



Peer to Peer: Challenging Extremism

The Power of Student Innovation

A Global University Youth Initiative
and International Competition

EdVenture Partners
www.edventurepartners.com



The P2P Challenge

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Students form into a student-led social media agency and perform primary research on their chosen target audience. Using a **\$2,000 USD operational budget and \$400 in Facebook ad credits**, the teams design, pilot, implement and measure the success of a social or digital initiative, product or tool that:

- ✦ Motivates or empowers students to *become involved* in countering violent extremism.
- ✦ Catalyzes *other students* to create their own initiatives, products or tools to counter violent extremism.
- ✦ Builds a network or community of interest focused on *living shared values* that also counter violent extremism.

P2P Program Overview

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- ✦ **Universities** are challenged to counter the pervasiveness of extremism on social media in ways that are credible and authentic to their peers and communities.
- ✦ Collaboration between Facebook, U.S. Department of State (international) and the U.S. Department of Homeland Security (U.S. domestic).
- ✦ Most students earn academic credit, as P2P can be dropped into courses ranging from international relations, peace, conflict and terrorism studies, to marketing, advertising, communications and media arts.
- ✦ P2P is flexible and can even be:
 - ✦ implemented via a Special Topics course where the focus is entirely P2P
 - ✦ implemented as an independent student team with academic advisor
 - ✦ hosted by an academic organization
- ✦ No limits on creativity, but students **must implement their projects and demonstrate effectiveness.**
- ✦ Top teams enter and win all-expenses-paid travel for regional competitions, and global finalists win all-expenses-paid travel to Washington, DC, where they present to senior government officials and practitioners, Facebook leadership and earn cash awards.

Course Titles Used for P2P

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Marketing	Campaign for Tolerance and Social Engagement
Cross-Cultural Digital Business	Strategic Brand Management
Entrepreneurship for Social Change	Introduction to Western Political Philosophy
Global Marketing Strategy	Integrated Marketing Communications
Peer to Peer Special Topics	Global Understanding
Terrorism and Conflict Studies	E-Commerce and Social Media
Promotion Management	Campaigns
International Relations	Public Relations
Advertising	Topics in Homeland Security

What Students Do

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- ◆ Form social media agency
- ◆ Read project brief and safety protocols
- ◆ Utilize resources, research links posted on tech platform, Basecamp
- ◆ Conduct primary research
- ◆ Develop strategy and creative campaigns
- ◆ Submit to EdVenture Partners for review
- ◆ Implement and execute social media strategy using \$2,000 budget (USD equivalency) and \$400 in Facebook ad credits
- ◆ Analyze campaign for effectiveness
- ◆ Submit report outlining campaign and results
- ◆ Student teams compete

Student Work

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5 MINUTE GUIDE TO: OUR PROJECT AWAKE THE WORLD

MUSLIM POPULATION: 1.8 million
FACEBOOK USERS: 20 millions
MOBILE INTERNET PENETRATION: 61%
SOCIAL MEDIA PENETRATION: 66%

WHO ARE WE

STUDENTS: STUDENTS ENGAGED IN THE FAN CLUB PROJECT
QUALITIES: CREATIVITY, TEAMWORK, NETWORKING, COMMUNICATION, LEADERSHIP
AGES: 18-25
STUDIES: INTERNATIONAL RELATIONS, POLITICAL SCIENCE, SOCIAL ANTHROPOLOGY, PUBLIC MANAGEMENT

countering radical and violent extremism from different points of view

- Encourage the knowledge of grass or religious events, identify with the
- Provide tolerance and social integration
- Actively counter stereotypes
- Use of social networks as a method to raise awareness and spread our message

AIM

- Engage in social networks to spread our message and raise awareness
- For on and to meet questions & lack of information between cultures and religions, provide lessons on Islamic values & system
- To enhance awareness, respect and understanding of Islamic values
- To promote tolerance through education, information and awareness
- Using our capacity and talents to be a part of your mission to counter radical extremism

OPPORTUNITY

POSTIVE MESSAGES: WE CAN BE BOLDLY CHANGING OUR COMMUNITY TO BE A BETTER PLACE TO LIVE IN TOGETHER

FOR MORE INFO VISIT: WWW.AWAKE.THEWORLD

SPONSORED BY: AWAKE The World

IT'S TIME

It's Time: #EOut Violent Extremism

We need to counter violent extremism through education. Our mission is to educate students, counter violence and to raise awareness through social media.

#E Out

International Strategic Studies

Non-Profit Organization · Kabul, Afghanistan

4.1 ★★★★★

15,000 people like this

1,000 people have been here

100 friends like this page

WHAT DO YOU SEE?

STUDENT DAUGHTER REFUGEE

www.awake.the.world.org

MORE THAN MEETS THE EYE

Universidad Rey Juan Carlos

AWAKE

Join the Team

NEWSWORTHY
Connecting knowledge

BECOME A VERIFIER | ABOUT | JOIN THE TEAM

Newsworthy recruits fact-checkers, source verifiers and writers for the website's research team.

“whoever slays a soul [...] it shall be as if he had gathered” (Al-Ma'idah, 5: 32)

Popular Posts

What has led to the growing numbers of radicalization and violent extremism?

