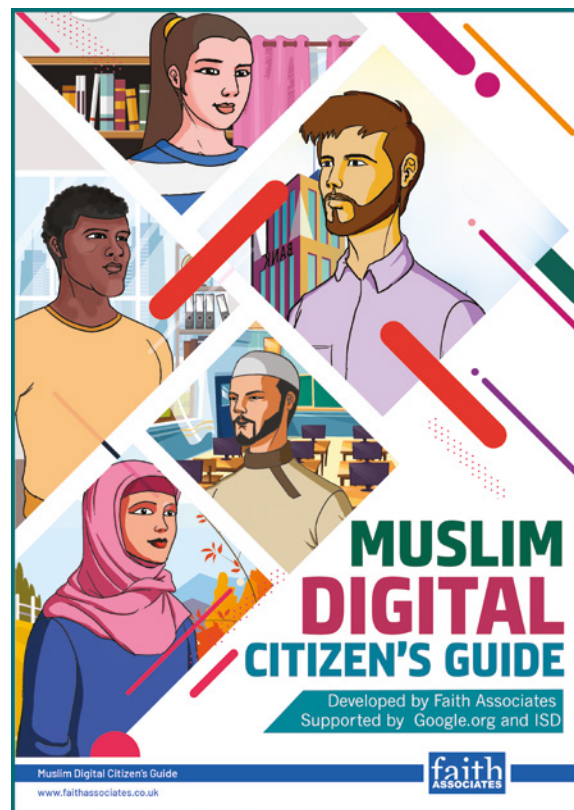>
> **Workshop participant**

OUTPUTS
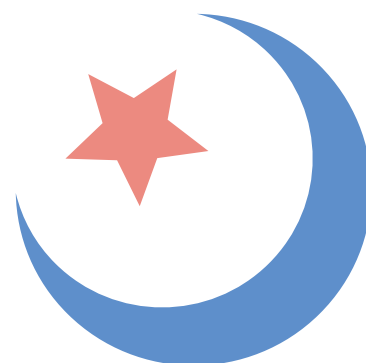
8,236

digital copies of the guide distributed

2,000

hard copies
distributed to
1,912 mosques
and Islamic centres
servicing 10,000

5 **Youth consultations**
held with Muslim youth clubs,
school students, mosque
groups to feed into the
development of the guide
Beneficiaries: 87 Muslim youth

MUSLIM DIGITAL CITIZEN'S GUIDE

Developed by Faith Associates
Supported by Google.org and ISD

Muslim Digital Citizen's Guide
www.faithassociates.co.uk

faith ASSOCIATES

**One Muslim digital citizen toolkit
and comic book version of the guide**

OUTCOMES

101

mosques endorsed the guide
– Lancashire Council of Imams
& West London Mosque Forum

Empowering Imams and madrasa teachers to train youth on digital citizenship

All the Imams involved in the development of the guide (30) have decided to use the guide at some point as the basis for their Friday sermons to promote the concept of being model digital citizens and the importance of behaving responsibly online.

We received direct input from young Muslim leaders in the community of the Imams we directly engaged in

the development of the guide. This extended our input of young Muslims from different communities which helped refine the design and content of the guide.

Developing clear guidance of 'digital citizenship' for the Muslim community globally. There was no current guide, book or general guidance on how Islamic teachings relate to the digital age. This guide is a first of its kind in starting the conversation.

JAN TRUST
Another Way Forward

Another Way Forward is the vision of the JAN Trust, which is dedicated to empowering women to promote integration and prevent extremism and hate crime.

Working to tackle extremism, *Another Way Forward* was an innovative campaign that educated and supported young girls at risk of radicalisation. Through informative workshops, a group of young ambassadors learnt about extremism and strengthened their own knowledge and views through open, meaningful discussion. Young ambassadors then learnt how to get their voices heard to enact change online. They also created their own social media campaign videos with a professional filmmaker.

6
training workshops focused on safeguarding from extremism

38
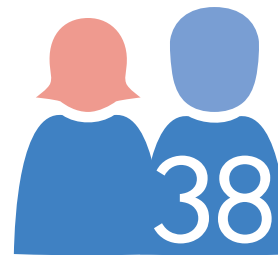
Sourced Youth Ambassadors from training who worked on CN videos
Beneficiaries:
Female BAME youth

SOCIAL MEDIA:

795,285
targeted individuals reached online

31,891 engagements

4.01% average engagement rate

49

Workshops taking place across 9 schools to raise awareness of extremism, warning signs of radicalisation and safeguarding

Beneficiaries: 3,187

"The project was extremely detailed and gave these young women an in-depth & exciting opportunity to learn about such a sensitive topic, as well as online campaigning. As their teacher, I could visibly see them grow in confidence over the programme, utilising and developing their own creativity, teamwork and leadership skills to create their own online campaign videos. Another Way Forward is a unique, one of a kind project that our students really enjoyed."

Teacher, Haringey Sixth Form

2,560

Young women reached through resilience-building school workshops

7

Youth-led campaigns developed by young BAME women

In-centre drop in clinic: Seeking information about warning signs of radicalisation. Often for friends
Beneficiaries: youth, female, local community
Number: 267

Helpline: Seeking information about warning signs of radicalisation. Often for friends
Beneficiaries: 123 members of the Local Community

OUTCOMES

1

Outcome 1

Confident in ability recognise the warning signs of extremism/ radicalisation

Increase = 129%
Change = 54%

2

Outcome 2

Understand what online campaigning is and how it can be used to positively effect hate and extremism

Increase = 87%
Change = 46%

Technology

Technology solutions for improving baselines, enhancing scale, measuring the impact of methods, evaluating complex interventions and selection strategies are in need of more development at the community-level. The following projects demonstrate the use of tech for positive change within this space: the exciting and new use of VR to encourage students to experience how others may feel when confronted with a negative action; and a new app which takes the user on the journey of someone very different from you.
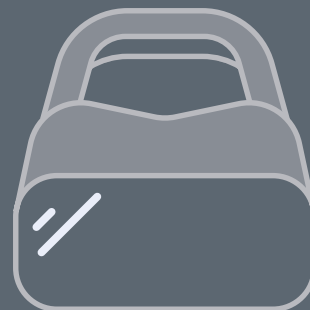
" It has great potential to engage children in discussions about moral issues that can sometimes be hard for them to bring up. The children were very keen and excited to use the technology.

