



EMPOWERING YOUTH TO BUILD PEACE



United Nations
Educational, Scientific and
Cultural Organization

A New Integrated Framework of Action



Drawing on existing activities and new proposals, UNESCO is launching a broad new integrated framework of action that is guided by a common objective: to equip young women and men with knowledge, skills and values that empower them to live peaceful, constructive and productive lives, to engage as responsible global citizens and to be resilient to any form of abuse or manipulation, including radicalization and violent extremism.

*In the context of this new integrated framework, UNESCO has recently launched the **#Unite4Heritage** campaign.*

*At a time when irreplaceable cultural heritage sites and cultural expressions are increasingly under attack, **#Unite4Heritage** seeks to raise awareness, especially among youth, to draw attention to the importance of cultural diversity and strengthening knowledge of world cultures. Empowering youth to actively participate in cultural life and equipping learners to become responsible global citizens is vital to forging more fair, inclusive and peaceful societies. Digital technologies and the Internet, which impact on the way cultural diversity is expressed and perceived, as well as on how young people learn and express themselves, represent an opportunity to respond to the challenge of radicalization, including through safeguarding heritage and global citizenship education. As part of the **#Unite4Heritage** campaign, UNESCO has developed partnerships with arts institutions and youth organizations.*

*In addition, as part of the integrated framework, UNESCO will engage with States in the Arab region with a view to **strengthening education in the humanities** – notably the teaching and learning of history, geography and the social sciences. Humanities foster essential skills for youth integration, such as critical thinking, research and creativity, as well as openness, tolerance and respect of one's own history and culture, as well as that of others. By equipping young people with such knowledge, skills and values, education can play a critical role in enabling them to expand their choices and be resilient to any form of manipulation and radicalization.*

The project detailed below is part of this new integrated framework of action by UNESCO.

YOUTH 2.0

Building Skills, Bolstering Peace

Background

This new project is part of the new integrated framework of action by UNESCO to support young people in building new forms of global solidarity, including online, and in resisting and countering radicalization and violent extremism. Working with all its partners, UNESCO also conceives this as part of international efforts¹ to strengthen the positive role of youth engagement in societies across the world.

This action will support youth civic engagement and participation in peacebuilding and the promotion of cultural diversity and intercultural/interreligious understanding by empowering and mobilizing youth organizations, youth online communities and networks, as well as other relevant stakeholders (policy-makers, researchers, media professionals and social workers). This new component will mobilize the Organization at multiple levels, working through new activities and drawing on existing programmes – undertaken throughout 2015 and until December 2017.

Objective

The objective is to provide a framework for action that will mobilize UNESCO at multiple levels to empower young women and men with values, knowledge, capacities and skills to hold exchanges, communicate online and cooperate across social and cultural boundaries, enabling them to become responsible global citizens and mobilizing critical thinking to counter radicalization and online enrolment, including violent extremism.



1. Ministerial level Open Debate at the UN Security Council on “Maintenance of International Peace and Security: The role of youth in countering violent extremism and promoting peace” (23 April 2015); UN Action Plan for countering violent extremism to be submitted to the General Assembly in fall 2015; etc.



Added Value

- This new project will contribute to the *UNESCO Operational Strategy on Youth 2014-2021*. UNESCO's work will focus on enabling youth to engage in their societies and will embody the different ways in which young women and men are concerned or affected by such work: as beneficiaries, independent actors and partners.
- This action will seek to promote a positive vision of young people and federate the creativity, reach, combined capacities and expertise of youth organizations and their online communities. It will bring together youth organizations and other relevant civil society organizations (CSO) who could invest their productive energy into addressing hate-related issues that impact their societies and their communities.
- This action will allow for sector-specific and cross-sectoral interventions, aiming at empowering youth and building their resilience against hate speech, radicalization and violent extremism.
- This action will be fine-tuned in cooperation with key regional institutions, such as the Anna Lindh Foundation and the Council of Europe, and will benefit from national networks of youth organizations coordinated by regional institutions to promote intercultural dialogue. Discussions will be taken forward with UN Agencies and the UN Secretary-General Special Envoy on Youth, to explore modalities of collaboration including in the framework of the *Global Forum on Youth, Peace and Security* (Amman, 21-22 August 2015), and in the context of the *UN Decade for the Rapprochement of Cultures* and the UNESCO partnership with the UN Alliance of Civilizations.
- This will take into account existing Action Plans (UN, Council of Europe, EU, etc.), as well as the outcomes of major conferences and events organized worldwide on the issue of youth online radicalization.
- The *UNESCO Youth Forum* (26-28 October 2015; October 2017) provides an excellent opportunity to take the goals of this work forward. The Forum is institutionalized as an integral part of the UNESCO General Conference, and a fundamental part of the UNESCO Youth Programme. Since its introduction in 1999, it has provided an innovative, ongoing opportunity for youth to work with UNESCO, to shape and direct the Organization's approach and to present their ideas to Member States.

