

# PROACTIVELY PREVENTING VIOLENT EXTREMISM:

## UNDERSTANDING AND IMPLEMENTING AWARENESS CAMPAIGNS

A PANEL DISCUSSION (simultaneous translation)

MARCH 29, 2018

The **Centre for the Prevention of Radicalization Leading to Violence** (CPRLV) and the **Canadian Commission for UNESCO** (CCUNESCO) are launching their campaign, "What if I was Wrong? When we talk, we learn!" in Ottawa for the first time. This campaign launch, in collaboration with The Norman Paterson School of International Affairs at Carleton University and the Kingdom of the Netherlands Embassy in Canada, will be held at the **Canada Council for the Arts**. Our hosts and experts will take part in a panel discussion touching on various issues related to the use of awareness campaigns as a means to fight violent radicalization.

- **1:15 p.m.** Opening Remarks: Mr. Sébastien Goupil, Secretary-General of the CCUNESCO, Mr. Herman Deparice Okomba, Director of the Centre for the Prevention of Radicalization Leading to Violence and Mr. Ambassador Henk van der Zwan, Kingdom of the Netherlands Embassy in Canada.

### **PART 1** - 1:30 p.m.-2:30 p.m.

**Moderated by Dr. Benjamin Ducol, Research and Support for Innovation Manager at the CPRLV.**

*Counter-Narratives and Awareness Campaigns in the Field of Violent Radicalization & Extremism: Trends and Pitfalls*

This academic, intellectual discussion will lay the theoretical groundwork for the afternoon. It will allow for those present to understand the statistical and societal implications of awareness campaigns.

#### **Panelists include:**

- **Dr. Alex S. Wilner**, Assistant Professor of International Affairs at the Norman Paterson School of International Affairs, at Carleton University in Deterrence Theory and Strategic Studies, Terrorism and Counterterrorism, Intelligence Studies, National Security Policy, and Strategic Foresight.
- **Mr. Brandon Rigato**, PhD Candidate in Media/Journalism at Carleton University and co-author of "The 60 Days of PVE Campaign: Lessons on organizing an online, peer-to-peer", counter-radicalization program
- **Dr. Vivek Venkatesh**, Concordia University, Director & Principal Investigator at Project Someone and UNESCO co-Chair in Prevention of Radicalization and Violent Extremism
- **Dr. Brett Kubicek**, PhD, Manager – Research, Canada Centre for Community Engagement and Prevention of Violence, Public Safety Canada / Government of Canada

**Commentary by Ms. Maria Mourani, Québec Government Representative in the Permanent Delegation of Canada to UNESCO**

**BREAK** - 2:35 p.m.-2:45 p.m.

### **PART 2** - 2:45 p.m.-3:45 p.m.

*Development and Execution of Awareness Campaigns: First-Hand Accounts of On-The-Ground Work*

This panel will initiate discussion by those who have experience in the field of awareness campaigns. Slightly more anecdotal, it will demonstrate the concrete evidence of the theoretical framework discussed in part 1.

#### **Panelists include:**

- **Ms. Katie North**, organizing student member of the 60 Days of PVE campaign and did a co-op at the Counter-Terrorism and Anti-Crime Capacity Building programs at Global Affairs Canada
- **Mr. Félix Girouard**, organizing student member of L'un, L'autre, Laval University's campaign for Peer2Peer: Challenging Extremism
- **Ms. Jade Boivin**, President of the Quebec committee of No hate speech movement

**BREAK** - 3:45 p.m.-4:00 p.m.

### **PART 3** - 4:00 p.m.-4:30 p.m.

*The launch of our campaign, "What if I Was Wrong? When we talk, we learn!"*

This presentation will culminate the launch, introducing a tangible way in which the tools learned throughout the afternoon can be implemented.

- **4:30 p.m.** Closing remarks: Yagadeesen Samy, Director of the Norman Paterson School of International Affairs at Carleton University

**A networking activity will follow from 5 p.m. to 7 p.m.**



CENTRE FOR THE PREVENTION  
OF RADICALIZATION  
LEADING TO VIOLENCE



United Nations  
Educational, Scientific and  
Cultural Organization



Canadian  
Commission  
for UNESCO

In collaboration with :



Kingdom of the Netherlands