Teacher, Milton Keynes

OUTCOMES

2 tech projects
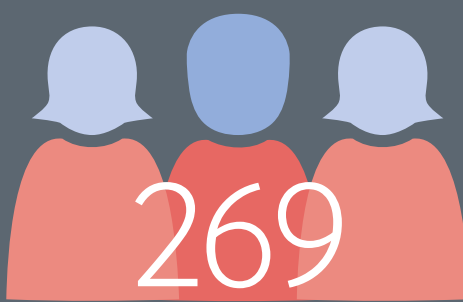
269 Participants included in testing and consultation activities

21 activities run

4 Tech resources produced
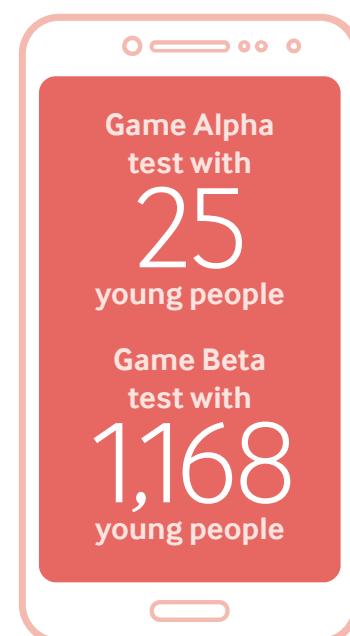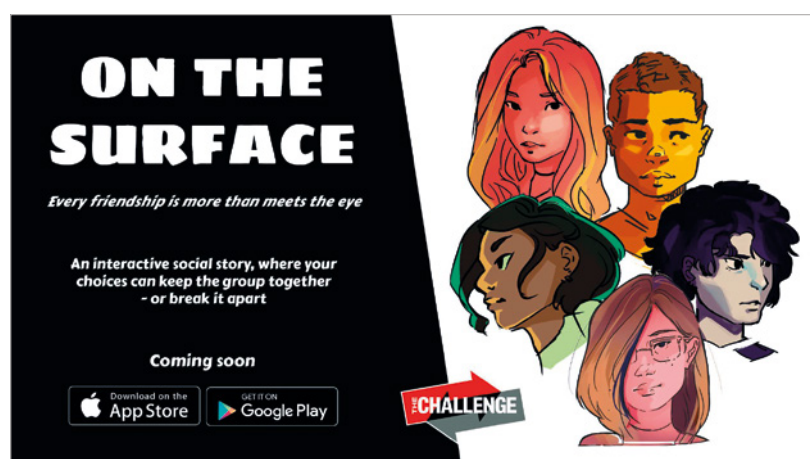
THE CHALLENGE
On the Surface

The Challenge is the UK's leading charity for building a more integrated society and developed *On the Surface,* a game that helps the players to understand differences. *On the Surface* is a real-time interactive story exploring the tensions and crunch moments of a group of teenage friends.

It is available on Google Play or to download from the App Store. The choices that players have to make during the game aims to teach young people the importance of empathy and how to understand others from different social or ethnic backgrounds.

"Playing the game I totally felt like I was talking with real people, as they could really be my friends, knowing more about them each day, sharing laughs and worries. Suddenly I found myself checking constantly my phone to see if I had a new message, because I needed to know what was happening, if they were ok. It was a lovely experience, and I even missed them when it finished."

Laura de Castro Saturio- Volunteer game tester

OUTPUTS

ON THE SURFACE

Every friendship is more than meets the eye

An interactive social story, where your choices can keep the group together - or break it apart

Coming soon

Download on the App Store   GET IT ON Google Play

THE CHALLENGE

Game Alpha test with
25
young people

Game Beta test with
1,168
young people

OUTCOMES

61%
Decrease in users making low empathy choices when faced with victims of social exclusion and discrimination by day 6 of the game

72%
Increase in users making high empathy choices when faced with victims of social exclusion and discrimination by day 6 of the game

THE OPEN UNIVERSITY
Virtual Inclusion

To promote social inclusion among students and the wider public, the Open University created three virtual reality scenarios depicting a day in the life of a young person facing social exclusion and discrimination. This is the beginning of a cutting-edge approach to tackling hate and extremism through the use of virtual and augmented reality. The overall aim of the project is to foster greater empathy, tolerance, and solidarity among people of all ages and ethnic backgrounds.

