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### Statement of originality

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Executive summary

This document is the deliverable D22 “Awareness raising campaign” of project Hatemeter - Hate speech tool for monitoring, analysing and tackling Anti-Muslim hatred online, finalised within Activity 5.3 “Awareness raising campaign” of Workpackage (WP) no. 5 “Training, dissemination and sustainability strategy”.

Hatemeter has been nominated as partner of the 22nd edition of “Voci per la Libertà – Una canzone per Amnesty” (English translation: “Voices for Freedom – A song for Amnesty”), a festival that combines music and human rights. It took place from 18th to 21st July in Rosolina Mare (Rovigo, Italy - https://www.vociperlaliberta.it/) with the participation of the Hatemeter partners during the two final days of the Festival (see also deliverable D28 “Dissemination event”). Hatemeter researchers, NGOs operators and volunteers participated in the event, where they illustrated the preliminary results of the project during both a conference and poster sessions. An awareness raising campaign video (in English, France, and Italian – namely deliverable D22 “Awareness raising campaign”) has been filmed during this event and it aimed at preventing and combating online hate speech/crime against Muslims. This video shooting has been carried out by the University of Trento (UniTrento), Fondazione Bruno Kessler (FBK) and the three NGOs, with the support of SSH and ICT researchers involved in the project. In particular, we produced a video-debate between partners, stakeholders and Hatemeter testimonials (e.g. musicians, artists, actors committed to preventing and combatting any adverse human rights impacts) on the contents collected within the above dissemination event. The objective was to reach different target groups in the three pilot countries (i.e. Italy, France and the UK) and at the EU level, thus motivating the viewers to take action and play an active role in raising awareness of the above phenomenon.

This deliverable describes the context and background of the video campaign. After an introduction of the Hatemeter project (Section 1) and a description of the characteristics of the dissemination event in which the video has been filmed (Section 2), the deliverable describes the concept behind our video (Section 3), an initial press review (Section 4) and the dissemination strategy (Section 5).
1. Introduction

Project “Hatemeter - Hate speech tool for monitoring, analysing and tackling anti-Muslim hatred online” aims at systematising, augmenting and sharing knowledge of anti-Muslim hatred online, and at increasing the efficiency and effectiveness of NGOs in preventing and tackling Islamophobia at the EU level, by developing and testing an ICT tool (i.e., Hatemeter platform) that automatically monitors and analyses Internet and social media data on the phenomenon, and produces computer-assisted responses and hints to support counter-narratives and awareness raising campaigns.

More specifically, backed by a strong interdisciplinary effort (criminology, social sciences, computer sciences, statistics, and law), the Hatemeter platform uses a combination of natural language processing (NLP), machine learning, and big data analytics/visualization to:

A. identify and systematise in real-time actual “red flags” of anti-Muslim hate speech and/or possible related threats online (Real-time Identification);

B. understand and assess the sets of features and patterns associated with trends of Islamophobia online (In-depth Understanding);

C. develop an effective tactical/strategic planning against anti-Muslim hatred online through the adoption of the innovative Computer Assisted Persuasion (CAP) approach (Tactical/Strategic Response);

D. produce an effective counter-narrative framework for preventing and tackling Islamophobia online and building knowledge-based and tailored awareness raising campaigns (Counter-Narratives Production).

The Hatemeter platform has been piloted and tested in three NGOs of EU Member States (MSs) where the magnitude of the problem is considerable but no systematic responses have been implemented (France, Italy and the United Kingdom), thus enabling Project Hatemeter to address several objectives of the Annual Colloquium on Fundamental Rights "Tolerance and respect: preventing and combating anti-Semitic and anti-Muslim hatred in Europe" and the European Agenda on Security (2015), as well as the priorities of the REC call of proposals.