Interventions

Interventions are articulated around four axes:

- Supporting multidisciplinary research on linkages between youth, Internet, radicalization/de-radicalization, as well as research-informed policies and actions;
- Empowering youth online communities and key youth stakeholders on topics relevant to counter-radicalization, by building their competencies and skills and by equipping them with creative tools and knowledge;
- Strengthening mobilization and cooperation between media professionals and practitioners to combat radicalization and online hate speech, with a focus on countries suffering tensions and conflict situations;
- Supporting creative media campaigns and outreach strategies targeting policy-makers and opinion-makers as well as the general public (including young audiences).

Core actions will be implemented mainly at the national and local levels, with gender sensitivity mainstreamed throughout all activities.



Supporting Policy-relevant Research

on linkages between youth, Internet
and radicalization/de-radicalization,
as well as research-informed policies and actions

Activity 1

UNESCO will support the consolidation of existing international expertise in order to understand the root causes of radicalization, and extremist violence, including focusing on the effective and evidence-based linkages between youth online/offline behaviours, their use of the Internet, online radicalization as well as the protection of freedom of expression and universal access to information, applying a gender-sensitive approach. In addition, UNESCO will support the establishment of a pool of international experts to assist in clarifying concepts and practices, designing contextualized policies and evaluating the impact of national/local strategies tackling radicalization and online enrolment of young people. UNESCO will support action-oriented research related to de-radicalization and approaches facilitating the social reintegration of youth who have turned to extreme violence.

In this regard, the International MIL and Intercultural Dialogue University Network will support global research focused on young people's competencies to deal with intolerance online and offline, their attitude towards radical and extremist content online and ideological content in the media, all while applying a gender-sensitive approach. Moreover, rigorous Media and Information Literacy (MIL) assessments of country readiness and teacher competencies will be conducted. These will serve to assess the levels of understanding of Global Citizenship and identify the gaps and data for concrete interventions to empower youth. This MIL-focused research will contribute to the formulation of Information Society Policy modules based on the National Information Society Policy Templates developed within the framework of UNESCO's intergovernmental Information for All Programme (IFAP). National adaptation of these modules will be conducted through consultations.





Activity 2

UNESCO will advocate for shared policy positioning and evidence-based messaging between key regional/international institutions (i.e. UNESCO, UNDP, Anna Lindh Foundation, Council of Europe, etc.) highlighting the positive role of young women and men in countering radicalization and in building lasting peace, while promoting intercultural dialogue, freedom of expression and universal access to information and knowledge via the Internet. Such coordinated initiatives will help to positively influence national policies on youth and involve a wide range of youth stakeholders.

Activity 3

The role of young women and men as key stakeholders in the shaping of national information and knowledge policy strategies and frameworks is not adequately addressed or appreciated neither by youth, policy-makers nor other stakeholders (developers and other actors in the online media and ICT industry). Through IFAP, specific efforts aimed at providing avenues for dialogue and collaboration between youth representatives and other stakeholders involved in the national, regional and global policy debate in the Knowledge Societies space will be advocated. Attention will be given to supporting capacity building of youth across the six strategic priority areas of IFAP (information accessibility, information for development, information ethics, information literacy, information preservation and multilingualism in cyberspace) to empower them to articulate concerns in policy fora and to participate in these processes. Emphasis will be given to the needs of youth in developing countries and within marginalized groups (with specific attention to gender, youth with disabilities, as well as youth in rural and remote areas).