"It has great potential to engage children in discussions about moral issues that can sometimes be hard for them to bring up. The children were very keen and excited to use the technology."
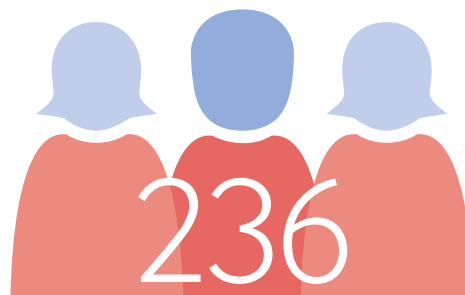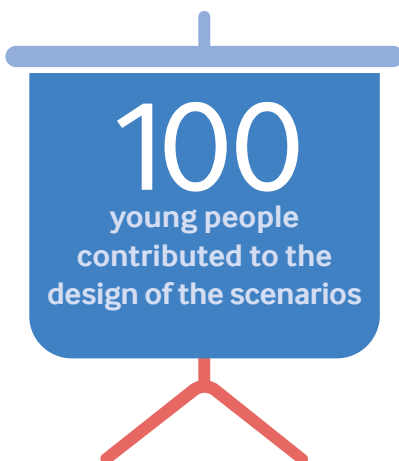
Teacher, Milton Keynes
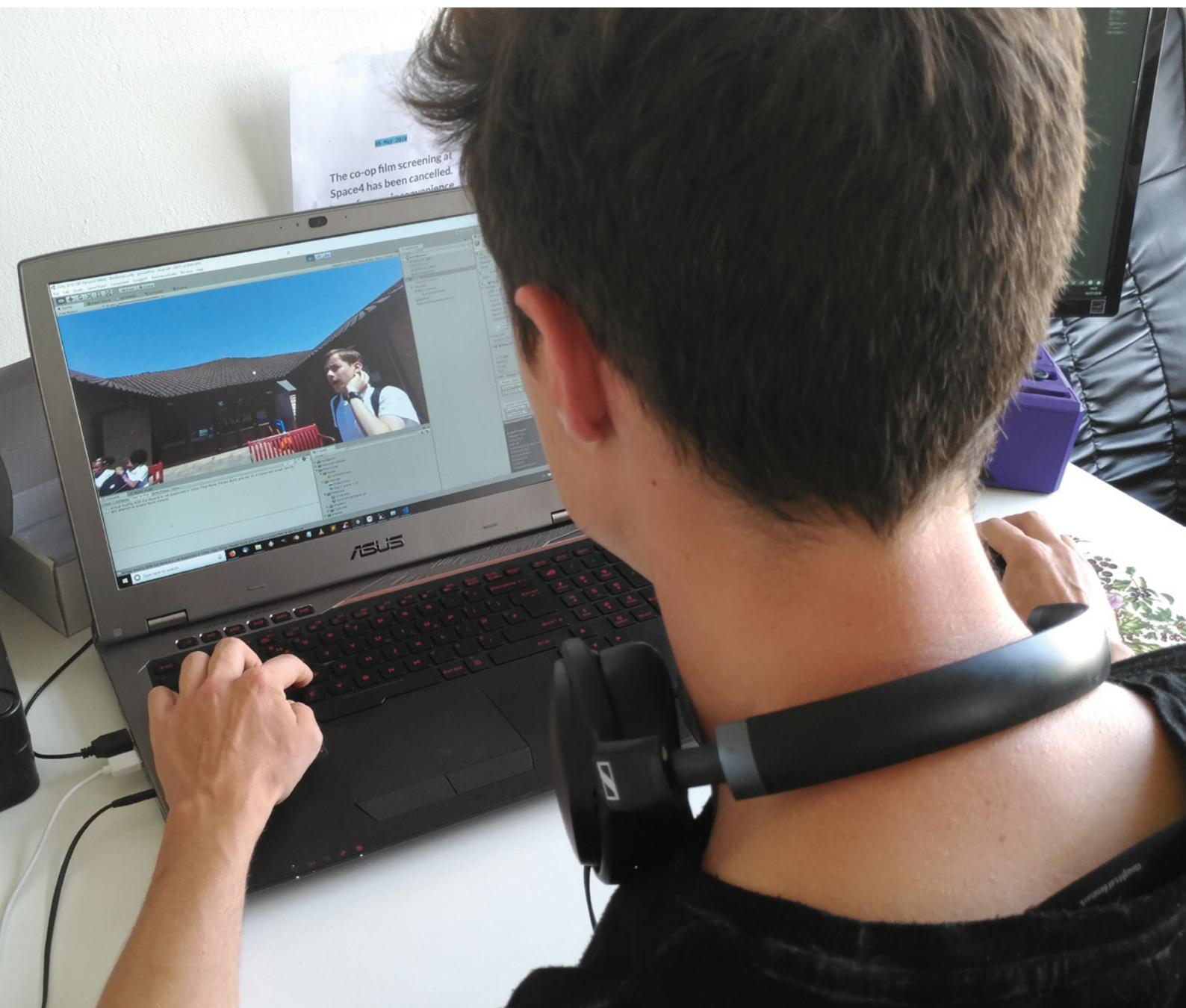
OUTPUTS

3
VR situations developed

236
Youth consulted in the development and testing of the VR situations

OUTCOMES

Through **6** workshops,

100
young people contributed to the design of the scenarios

20
young actors fed into the development of the scripts for the VR situations
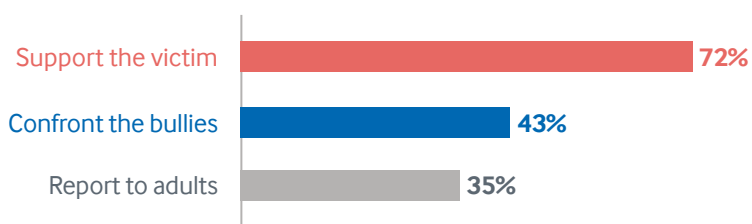
84%
of participants reported they gained new knowledge and skills as a result of the VR situations

89%
of participants reported they would be likely to change their behaviour towards exclusion as a result of playing the game

How could you help people who are excluded

Support the victim	72%
Confront the bullies	43%
Report to adults	35%

Community Action

Solutions to counter polarising issues often lie deep within the communities they affect and across civil society. Communities who support, understand and respect each other are often those who thrive and grow in a positive way, and who also experience lower hate crime rates and hateful or extremist incidences. The following projects showcase a number of community-led actions which have countered hate and extremism.