Recent Posts



Voorbij aan zwart-wit denken

#DARE TO BE GREY

Dare to be Grey

Proudly participating in #CoalitionProgress in Washington today. A divided world is a dangerous world. #DaretoBeGrey

#DaretoBeGrey @NetherlandsUSA

#CITIZENX

Awake the World is a member news organization and initiative. We sought to create a platform where anyone from anywhere could share their story, experiences, opinions or articles in relation to the removal of our project. A place to gain experience, build with emotional stories. A way for observers who are not working in our team to gain the reasons for the photos to read our story.

DEUTSCH ITALIANO ESPAÑOL ENGLISH FRANÇAIS

United against Extremism

United against Extremism

You've been waiting for it. Here it is. Our United Team is really proud to show its official video against extremism. #DaretoBeGrey

Don't forget it takes one video to radicalize, but the whole society to denradicate.

LIKE IT, SHARE IT, AND DON'T FLIRT WITH EXTREMISM.

P2P Campaigns in Action



Blood Donation Campaign to Challenge Extremism

بند به جای خون ریختن، خون هدیه کنید تا زندگی ببخشیم
بروندان هرات باستان، کلمه و حسنه گروہ های انسانی را بر هموطنان ما
ل را محکوم نموده و برای ترویج این عمل نا بشودنی خون اهدا میمانیم.
ماه مان: ولایت هرات، جوب گلیا، چده بانک خون، بانک خون
: ساعت 2 بعد از ظهر، روز پنج شنبه، 02 نور

BLOOD DONATION

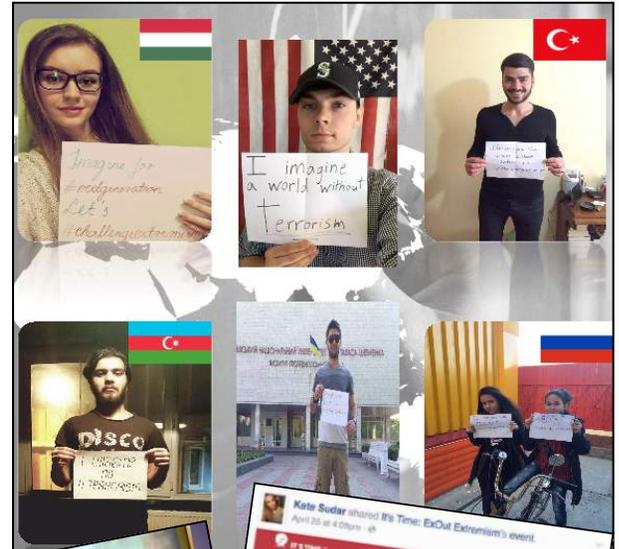


imagine

HUMAN LIBRARY
EXTREMISM:
Challenge what you have always thought to be true

20 April 2016 - 5.30 p.m.
Room E, Dijver 11, Brugge

.EUNITED
COLLEGE OF EUROPE STUDENTS INITIATIVE



P2P Domestic, International Competition & “Marketplace of Ideas”

Peer to Peer: Challenging Extremism provides numerous opportunities for universities to showcase their work: U.S. (domestic) competition sponsored by U.S. Department of Homeland Security, four regional competitions, and the Facebook Global Digital Challenge is held for the best international teams in DC. Honorable mention teams socialize their countering extremism campaigns via info booths, sharing assets and results at the Marketplace of Ideas.



P2P Student Videos

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Click on images to view all videos



The Institute for European Affairs team developed video, "Our Choices Make Us," as their main tool to engage others in dialogue about extremism.



Belgium's Utrecht University counters polarizing rhetoric of violent extremist groups by encouraging people to speak out in a moderate way.



Missouri State University in the U.S. developed lesson plans aimed at educating middle school students about the dangers of extremism.



Saudi Arabia's Alfaisal University video portrays the message of their campaign: behind every act of violent extremism is a victim with an untold story.

P2P Recap Videos

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This video explains the P2P **process** and what that was like for student teams, faculty advisors with the Facebook Global Digital Challenge. Judges discuss quality of campaigns and global impact.



The U.S. Department of State filmed and interviewed their top three teams from spring 2016. Watch this video to see **highlights of winning P2P campaigns** and hear about their program experience.

Participating Schools

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Meet EdVenture Partners

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EdVenture Partners (EVP) is a marketing organization that connects businesses, government agencies or nonprofits with learning institutions and faculty around the world. Whether the objective is social impact, brand management or recruitment focused, we forge and facilitate partnerships between enterprise and academia, to meet those goals in a mutually beneficial way.

- ✦ EVP partnerships offer *real-world experience students need* to fine-tune skills being taught in the classroom — a competitive advantage for future employment options.
- ✦ EVP provides the *support system to ensure a positive experience* for schools, their faculty and students that yields successful, measurable results — work that everyone involved can be proud to share.
- ✦ EVP organizes and facilitates the programs and deliverables to help ensure the project aligns with your syllabus, course content and teaching style.
 - ✦ Professors get to *extend classroom curriculum, challenge and engage students*, while competing for all-expenses-paid travel and cash awards.

P2P provides a unique opportunity for students to earn college credit while doing work that can make a difference.

Our Clients

Since 1990, EVP has been building academic partnerships for companies, trade associations, government agencies and nonprofits.



Our Academic Partners

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EVP has partnered with over **1,000 professors and academic institutions** throughout North America and internationally. Over **130,000 students** have participated in an EVP program.



Media Exposure

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AdvertisingAge



The Atlantic

THE WALL STREET JOURNAL.

NOVA



TIME



YAHOO!
NEWS



REUTERS