Axis II

Empowering Youth Online Communities

and key youth stakeholders on topics relevant to counter-radicalization, by building their competencies and skills and by equipping them with creative tools and knowledge

Activity 4

Development of capacity-building online tools, empowering selected community managers as well as young web administrators to become central actors (and key multipliers) in preventing, reporting and responding to online radicalization messages, and allowing self-monitoring and awareness of threats related to violent extremism. The tools will be available in several languages and can be used by a variety of youth organizations and stakeholders. Courses and trainings have already been developed but a more comprehensive approach with a particular focus on young women and men is needed. This should build on existing training and incorporate the latest thinking.² The project will include various online youth-friendly Massive Open Online Courses (MOOCs), “edu-tainment” (education and entertainment) videos, specific visuals/messaging on social media oriented towards human rights education. Materials will be based on thematic entry points that are relevant to tackling online hate speech and radicalization: media and information literacy, education on cultural diversity and shared cultural heritage, intercultural competencies, global citizenship, peace-building, conflict resolution and critical thinking.

Activity 5

A youth-friendly pedagogical online and face-to-face programme about the importance of safeguarding cultural heritage and promoting cultural diversity will be implemented among existing UNESCO youth networks, to promote mutual understanding and a sense of common belonging to universal heritage and values, as well as intercultural dialogue and peace. Of particular relevance will be the World Heritage Volunteers Initiative. Within its framework, five Youth Action Camps will be held for 150 young national and/or international volunteers in five different locations directly related to World Heritage sites worldwide in collaboration with local youth organizations, NGOs and communities.



2. Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions, Preventing Radicalization to Terrorism and Violent Extremism: Strengthening the EU's Response (Brussels, 15 January 2014).

Activity 6

Face-to-face training to be offered to key youth stakeholders in order to equip them with creative tools, knowledge and skills, facilitating the identification of hate-based behaviours, with a focus on vulnerable youth groups. Priority will be given to stakeholders in contact with youth at risk of radicalization (social workers, educators, healthcare workers, police, religious leaders, etc.).



Activity 7

Based on the evidence gathered through the MIL assessments carried out under Axis I, the YouthMobile project will build capacities for teachers and learners to become aware and exercise their roles as global citizens. The assessments will contribute to the adaptation of tools for educators, youth and religious leaders in order to build resilience against hate speech and various forms of intolerance online. They will also serve to strengthen capacities for the formulation of national MIL policies and strategies, as well as for their implementation. Towards these capacity-building goals, the use of relevant Open Educational Resources will be encouraged. The *UNESCO YouthMobile Initiative* will be leveraged for teaching young women and men to develop smart mobile applications that promote global citizenship and youth entrepreneurship. Partnerships will be set-up with national ministries of government – Education, Youth, Labour – thereby facilitating a long-term integration of the YouthMobile ICT training materials into critical points of the established curricula. Multi-level competitions will be held to provide incentives, recognition and sales/employment and winners will be highlighted at events such as the UNESCO Youth Forum. It is also foreseen that a new smart device application on Media Information Literacy will be developed in multiple languages and launched for different mobile operating systems. This will be integrated with online courses and will facilitate a global movement to tackle intolerance and promote global citizenship in conjunction with the Global Alliance for Partnerships on MIL.



Strengthening Mobilization and Cooperation between Media Professionals

to combat radicalization and online hate speech, with a focus on countries suffering tensions and conflict situations

Activity 8

The Bureau of the IPDC will launch a call for proposals, consider and select the best ones on areas that are closely linked to the issues covered by the UNESCO June Conference and identified for follow up, including:

■ **Countering hate speech in media and social media**, with a focus on countries in crisis. The media face the risk of becoming, consciously or unconsciously, a vehicle for hate speech. The need for accurate and truthful reporting becomes essential. It also becomes essential to understand the limitations of free media with regards to hate speech, while keeping responses to the problem proportionate and balanced. Promoting best practices, conducting rigorous monitoring and improving professional standards in media coverage are all priority actions in this area. This could include dialogue on self-regulation in media (including social media platforms); as well as targeted youth and social-media campaigns in the framework of capacity building for Media and Information Literacy.





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■ **Promoting conflict-sensitive journalism practices**, including in journalism schools.

In countries affected by conflict and overall insecurity, the media has an important role to play in promoting human rights, peace, dialogue and conflict resolution through the gathering of neutral, non-partisan information. To report reliable and unbiased information to the public, it is essential to have high professional standards and a deep understanding of conflict and conflict-resolution theories and practices.

■ **Promoting cross-cultural dialogue among journalists**.