In order to strengthen cooperation between key actors and to ensure the widest circulation and long term impact of the project results on future research streams and operational strategies, the project favours capacity building and training and the sustainability and transferability of the Hatemeter platform among other target stakeholder groups (e.g., LEAs, journalists/media, etc.) across the EU and for other forms of hate speech, through the building of the “EU laboratory on Internet and social media for countering online anti-Muslim hate speech” (i.e., Hatemeter Lab).
2. The Hatemeter video campaign and the “Voci per la Libertà - Una canzone per Amnesty” Festival: Context and background

This section describes the context and background of the event “Voci per la Libertà – Una canzone per Amnesty” (“Voices for Freedom - A song for Amnesty”; see also deliverable D28 “Dissemination event”), during which several dissemination activities concerning the Project Hatemeter took place and the video for the WP5 awareness-raising campaign was filmed.

2.1 “Voci per la Libertà - Una canzone per Amnesty” Festival

Founded in 1998, "Voci per la Libertà – Una canzone per Amnesty" is an annual music competition that aims to increase respect for human rights through music and that is promoted by Amnesty International Italy (the Italian NGO partner of the project) and the Associazione Culturale Voci per la Libertà. Having achieved considerable relevance at national level, in 2010 the festival was awarded by the Former President of the Italian Republic Giorgio Napolitano with the “Representative Presidential Medal”, and was supported by the Commissioner for Human Rights of the Council of Europe Thomas Hammarberg.

The most important prizes awarded during the event are the followings:

- **Amnesty International Italy Award**, i.e. the best song promoting human rights and performed by well-known artists at a national level. This prize is awarded by a commission composed by relevant stakeholders (i.e. journalists, radio speakers, TV hosts, university professors, members of Amnesty International and of the Associazione Culturale Voci per la Libertà) evaluating the songs produced in the previous year that address this topic. Every year, the winner of the prize performs during the final evening of the festival. Since 2003, the winning artists have been: Daniele Silvestri (with the song “Il mio nemico”), Ivano Fossati (“Pane e coraggio”), Modena City Ramblers (“Ebano”), Paola Turci (“Rwanda”), Samuele Bersani (“Occhiali rotti”), Subsonica (“Lettera di soldati”), Carmen Consoli (“Mio zio”), Simone Cristicchi (“Genova brucia”), Fiorella Mannoia and Frankie HI-NRG (“Non è un film”), Enzo Avitabile and Francesco Guccini (“Gerardo nuvola e povere”), Max and Francesco Gazzè (“Atto di forza”), Mannarino (“Scendi giù”), Edoardo Bennato (“Pronti a salpare”), Nada Malanima (“Ballata triste”), Bruno Sar (“L’uomo nero”), and Roy Paci (“Salvagente”). Roy Paci is the winner of the Amnesty International Italy Award 2019 with his song “Salvagente” (i.e. life jacket; written and performed with the Italian rapper Willie Peyote) about anti-migrant hate speech online, counter-narratives and anti-discrimination. For this reason, he has been chosen as Hatemeter Testimonial. For further information, please visit the following website (Italian only) https://www.vociperlaliberta.it/festival/premio-amnesty-italia.

- **Amnesty International Italy Award - Emerging Artists**, i.e. the best song promoting human rights and performed by Italian emerging artists (under 35). During the last days of the festival “Voci per la Libertà – Una canzone per Amnesty”, 8 singers and bands (selected among more than 100 artists from all over Italy) are evaluated in a 3-day competition by a commission of experts and journalists (e.g. newspaper, radio, and television). The final contest takes place during the last evening of the festival before the performance by the winner of the “Amnesty International Italy Award” (see above). The winner is entitled to a range of prizes, including the production of a video clip and, together with

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1 The Associazione Culturale Voci per la Libertà is an Italian association created in 2003 and is made up by volunteers committed to the promotion of human rights through musical culture and youth aggregation. The association, in addition to the festival “Voci per la Libertà - Una canzone per Amnesty”, has created many cultural and musical events throughout Italy, favouring the expansion of a culture of respect and tolerance.
the other finalists, the inclusion in a music album together with the wide distribution through Amnesty’s channels. For further information, please visit the following web page (Italian only): https://www.vociperlaliberta.it/festival/premio-amnesty-emergenti.

