



A project by the Club de Madrid funded by the European Commission

## KICK-OFF MEETING

**Venue:** Sofitel Brussels Europe, Place Jourdan 1, 1040 Bruxelles, Belgium

Wednesday 28 <sup>th</sup> September, 2016	
09.00 – 09.30	<b>Registration</b>
09.30 – 10.10	<p><b>Session I. Strategic Narrative: Leaders Telling a Different Story</b></p> <p><i>This session will present the initiative and highlight the importance of delivering credible counter-narratives, bridging the gap between government and civil society actors and reorienting narratives of political, community and religious leaders, and media towards tolerance, inclusion and dialogue.</i></p> <p><u>Opening remarks:</u>  <b>Maria Elena Agüero</b>, Secretary General, Club de Madrid  <b>Adriaan van der Meer</b>, Head of Unit Stability, Security, Development and Nuclear Safety, DG for Development and Cooperation, European Commission  <b>Mehdi Jomaa</b>, Member of Club de Madrid, Prime Minister of Tunisia (2014–2015)</p>
10.10 – 10.30	<p><b>Key note speech</b>  <b>Gilles de Kerchove</b>, EU Counter-Terrorism Coordinator, European Council, Council of the European Union</p>
10.30 – 11.00	<b>Coffee Break</b>
11.00 – 12.30	<p><b>Session II. Multidimensional Approaches to Alternative Narratives</b></p> <p><i>While violent extremism is both complex and multi-causal phenomenon, divisions,</i></p>

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*exclusion and discrimination are recurrent drivers of violent extremism. This session will explore current different approaches to delivering alternatives narratives against violent extremism, focused on inclusive and Shared Societies, community resilience as well as the necessity for a gender-sensitive approach to PVE. Participants will share their own experiences on implementing these programs.*

Panelists:

**Zlatko Lagumdžija**, Member of Club de Madrid, Prime Minister of Bosnia and Herzegovina (2001–2002)

**Hanif Qadir**, CEO, Active Change Foundation

**Kinga Göncz**, Chair of the Roma Advisory Board, Open Society Foundations, Member of NetPLUS

**Malika Hamidi**, General Manager of the European Muslim Network

Closing remarks by **Jerzy Buzek**, Member of the European Parliament, Member of Club de Madrid, Prime Minister of Poland (1997-2001)

Moderated by **Adriaan van der Meer**, Head of Unit Stability, Security, Development and Nuclear Safety, DG for Development and Cooperation, European Commission

**12.30 – 13.30**

**Lunch**

**13.30 – 15.00**

**Session III. Media Tools and Counter-Narrative: Building an Evidence-Based Framework**

*Media and communication strategies need to be a priority in addressing violent extremism. While there exists a collection of tools to address the threats posed by extremist messaging, there is an urgent need to learn how to use them effectively. This session aims at discussing the needs to have a better informed and more evidence-based policy decisions on constructing effective narratives to prevent violent extremism. It will also address the role of the internet and social and traditional media in delivering alternative narratives against violent extremism.*

Panelists:

**Serge Stroobants**, Brussels and Europe Representative of the Institute for Economic and Peace

**Javier Lesaca**, Researcher, School of Media and Public Affairs, George Washington University

**Sarah Lister**, Director, UNDP Oslo Governance Centre

**Ayman Mhanna**, Executive Director, Samir Kassir Foundation

Moderated by **Karim Hauser Askalani**, Head of Governance, Casa Árabe

<b>15.00 – 15.15</b>	<b>Coffee Break</b>
<b>15.15 – 16.45</b>	<p><b>Session IV. Democratic Leadership for Delivering Alternative Narrative Responses</b></p> <p><i>This session seeks to identify major challenges encountered by governmental and non-governmental counter-narrative efforts, and how governments and political leaders, in cooperation with local, regional and global actors, can improve their responses to violent extremism threats by developing effective alternative and positive narratives against violent extremism.</i></p> <ul style="list-style-type: none"> <li>- <i>What needs to be improved in order to create alternative narratives that contribute to the prevention of radicalization and recruitment?</i></li> <li>- <i>How can governments improve their co-operation with non-state actors, including women, youth, community leaders and media actors in the development of alternative narratives?</i></li> </ul> <p><u>Panelists:</u>  <b>Alex P. Schmid</b>, Research Fellow at ICCT and Director, Terrorism Research Initiative (TRI)  <b>Alexander Ritzmann</b>, Senior Advisor, European Foundation for Democracy, chair of the Communication and Narratives Working Group at the Radicalization Awareness Network  <b>Ebrahim Rasool</b>, Foundaer, World For All Foundation, Member of NetPLUS  <b>Mehdi Jomaa</b>, Member of Club de Madrid, Prime Minister of Tunisia (2014–2015)</p> <p><u>Moderated by</u> <b>Jean-Louis Ville</b>, Acting Director, Directorate General for Human Development and Migration, European Commission</p>
<b>16.45 – 17.00</b>	<b>Closing remarks</b> EU representative