Nearly two-thirds of all conflicts in the world have a cultural component. Unavoidably, the media reflect tensions in society (religion, diversity, migration, etc.) and have a critical role to play in improving citizens' understanding of such sensitive issues, without contributing to polarizing communities or "fanning the flames".

■ **Safety of journalists**. In light of the increased violent attacks around the world, a series of projects involving young journalists will be identified in strategic countries. In this regard, priority will be given to initiatives that further the objectives of the UN Plan of Action on the Safety of Journalists and the Issue of Impunity, as well as the application of the UNESCO Journalism Safety Indicators.



© NET-MED Youth

Supporting Creative Media Campaigns and Outreach Professionals

targeting policy-makers, online youth communities
and opinion makers

Activity 9

Building on the #Unite4Heritage campaign, the project will support the communication campaign and outreach actions targeting both Northern and Southern youth communities – to generate counter-discourse and to share powerful stories of young victims of radicalization; to create and disseminate new counter-narratives that would undermine the appeal of extremist messages; to harness the power of social networks to mobilize young people to raise their voice and to take action for the safeguarding of heritage under threat, providing a counter-narrative to sectarian propaganda; to promote a vision that highlights the relevance of combating the root causes of radicalization through positive measures fostering dialogue and understanding, youth development and a culture of peace, and by putting young people at the center of the solution to the challenges at hand, as a source of promise, not peril;³ to share the results of new studies focusing on radicalization, counter-radicalization and de-radicalization through infographics and other engaging and youth-friendly formats (to be published in English, French and Arabic).

Communication and outreach will take place through a combination of Internet and social media use, partnerships with traditional media (e.g. for the dissemination of campaign content, the organization of televised debates, etc.), engagement of renowned experts and offline activities (e.g. cultural performances and spaces for artistic expression).



3. In line with the vision espoused by the UN Secretary General's remarks at the Open Debate of the Security Council on the Role of Youth in Countering Violent Extremism and Promoting Peace. www.un.org/youthenvoy/2015/04/secretary-generals-remarks-open-debate-security-council-role-youth-countering-violent-extremism-promoting-peace/



This component will facilitate the involvement of young leaders, young ambassadors selected among past participants of the Anna Lindh Foundation's project Young Arab Voices, recipients of ALF's Mediterranean Journalist Awards, trainees of the capacity-building programme developed under this proposed pilot project, as well as other key stakeholders.

In order to strengthen this component, workshops helping young women and men to develop skills to communicate through media will also be planned. It should be noted that the *Global Forum on Youth, Peace and Security*, which will be held in Jordan on 21-22 August 2015, also foresees, as one of its main outcomes, the launch of a global multimedia and communication campaign aimed at highlighting the extraordinary efforts of young people who are shaping their communities constructively despite the violence and risks they face. It would be important to link the two communication campaigns.

The abovementioned lines of action will be supported through the production of innovative, interactive and appealing tools, resources and communication materials, led by UNESCO, NET-MED Youth national working groups, the Anna Lindh Foundation and other partners.



Beneficiaries

- Youth networks and online communities;
- Young women and men, trained on MIL, the safeguarding of cultural heritage and promotion of cultural diversity, and their positive roles as global citizens and contributors to peace from the identified project countries;
- Regional media institutions;
- Education stakeholders and policy-makers from countries where radicalization threats are growing;
- Young women and men and learners with disabilities from developing countries, trained to develop smart mobile apps, generating pathways for future learning or launching small businesses;
- Practitioners (civil society leaders, teachers and policy-makers, youth leaders, media and information professionals, including bloggers) trained on mentorship or facilitation roles for enhancing global citizenship and peace.



Overview of Existing UNESCO Initiatives

NET-MED Youth Project



This flagship project, funded by the EU and implemented in ten countries along the Eastern and Western basins of the Mediterranean, aims to contribute to providing an enabling environment for young women and men to develop competencies, exercise their rights and engage as active citizens, particularly in decision-making relating to political, social, economic, educational and cultural policy planning processes. The project focuses on strengthening youth networks and organizations, national youth strategies and policies, mainstream media and youth skills development. In this framework, UNESCO has commissioned an in-depth assessment of existing youth online platforms and online behaviours in the southern Mediterranean region. Its findings will feed into evidence-based recommendations for the creation and/or consolidation of online platforms offering relevant services, knowledge and opportunities for networking and interaction among youth organizations on youth-related issues, as well as between them and other important actors, such as policy-makers, media professionals, researchers and experts.