Beside the music competition, other activities took place during the festival, such as laboratories for children, art expositions, conferences and round tables, informative hubs, etc. For further information, please visit the official website of “Voci per la Libertà – Una canzone per Amnesty” (Italian only): https://www.vociperlaliberta.it/.

2.2 The 22nd edition of the Festival

The 22nd edition of the festival “Voci per la Libertà – Una canzone per Amnesty” took place in Rosolina Mare (Rovigo, Italy) from the 18th to the 21st of July 2019. During this edition, Hatemeter has been a partner of the event, during which several dissemination activities (i.e. conference, info point) and the shooting of the awareness raising campaign video concerning the Project have been undertaken (for further information, please see Section 3). The slogan of the 2019 edition of “Voci per la Libertà – Una canzone per Amnesty” was “Sui diritti umani non si torna indietro” (English translation: “Do not go back on human rights”), a slogan that is a real emblem for Amnesty, given the daily commitment to guarantee human rights. In addition to concerts, the event was characterised by art exhibitions, workshops for children, round tables, conferences and educational stands (see below Figure 1, Figure 2 and Figure 3).

*Figure 1 - Banner of Hatemeter displayed on the main stage of the 2019 edition of the festival “Voci per la Libertà – Una canzone per Amnesty”.*
Figure 2 - Art exposition during the 2019 edition of the festival “Voci per la Libertà – Una canzone per Amnesty”.

Figure 3 - Workshops for children during the 2019 edition of the festival “Voci per la Libertà – Una canzone per Amnesty”.
3. Hatemeter awareness raising campaign shooting

Based on the results of Project Hatemeter, an awareness raising campaign (in English, France, and Italian – with subtitles in the three languages) aimed at preventing and combating online hate speech against Muslims has been prepared by UniTrento, FBK and the 3 NGOs involved in the project, with the support of the Hatemeter SSH and ICT researchers. In particular, we produced a video-debate between partners, stakeholders and the Hatemeter testimonial Roy Paci, as a musician and artist committed to preventing and combating any adverse human rights impacts. The objective was to reach different target groups in the three pilot countries (France, Italy, and the UK) and at the EU level, thus inspiring viewers to take action and play an active role in raising awareness of the phenomenon.

Video footage has been captured at the dissemination event "Voci per la libertà - Una canzone per Amnesty" (English translation: "Voices for Freedom – A song for Amnesty"), which in 2019 has been dedicated to the Hatemeter project and to the fight against Islamophobia (see Figures 4 and 5 below). The Hatemeter dissemination event took place in Rosolina Mare (Rovigo, Italy) on the 20th and 21st of July 2019 (https://www.vociperlaliberta.it/) with the participation of the Hatemeter partners. The editing phase of this video, the speech transcription and translation (from and to English, French and Italian), and the continuous review by the Hatemeter partners have been carried out from August to December 2019. This awareness raising campaign will be disseminated in January 2020 not only in France, Italy and the UK but also within other EU MSs, using social media, the Hatemeter website and the communication channels of the Partnership members. It is designed on the basis of the project results and counter-narrative framework (WP2-WP4).

![Screenshot of one of the first scenes of the Hatemeter awareness raising campaign, portraying a Muslim prayer at dawn (first).](image)

The video can be currently accessed at the following password-protected link: https://vimeo.com/369389398. The password to login is: hatemeter. The video has been filmed by the Italian video-maker Matteo Scotton.
Before their publication and dissemination in January 2020, the Hatemeter awareness raising campaign and the images collected are intended for the exclusive internal use of the Hatemeter partners and European Commission and may not be distributed externally or reproduced for external distribution in any form without express written permission of the Scientific Coordinator of the project or of the Project Officer. Informed consent of the people involved in the video has been obtained, according to the EU-GDPR prescriptions.