OVERARCHING STATISTICS:

7 Community action projects

115 Activities run

6,103 Total number of beneficiaries reached through community action projects, young people and local community members

74 Pieces of content produced and shared online, including videos, podcasts, and infographics

28,252
Individuals received community action resources

177,628
Targeted individuals reached online

ASIAN MUMS NETWORK

Internet Safety for Women

In communities where the risk of grooming, exploitation, bullying and self-harm are high, the project aimed to keep women and children safe online. The *Internet Safety for Women* project worked with mothers, grandmothers and other women from hard-to-reach areas and sought their advice on what they need to keep their children safe.
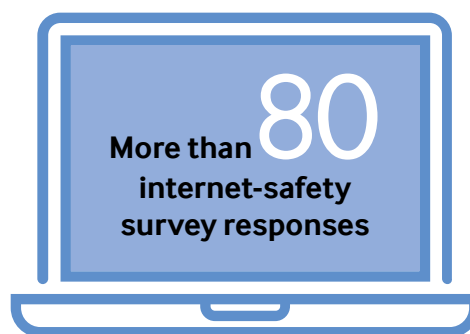
> "The workshop on internet safety was very useful and informative for all us parents. We were set to work in groups which were very helpful too and a means for us to socialise with parents we have not met before."
>
> **Workshop participant**

OUTCOMES

Over **50** parents, including mothers and grandmothers trained in online safety

More than **80** internet-safety survey responses

10 Engaged over ten new partners who were interested in the project including, Greater Manchester Police and MET Police, Manchester Mayor's Office, Prevent-funded projects, and Women's Equality Party.

2 key partner events delivered in Manchester and London.

COMMUNITIES INC
Stand by Me

Communities Inc is a social enterprise that is passionate about building stronger communities. Its *Stand by Me* initiative offered community members safe and simple bystander interventions, encouraging a 'see, report and support' response. Witnesses are asked to watch and observe, get themselves to a safe place to report the crime or incident and then, if safe, check in with the victim or try to help them.

> "I used to freeze and feel paralysed with fear, but now I remember 'see report, support' and knowing that there are things I can do that do not put me at risk gives me confidence."
>
> *Stand by Me* ambassador

Case study

Stand by Me, a project by Communities Inc., was designed to galvanise and empower communities and the groups that serve them. This effort was recognised by Nottingham City Council who requested the production of a short concertina leaflet to circulate (20,000 of these were provided). At a recent national conference on tackling hate, the West Yorkshire police approached Communities Inc. and asked how they could bring it to their area. As a result of the Innovation Fund pilot, two funded organisations — Communities Inc. and New Horizons — are working together to bring *Stand by Me* to other towns in the UK.

OUTPUTS

Up to 640
Cascade trainings
which benefitted the
wider community
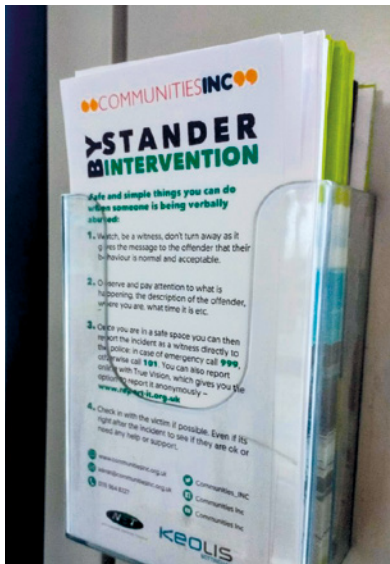
3
**Ambassador training
workshops** reaching 32 local
community members

27,788
**Bystander intervention
resources distributed,**
including guides, flyers,
badges, etc.

OUTCOMES

82%

Increase in beneficiaries reported ability
to conduct bystander interventions and
react to hate incidents.

112%

Increase in local community members
reported ability to conduct bystander
interventions and support victims.

PRAXIS COMMUNITY PROJECTS
Challenging the Narrative

Praxis Community Projects operates an advice service for new migrants in the area of welfare rights and benefits. Working alongside Brighter Futures (Praxis' young migrants' group), it created a powerful podcast series entitled *'Challenging the Narrative'*, which aims to challenge stigma and hate.

The series helped to increase awareness of the issues that young migrants face and the impact these issues have on their lives. Through skill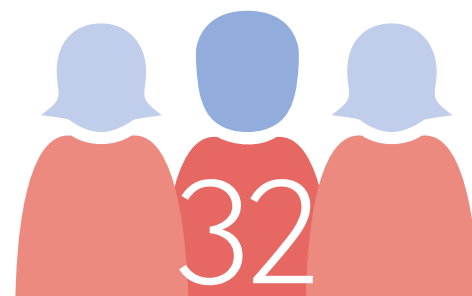s workshops and recording sessions, Praxis members produced six podcasts touching on themes including: migrants' representation in the media, refugee issues and what it means to be a young migrant in London.

"There's nothing that makes me different except that maybe I'm black and maybe I wasn't born here. I came here and I got a visa. If you take that away, I'm just like you."

