



Project title: Peer to Peer: Challenging Extremism (P2P)

Main theme: Strategic Communications

Project purpose and outcome (in two sentences):

Social media and propaganda by extremist groups is often targeted directly at young, impressionable youth. Students are in the best position to educate their peers about how to challenge this messaging and empower each other through the development of a social or digital initiative, product, or tool to counter violent extremism.

Project submitter (Member State): EdVenture Partners has grown the P2P program from just 23 schools internationally in early 2015 to over 250 schools (over 70 of which are located throughout Europe) and some 4,000 students and counting around the world.

Project leader(s): Facebook (International), and U.S. Department of Homeland Security (United States))

Project partner(s): Facebook, U.S. Department of Homeland Security, U.S. Department of State and EdVenture Partners

Project description (max. 150 words): University students from around the world develop and execute campaigns and social media strategies against extremism that are credible, authentic and believable to their peers and resonate within their communities.

Objectives project (max. 150 words):

To engage university students around the globe, while earning academic credit, to create and activate their own social media campaigns to challenge violent extremist ideology, propaganda and recruitment messaging currently being manipulated by ISIL and other extremist groups.

Project outcome (max. 150 words):

Best in class peer-generated counter-narrative campaigns that are implemented and CVE initiatives, products and tools that can be scaled and pushed out.

Start and end project:

Given successful results from the past three terms of P2P (spring and fall 2016, spring 2016), technology partner Facebook has called for significant and further expansion globally in 2017–2018.

Timescales and key milestone dates:

EdVenture Partners is currently engaged in outreach to invite universities and NGOs for the spring 2017 semester.

Funding (total budget and type of funding (e.g. ISEC, EUCPN Fund,...)):



Each team will have the equivalency of a 2,000 USD operational budget, plus 400 USD in Facebook ad credits. The winner receives 5,000 USD, second place 3,000 USD, and third place 1,000 USD.

Contact details project: <http://edventurepartners.com/peer2peer/>

#### Notes

- Main theme subjects are:
  - To be a point of reference for the target groups of the Network
  - To disseminate qualitative knowledge on crime prevention
  - To support and facilitate crime prevention activities at national and local level
  - To contribute various aspects of crime prevention at EU level in respect of the EU strategy of crime prevention
- All bids should be submitted to the EUCPN Secretariat for consideration by the Board.
- A Member of the Board should act as the project submitter even if the idea for the project comes from an “outside interest body”.
- The project submitter does not need to identify a project leader, and they do not have to take part in the project. If necessary, the project leader will be sought by the Board. Also, where the project is pure research and subject to a tender to be sought under open competition through the Commission, then the project leader
- will be identified when the contract is let.
- Bids need to be accompanied by an estimate of the time taken to complete the project, both in terms of actual days and elapsed time.
- Bids need to be accompanied by an estimate of the costs likely to be incurred to complete the project, together with a clear indication of where the funding will be coming from (e.g. EUCPN fund or ISEC).