Figure 5 - Screenshot of one of the first scenes of the Hatemeter awareness raising campaign, portraying a Muslim prayer at dawn (second).

3.1 Awareness raising campaign storyboard and interviews

Awareness raising is a fundamental component in tackling hate speech. To design our awareness raising video, we followed a two-fold approach: fostering communication and information exchange, in order to improve mutual understanding as well as mobilising governments, organisations, communities, individuals and thus the society as a whole, to start acting on preventing and combating Islamophobia online. Amongst awareness raising activities, video campaigns are recognised as the most efficient and effective means of communicating information, especially when directed at the general public. Our target audience include not only the general public and social media users, but also policy makers and intermediaries such as NGOs, education specialists, LEAs, social workers, ICT and media professionals and volunteers.

The overall aim of the Hatemeter campaigning against anti-Muslim hate speech is mainly focused on raising awareness of the issue of Islamophobia online in several countries and encouraging the audience to take up their role in tackling the issue through interviews, a video-debate and visuals. Our video is in the three project languages, namely English, French and Italian with subtitles in each language, in order to reach a wide-ranging audience. In the first part of the video, we gathered some of the real hate posts
against Muslims retrieved from the Hatemeter database and Hatemeter Platform (see deliverables D12 “Hatemeter database v.3 (Final)” and D13 “Hatemeter platform v.3 (Final)”) in the three project languages. Then, we showed a list of keywords and hashtags monitored by the Hatemeter Platform on social media, which entail anti-Muslim content (e.g. #banislam, #NoMoschee, #IslamHorsDEurope), according to the suggestions of the operators of the three NGOs involved in the project, namely of Amnesty International Italy (AMN - IT), StopHate UK (STOPHATE - UK), and Collectif Contre l’Islamophobie en France (CCIF - FR). These were used not only for the video but also to query the social network APIs and retrieve content containing at least one of the hashtags/keywords of interest over a period of time starting from the end of September 2018 up to the moment of writing.

The second part of the video is dedicated to the exploration of the main themes of the Hatemeter project that are faced through video interviews that feature prominently in seven separate environments, each of which is dedicated to one of the topics. Specifically, we interviewed and filmed the main protagonists of the Hatemeter project (NGOs operators and SSH/ICT researchers from France, Italy, and the UK), as well as the Hatemeter Testimonial: 1) Gabriele Baratto (UniTrento, Figuere 6); 2) Elisa Martini (UniTrento, Figure 7); 3) Chafika Attalai (CCIF, Figure 8); 4) Bill Howe (Stop Hate UK, Figure 9); 5) Francesca Cesarotti (Amnesty International Italy, Figure 10); 6) Sara Tonelli (FBK, Figure 11); 7) Roy Paci (Hatemeter Testimonial, Figure 12).

Figure 6 - Screenshot of the video interview to Gabriele Baratto (UniTrento) integrated into the awareness raising campaign.
Figure 7 - Screenshot of the video interview to Elisa Martini (UniTrento) integrated into the awareness raising campaign.

Figure 8 - Screenshot of the video interview to Chafika Attalai (CCIF) integrated into the awareness raising campaign.
Figure 9 - Screenshot of the video interview to Bill Howe (Stop Hate UK) integrated into the awareness raising campaign.

Figure 10 - Screenshot of the video interview to Francesca Cesarotti (Amnesty International Italy) integrated into the awareness raising campaign.
Figure 11 - Screenshot of the video interview to Sara Tonelli (FBK) integrated into the awareness raising campaign.

![Image of Sara Tonelli](image1.jpg)

Figure 12 - Screenshot of the video interview to the Italian musician Roy Paci (Hatemeter Testimonial and Amnesty International Italy Award 2019) integrated into the awareness raising campaign.