Podcast contributor

OUTPUTS

43
Weekly meet ups
which focussed on increasing the confidence, resilience and skill building activities with young migrants

32
Young migrants were involved in developing a podcast series on migrant issues in the UK

7
Podcasts were made — they reached over 3,068 Individuals via the podcasts online and at events

OUTCOMES

Contributed to the recommendations of the UN Special Rapporteur report on extreme poverty in the UK

Won award for best migrant representation at London Migration Film Festival

Increase in the reported confidence and resilience of young migrants that took part in the project — **66%**

Felt more listened to when they talk as result of the project — **100%**

% of school children who listened to the podcasts reported they learnt more about migrant issues — **75%**

VIVACITY AND PARTNERS

StoryTheCity

Using theatre practitioner Augusto Boal's techniques and Marshall Ganz's storytelling methods, *StoryTheCity* in Peterborough trained leaders from various communities in methods of storytelling and dialogue.

Participants were invited to uncover layers of their individual and collective identities and taught to mould their discoveries into stories for individual and collective film shorts. They then took this model and, in intercultural pairs, trained people from across their own communities – capturing stories about life in Peterborough. In order to inform future generations about the diversity of the city's history, the digital stories will be exhibited at Peterborough Museum, as well as added to the museum's archive to celebrate Peterborough's 900th anniversary. Vivacity worked in partnership with Peterborough Museum, Caravanserai Collection and Soulfood Productions.

> **"Even though we are from different backgrounds, the challenges, the hurdles and struggles we went through meant that we could relate to one another."**
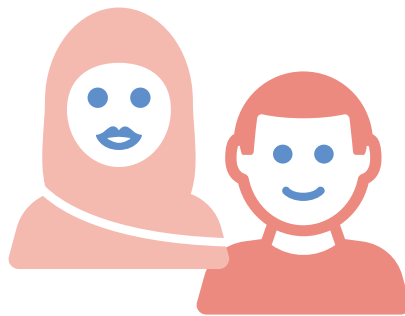>
> **Workshop participant**
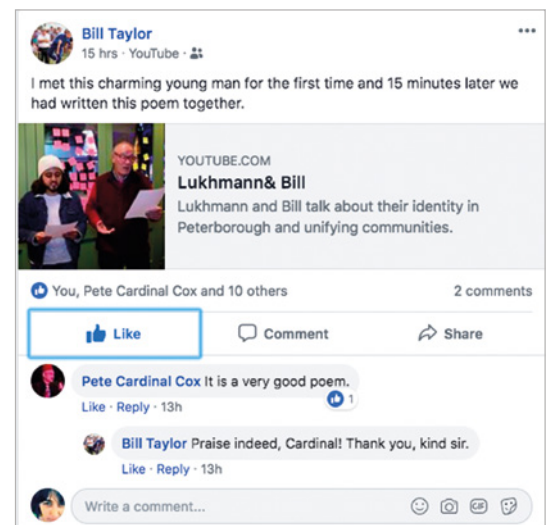
OUTPUTS

90 Films made telling the stories of local Peterborough residents from minority communities

51 ethnic minority groups in Peterborough included in the film of local stories

759 Members of the local community attended museum exhibits and city tours featuring the stories

OUTCOMES

Amplified voices from minority community through:

- **90** story films produced, featuring **51** ethnicities
- Included in the Peterborough City Council Timeline of the city
- Included in the Peterborough Year of Reading 2019 literary hub

Strengthened dialogue and facilitation skills of community leaders and helped to bring these skills to the local community:

- **26%** increase in confidence to train others in the relevant skills
- **9%** increase in the confidence of participants to open dialogue sessions with people of different backgrounds

TEES VALLEY INCLUSION PROJECT

Halo Angels

The *Halo Angels* project, run by Tees Valley Inclusion Project in Middlesbrough, provided resources to the wider community in order to create a *Halo Angels* network, which sought to empower women and girls at risk long into the future. The *Halo Angels* project aimed to increase the resilience of women and girls who have experienced cultural practices that are harmful and illegal, such as honour-based violence.

Through a digital safe space, the project helped survivors — and those affected — by providing access to remote support via a virtual advisor. It also offered training and skills to help improve confidence to report hate crimes.

"I thought my life was over when they forced me into marriage. I was told repeatedly this is my life and there is no way out. I've met women like me through the Halo Angels network. I have not been judged, I have been understood for the first time. I feel my voice counts."

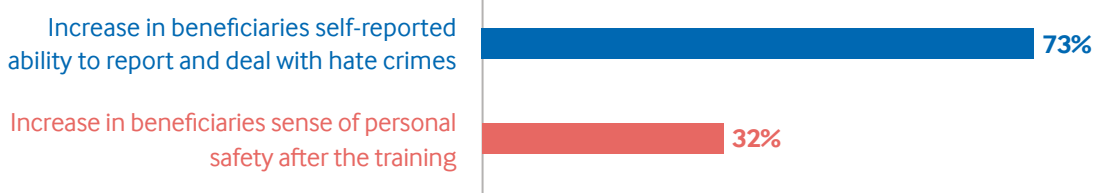Participant, Halo Angels network

OUTPUTS

4 training workshops which reached **103** **BAME women** – they discussed what hate crimes are, how to report them and how to support victims. Also sourced ambassadors from workshops

5 **Community partners trained** reaching 84 community members

1 **Web portal and creation of platform for 3rd party reporting**, available in English, Urdu, Punjabi, Arabic

OUTCOMES

Trained **BAME women** on hate crimes and how to respond to them

Increase in beneficiaries self-reported ability to report and deal with hate crimes	73%
Increase in beneficiaries sense of personal safety after the training	32%

6

Community Safety Partnerships established with Halo Angels

- Establish positive links between police and local communities
- Improves accessibility, helps police track local hate crimes, builds trust of local community

MOTHER AND CHILD WELFARE ORGANISATION

Challenging Extremism and Radicalisation in the Somali Community

The Mother and Child Welfare Organisation focuses on providing physical, emotional and educational support to vulnerable inner-city mothers and children, as well as young people.

