Launching of PA!
NLA University College
Wednesday April 27, 2016. 18.00 -19.00
Byhallen, Kristiansand, Norway

Creative Brief

PA! From Passiveness to Activeness
Solidarity Against Violent Extremism
PA! FROM PASSIVENESS to ACTIVENESS: SOLIDARITY AGAINST VIOLENT EXTREMISM

Team’s Vision

Our team stands to combat violent extremism by preventing terrorist groups from recruiting new members or inspiring others to act. Our vision is to directly/indirectly address and counter extremist groups’ narratives digitally.

Goal

Primarily, our goal is to engage, influence and educate vulnerable groups mainly in Ethiopia and Norway as well as internationally with the view of countering violent terrorism through a series of short, creative, well-crafted videos via facebook, YouTube and podcast.

Secondly, our team wants to catalyze students from NLA University College (2000+), University of Agder (8500+ students) in Norway and students from Ethiopian universities; Addis Ababa University (49,000+) Mekele University (29,000+) mobilizing them to take their own initiatives and become creative and active participants in countering violent extremism.

Action Plan- Pilot Project

- A series of six well-crafted videos designed to be viral on Facebook. Launch these videos on a weekly basis during the implementation period of this project.

- To host an essay-writing competition about countering extremism, primarily targeting Addis Ababa and Mekelle University students in Ethiopia via our Facebook page with awards for the top three essays. Winners scheduled to be announced on Wednesday April 30, 2016. The winner selection criteria includes number of likes and PA’s internal assessment and the best three articles to be broadcasted on (DWET) a local radio station in Mekele town.

- We will have PA!’s launching ceremony at Byhallen, Kristiansand on Wednesday April 27, 2016 that comprises; an introduction by deputy mayor Jørgen Kristiansand, presentation of PA!, A short speech by Huthayfa Abuserriya, leader of the Muslim Union Youth, quiz and contributions by Johanne Marie Benitez Nilsen, Kim Gronnnert, Øyvind Økland.

- PA!’s Facebook is the main medium now but, Youtube, Twitter pages will gradually be used both as landing and push channels.

- We will promote our brand PA! using Facebook as our main channel as well as by printing and distributing PA!’s t-shirts, flyers and posters at the launching ceremony and in all campuses including through our representatives in Mekele and Addis Ababa Universities.

Rationale and preliminary research

- According to an earlier research conducted by a member of PA! on hate speech and extremism on Ethiopian media websites; young audiences do have a tendency to believe extremists as their religious or ethnic representatives and sympathize with these groups. This is also the case for many other nations (Bizina and Gray, 2014). One of the major themes in our creative video production and essay competition aim to address and convince our target groups using university students as opinion leaders not to fall in the traps of extremist groups by creatively denouncing their deeds.
In most of African contexts including Ethiopia, youth unemployment, disillusionment with extremists’ ideas, high level of illiteracy are some of the pushing and pulling factors to join extremism (Onuoha, 2014; www.currentanalysis.com, 2016; www.devex.com, 2015). The two essay competitions are designed to engage university students to take active roles in addressing disillusionment with extremists’ ideas.

In Norway, the National Secret Police (PST) believes up to 140 foreign fighters have gone from Norway to Syria and Iraq since fall 2012. Our launching ceremony will emphasize on mobilizing students to take collective action to stop this by shifting their paradigm from passiveness to activeness.

Number of participants in our two essay competitions, number of views of PA!’s videos, number of likes of our page, participation rate at the launching ceremony will be some of the factors that we can use to gauge our success.

PA! Digital campaign is initiated by a student group from NLA University College. PA! is currently taking part in Peer 2 Peer (P2P): Challenging Extremism competition as the only college team from Scandinavia. P2P is a competition amongst university students from around the world to develop campaigns and social media strategies against violent extremism.