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Heritage and Creativity Educational Programmes

WE SUPPORT



#UNITE4HERITAGE

UNESCO leads the *World Heritage Volunteers Initiative*, to mobilize youth and their organizations in safeguarding cultural heritage and promoting it by way of enhancing their skills in the conservation and restoration of cultural heritage, so as to strengthen a shared sense of belonging and ownership. UNESCO has developed online tools to familiarize youth with World Heritage sites, their history, their own culture and that of others through the *World Heritage in Young Hands Kit*, to foster mutual understanding and to raise their awareness about the importance of cultural diversity and the potential of creativity in the promotion of critical thinking, self-expression and dialogue through the *Diversity Kit for Youth*.

#Unite4Heritage campaign:

<http://www.unite4heritage.org/> • Twitter: #Unite4Heritage

World Heritage Volunteers Initiative:

www.whvolunteers.org • Twitter: #WorldHeritage

World Heritage in Young Hands Kit:

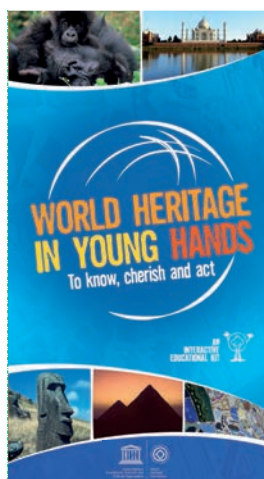
<http://whc.unesco.org/en/educationkit/>

Twitter : #WorldHeritage

Diversity Kit for Youth - the Creativity Game:

<http://en.unesco.org/creativity/capacity-building/youth/diversity-kit-for-youth>

#SupportCreativity



The intergovernmental Information for All Programme (IFAP)



Established in 2001, IFAP provides a platform for international policy discussions, cooperation and the development of guidelines for action in the area of access to information and knowledge. The Programme supports Member States to develop and implement national information policy and strategy frameworks in six priority areas of information accessibility, information for development, information ethics, information literacy, information preservation and multilingualism in cyberspace. Access to information and knowledge plays a critical role in development. It

enhances human capacities, the overcoming of barriers to participation, the narrowing of inequalities and the strengthening of social cohesion and peace. Through its collaboration with governments, intergovernmental organizations, international NGOs and its network of National IFAP Committees and Working Groups, IFAP is well positioned to support capacity-building, projects and policy dialogue for Member States in their efforts to create inclusive, participatory knowledge societies. By leveraging its competencies and networks, IFAP initiated the organization of the International Conference on “Youth and the Internet: Fighting Radicalization and Extremism” to assist Members States in developing solutions to address this important challenge.

www.unesco.org/webworld/ifap • www.unesco.org/webworld/pipt

International Programme for the Development of Communication (IPDC)



Created in 1980, the IPDC is the only intergovernmental programme in the UN system mandated to mobilize international support for independent media initiatives in developing countries. It provides a cost-efficient annual mechanism for supporting strategic,

innovative and gender-sensitive media development proposals by local organizations worldwide. The IPDC has partnered in hosting the conference on “Youth and the Internet: Fighting Radicalization and Extremism” as part of its contribution to promoting media development for peace. Accordingly, the pilot project will leverage the systems and global networks of the IPDC, to support grassroots activities that can counter online extremism targeting youth.

www.unesco.org/webworld/ipdc/

YouthMobile Initiative

Launched in 2014 within the framework of the Information for All Programme (IFAP), the YouthMobile Initiative aims to directly empower young people, particularly young women, with the technical skills and confidence to develop smart mobile apps to address key demographic issues such as chronic youth

unemployment, global citizenship, and sustainable development. With activities in 32 Member States and multi-stakeholder partnerships with Technovation (USA), Telefónica Educación Digital, Zain, Mozilla and the Forest Whitaker PeaceEarth Foundation, the Initiative utilizes very high-quality, multilingual open-licensed training materials and open-source MOOC platforms to train a critical mass of youth to develop multiple platform-independent, locally-relevant, ethical, and accessible apps for dialogue, exchange, global citizenship and peace messaging.