Its project to challenge extremism in Somali communities focused on organising workshops, discussion groups and talks that enabled all generations of Somali society to discuss their fears, experiences and understanding of extremism and radicalisation. The project used word of mouth, TV and radio to reach a wide cross-section of the Somali community and begin the difficult conversation around highly-sensitive issues.

> "Thank you so much for this project. It has changed my attitude toward my son. Now I know what to look out for. Now I can be a real parent to him."
>
> **Workshop participant**

OUTPUTS

9 Community events benefitting 608 members of the local Somali community and providing training on the warning signs of radicalisation

16 **Youth events reaching 820 young people from the Somali community** and focussed on cautionary tales about online grooming and radicalisation and positive counter messages

2 **events at Islamic Centres/Mosques benefitting 50 members of the local community** — focussing on the concept of hate crime and extremism in order to increase overall awareness

2 **focus groups with British-Somali prisoners** held in prison/detention centres reaching 15 detainees/prisoners and offering them a space to have their voices heard

OUTCOMES

Broke the silence that exists in the Somali community around extremism and radicalisation

Gave anti-extremism advice face-to-face to Somali nationals awaiting deportation from the UK to Somalia and highly disaffected young British-Somali men in prison who are at risk of radicalisation

Developed partnerships with youth organisations, mosques, HMP Wormwood Scrubs and Brook House Immigration Removal Centre

Provided a forum for young people to talk openly about their beliefs and engage with religious and legal experts on the consequences and meanings of radicalisation

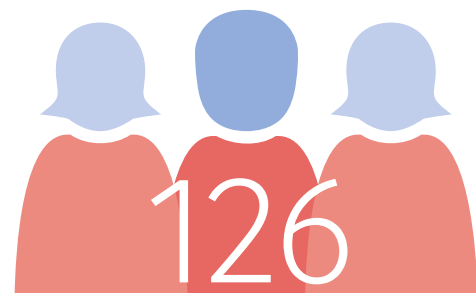# FAITHS FORUM
FOR LONDON

Turn to Love

Turn to Love (TTL) is a campaign that began as a grassroots initiative. It combats extremism both online and in communities by providing a rapid response team ready to be deployed during the painful period of terror attacks perpetrated by ISIS and its affiliates. Faiths Forum for London built a pool of volunteers who shared messages of unity and love in the face of extremist and far-right groups spreading division and hate. TTL engaged community groups and volunteers on how to deliver successful campaigns with the aim of increasing their presence and reach.

"With the worrying rise of hate and divisive rhetoric,the training empowers communities with skills and access to a network to provide positive messages to counter hate."

Community activist and gender equality campaigner

OUTPUTS

9 Rapid response and strategic communications training Muslims from the community including youth, women, community leaders, religious leaders

126 Activists trained in rapid response strategic communications techniques to terror

OUTCOMES

Built **network of organisations and individuals** capable of using strategic communications to respond to major incidents
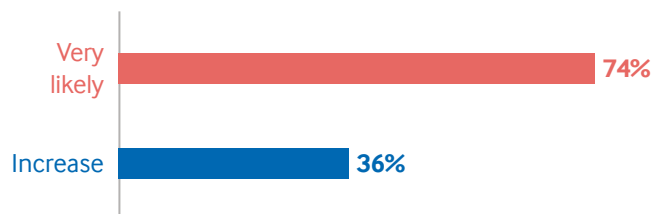
19 organisations partnered with **them** to work together in rapid response activities

31% Increase in beneficiaries **reported ability** to run strategic communication activities after terror incidents.
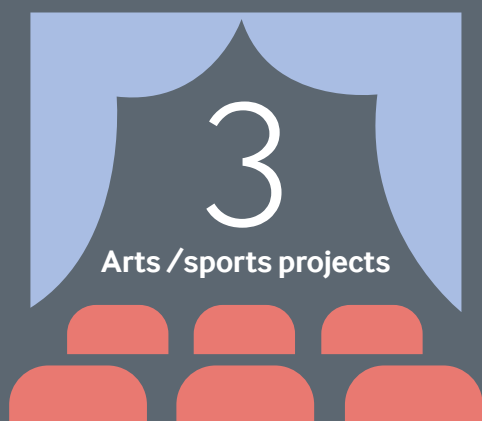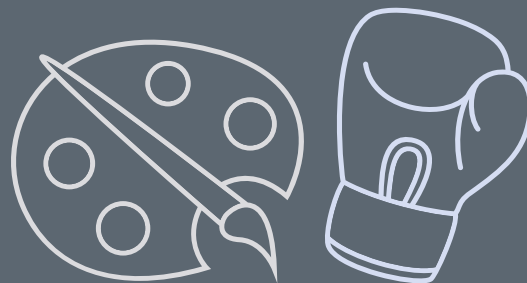
How likely are you to take part in future campaigns?

Very likely **74%**

Increase **36%**

Arts & Sports

The use of arts and sports is often an effective way of bridging gaps between different groups of people within . People can find a common link through playing football, boxing or running. The same goes for going to see a film, a piece of art, or a theatre piece. Arts and sports sit at the heart of so many societies and their use is often overlooked as positive means to counter hate and extremism. The projects below offer examples of best practice through arts and sports.

3
Arts /sports projects

24,174
Targeted individuals reached online

54
activities run

2,192
Total number of beneficiaries
(primary and secondary including youth, teachers, public, parents and local community)
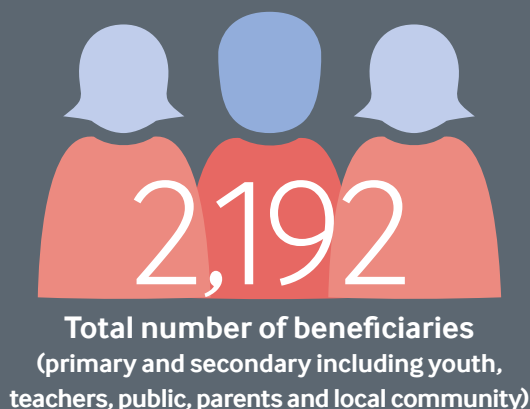
LIMEHOUSE BOXING ACADEMY

KO Racism

Using boxing as a vehicle of engagement, *KO Racism* was a project to teach 11-17 year olds about the perils of social media use and extreme groups online.

Started by the founders of the Limehouse Boxing Academy, the project also aimed to use boxing to unite communities, stamp out racism and encourage and celebrate diversity within the sport. *KO Racism* has delivered workshops and training to colleges, schools and other boxing and sporting clubs, reaching hundreds of young people. Its educational programme features a presentation, a short film and a guest question-and-answer session.

> **"It is a great project that teaches young people about extreme groups online and how to stay safe."**
>
> **Workshop participant**

OUTPUTS

KO Racism" workshop delivered to 20 + members of the Limehouse boxing team and Spotlight youth centre at the Spotlight centre in Poplar.

Delivered the 'KO' racism workshops to 50 year 8s and year 9s at 4 separate groups from Bow School as well as 50 more young people on the Change Foundations 'Street Elite' programme in Tower Hamlets.

Delivered the 'KO' racism programme to the whole of the year 7's at Bow School in East London. 100+ in attendance.

OUTCOMES

3 **KO Racism presentations at the East London Film Festival, GB Boxing HQ, Sheffield Police Boxing club, Peterborough** which reached 100 members of the general public, 150 young people and their parents and boxing club members

1 **Film, KO Racism, released on YouTube and Vimeo**

261 **Youth received training on digital citizenship, racism and boxing**

87% **of beneficiaries reported the workshops would impact how they behave online**
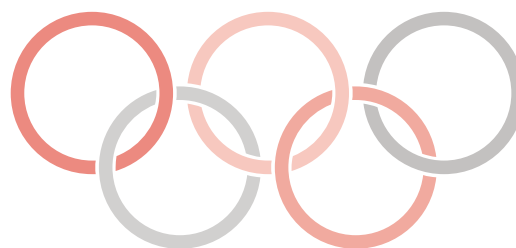
Secured endorsements from members of the GB Olympic Boxing Team

ARTREACH
Creating Communities

The project brought together community groups across Portsmouth who may be unaware of issues that affect the refugee and asylum seeker community. ArtReach delivered a series of sessions with artists who are refugees and asylum seekers, and locally-based artists.

To engage individuals with the issues in an accessible and non-threatening way, a series of relaxed conversational sessions took place in community spaces across the city. Artist-led, family-friendly workshops were also run in community spaces to create items to be used in a community procession as part of Journeys Festival International, which promotes, celebrates and explores refugee experiences through great art.

"**The most powerful bit for me was at the end when the speaker… made us appreciate how we judge people by their appearance and how wrong we are to do that.**"

Participant, Coffee Shop Conversation

OUTPUTS

8
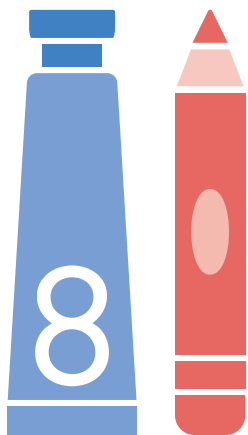
Creative workshops run by local artists on issues surrounding refugees and migrants which benefited 256 members of the local community

12

Coffee Shop Conversations which consisted of conversations with local artists on issues surrounding refugees and migrants. These benefitted 199 members of the local community

421

Total local community members involved in refugee and asylum seeker art events

22,350
Targeted individuals reached online

6

Films launched about refugee and asylum seeker issues in the local community in Portsmouth

OUTCOMES

4.43%
Reported increase in support and acceptance of refugees and asylum seekers living in Portsmouth.

Improve cohesion between local communities in Portsmouth and the refugee and asylum seekers that move there through arts activities.

13% **increase in community knowledge** about refugees and and asylum seekers

9% **increase in community identification** with refugees and and asylum seekers

24% **of local community members engaged were youth**

YOUTH CYMRU & MY GENDERATION

Transform Youth Action

Working with a group of transgender and non-binary young people in South Wales, the project aims to transform the conversation about gender, tackle transphobic bullying within schools, and create safe and inclusive environments where all young people can thrive.