www.youthmobile.org • Twitter: #YouthMobile

YouTube: www.youtube.com/user/YouthMobile • Flickr: www.flickr.com/photos/125945777@No2/

Soundcloud: soundcloud.com/youth-mobile • Slideshare: www.slideshare.net/youthmobile

UNESCO's Work on Media and Information Literacy

Indispensable in promoting a culture of peace, tolerance and dialogue among cultures is a critical understanding of the functions of media, Internet and other information providers, their contribution to combating prejudices and cultural stereotypes as well as to dissolving barriers. Media and information literacy enables youth and other key stakeholders to acquire this critical understanding and necessary skills in order to engage and serve as a catalyst for open and well-informed dialogue. UNESCO is a global leader in promoting MIL, and the Organization's online training modules and resources in this field (such as the MIL Curriculum for Teachers, MIL Policy and Strategy Guidelines, MIL Assessment Framework, and Guidelines for Broadcasters on Promoting User-Generated Content) will critically contribute to this working proposal.

Global Alliance for Partnerships on Media and Information Literacy (GAPMIL)

www.unesco.org/new/en/gapmil/



Media and Information Literacy and Intercultural Dialogue (MILID) University Network

<http://milunesco.unaoc.org/unitwin/>



Global MIL Week

MIL Forum 2011, Fez, Morocco: <http://chouitnfissi.simplesite.com/284158233>

MILID Week 2012, Barcelona, Spain: <http://www.milidweek.com/>

MILID Week 2013, Cairo, Egypt: <http://milidweek2013.blogspot.com/>

Global MIL Week 2015, Philadelphia, USA: <http://nameconference.org/milidweek/>



Massive Open Online Course (MOOC) on MIL and Intercultural Dialogue for Youth

<http://elab.lms.athabasca.ca/>



Media and Information Literacy for Religious Leaders and Adherents

Young Journalists and Information Specialists Network on Intercultural Dialogue

www.youngjournalists.org/index.php/en/

www.youtube.com/channel/UCgY7FfBXswOjWz-Zvl4BloA

YOUNG JOURNALISTS



Global Citizenship Education

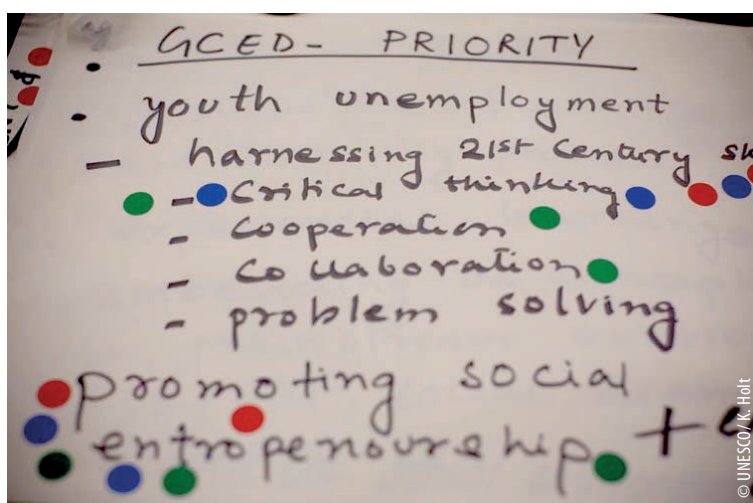


To enhance the quality, relevance and delivery of education, UNESCO supports Member States to integrate Global Citizenship Education (GCED) in their education systems. GCED promotes not only basic cognitive skills, but also non-cognitive skills that are important to building more peaceful, just and sustainable societies. It aims at equipping learners of all ages with those values, knowledge and skills that instill respect for human rights, social justice, diversity and gender equality, and that empower learners to be responsible global citizens. GCED is one of the strategic areas of work for UNESCO's Education Programme (2014-2017) and one of the three priorities of the UN Secretary-General's Global Education First Initiative (GEFI) launched in September 2012. Moreover, it is proposed as a target of the education goal for the future post-2015 development agenda.

www.unesco.org/new/en/education/resources/in-focus-articles/global-citizenship-education

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Twitter: #globalcitizen





This new integrated framework of action was launched at
UNESCO's international conference

YOUTH AND THE INTERNET

FIGHTING RADICALIZATION

AND EXTREMISM

16-17 June 2015

UNESCO Headquarters



United Nations
Educational, Scientific and
Cultural Organization