Transform Youth Action centred around *Humanequin*, a play with a cast of trans actors shaped by the stories and experiences of trans young people. Alongside *Humanequin*, the project also included a short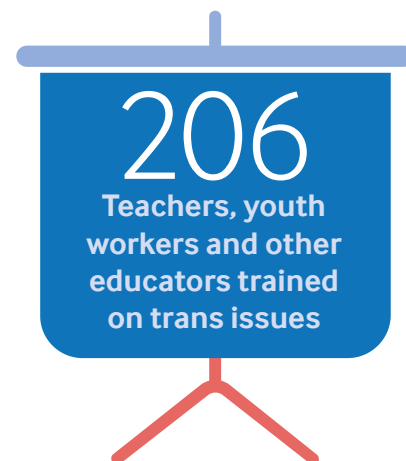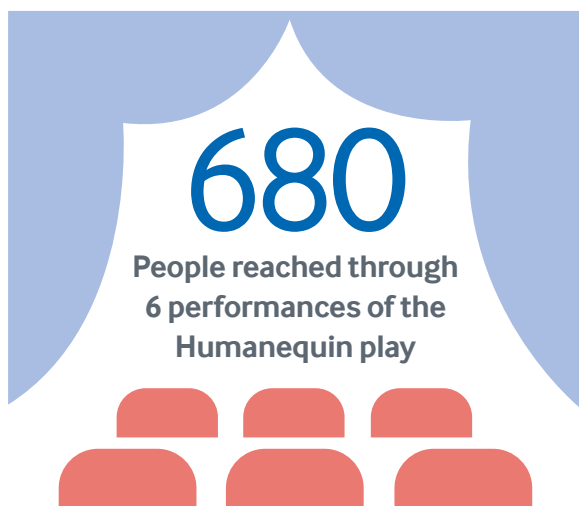 film entitled *Watch Me Exist*, training for schools, creative workshops exploring equality and acceptance, and the production of a magazine created by trans young people. Youth Cymru also partnered with Mess Up The Mess, My Genderation, Radyr Comprehensive School and the Wales Millennium Centre.

"Most of the kids we worked with had probably never met a trans person before. Simply enabling trans creatives and practitioners to get into classrooms and deliver these kind of lessons has forced positive change."

Project participant

680

People reached through 6 performances of the Humanequin play

206
Teachers, youth workers and other educators trained on trans issues

6 **Creative workshops**
with focus on equality, identity, etc. with youth groups and schools

Beneficiaries: youth, Number: 159

OUTCOMES

81%

of the teachers reported they could adequately deal with trans issues in the classroom after the training, accessed across a range of survey questions.

28
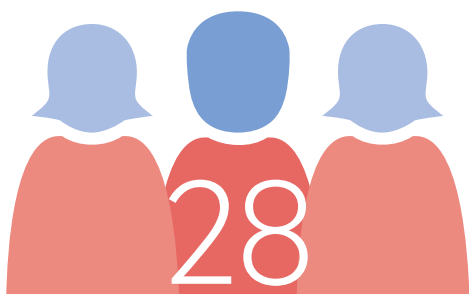
Trans youth empowered through magazine writing, work experience at Youth Cymru, Q&A panel, Humanequin, film, creative workshops.

Sent trans youth to government consultation on Gender Recognition Act (2018) meeting.

Contributed to establishment of a new LGBT+ youth club in the Merthyr Tydfil Youth Centre.

Teachers learn about trans issues, how to deal with trans individuals in class and prevent bullying.

I am familiar and confident in using language relating to transgender / gender identity in the classroom

Change **59%**

Increase **202%**
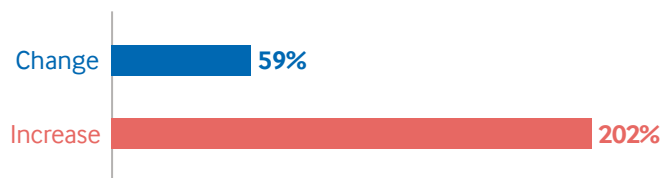
I feel confident to speak to young people about transgender topics (e.g. during a workshop or PSE lesson)

Change **41%**

Increase **128%**
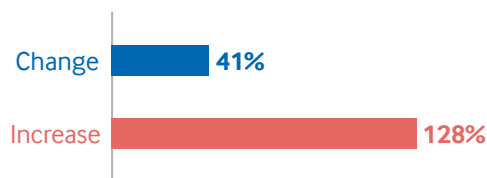
I feel confident in supporting a young person who has come out as trans / is questioning their gender identity

Change **33%**

Increase **80%**
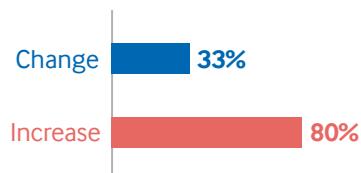
Appendix — Advisory Board members

- **Sasha Havlicek** (Chair) — Leading counter-extremism and conflict resolution expert, CEO of ISD (Institute for Strategic Dialogue)

- **Nazir Afzal** — Former Chief Crown Prosecutor of the Crown Prosecution Service (CPS) for North West England from 2011 to 2015.

- **Humza Arshad** — Actor, comedian and writer best known for his web series Diary of a Bad Man (2010-2013) and "BADMAN" (2015-present)

- **Timothy Garton Ash** — Professor of European Studies at Oxford University, Director of freespeechdebate.com and Author of 'Free Speech: Ten Principles for a Connected World'

- **Peter Neumann** — Journalist and academic, Director of the International Centre for the Study of Radicalisation and Political Violence as well as Professor of Security Studies at the War Studies Department of King's College London.

- **Baroness Joanna Shields** — Technology industry veteran and parliamentarian who served as UK Minister for Internet Safety and Security and Under-Secretary of State from 2015-2017.

- **Alex Williams** — Founder of The Basement, a London-based social enterprise that works with urban London youth in the arts, film, music, and culture.

- **Miriam Estrin** — Public Policy Manager for Europe, Middle East, and Africa at Google, formerly worked at US State Department

- **Jude Kelly** — Founder of Women of the World festival and former Artistic Director of Southbank Centre, London.

End notes

1. Home Office, 2018, Hate Crime, England and Wales
   https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/748598/hate-crime-1718-hosb2018.pdf

2. BBC, 2019, Hate crime in London soars since Christchurch attacks,
   https://www.bbc.co.uk/news/uk-england-london-48120278

3. Cabinet Office, 2018, Civil Society Strategy: Building a future that works for everyone
   https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/732765/Civil_Society_Strategy_-_building_a_future_that_works_for_everyone.pdf