![Image of Roy Paci](image2.jpg)
4. Press review

Below is a summary of the main news, posts, video and radio podcasts published on the dissemination event “Voci per la libertà – Una canzone per Amnesty” and on Hatemeter before and after the event. These are pieces of news published by local and national press in Italy and by partners' communication channels (see links and Figure 13 below, as an example).

- **Hatemeter (Website):** http://hatemeter.eu/?p=455
- **Amnesty International:** https://www.facebook.com/notes/voci-per-la-libert%C3%A0/gran-finale-con-roy-paci-ai-grace-n-kaos-il-premio-amnesty-emergenti/2258340597548360/
- **Rai News Veneto:** https://www.rainews.it/tgr/veneto/video/2019/07/ven-Rosolina-Mare-Voci-per-la-Liberta-Roy-Paci-0842ec0e-1d60-4bda-a6eb-131f6b3f72e.html
- **Radio Popolare:** https://www.radiopopolare.it/podcast/tamarindo-di-mar-2307-seconda-parte/
- **Famiglia Cristiana:** https://www.famigliacristiana.it/articolo/ai-grace-n-kaos-il-premio-amnesty-emergenti-di-voci-per-la-libertà—una-canzone-per-amnesty.aspx
- **MEI - Meeting Etichette Indipendenti:** http://meiweb.it/2019/07/13/roy-paci-gio-evan-e-molti-altri-a-voci-per-la-libertà-una-canzone-per-amnesty/
- **Pragma Magazine:** https://magazinepragma.com/events/voci-per-la-libertà-una-canzone-per-amnesty/
- **Onda Musicale:** http://www.ondamusicalite.it/index.php/musica/18590-al-via-i-quattro-giorni-di-voci-per-la-libertà-una-canzone-per-amnesty
- **Il Gazzettino:** https://www.ilgazzettino.it/pai/culturaплат/roy_paci_per_i_diritti-4632993.html
- **Rovigo in diretta:** https://www.rovigoindiretta.it/2019/07/ai-grace-n-kaos-il-premio-amnesty-emergenti/
- **RovigoOggi:** https://www.rovigooggi.it/n/89529/2019-07-17/voci-per-la-libertà-al-via-la-22-edizione
- **TeatriOnline:** https://www.teatrionline.com/2019/07/voci-per-la-libertà/
- **Spettakolo:** https://www.spettakolo.it/2019/06/11/voci-per-la-libertà-a-ritmo-di-musica-in-nome-dei-diritti/
- **MusicTraks:** https://www.musictrak.com/voci-per-la-libertà-una-canzone-per-amnesty-2/
- **Radio41:** http://www.radio41.it/radio/category/tags/voci-la-libert%C3%A0
Figure 13 - Press article published by the Italian newspaper "Il Gazzettino" (22nd of July, 2019). With regard to the first photo, there are the Hatemeter partners and the Hatemeter testimonial, from the left: Marco Guerini (FBK), Serena Bressan (FBK), Sara Tonelli (FBK), Gabriele Baratto (UniTrento), Roy Paci (Hatemeter Testimonial and Amnesty International Italy Award 2019), Francesca Cesarotti (Amnesty International Italy), Bill Howe (Stop Hate UK), Elisa Martini (UniTrento), and Chafika Attalai (CCIF). The second photo is the delivering of the book on the Philharmonic Vincenzo Bellini by the major of Rosolina Mare, Franco Vitale, to the Hatemeter Testimonial and Amnesty International Italy Award 2019, Roy Paci.

Al cantante il prestigioso premio Amnesty International per la canzone “Salvagente” con il rapper Willie Peyote. Noury: «Una carriera per l’umanità»

CONCORSO
È con la canzone “Salvagente” con il rapper Willie Peyote, che Roy Paci si è aggiudicato il Premio Amnesty International Italia sezione Big, come miglior brano sui diritti umani del 2018. Il premio è stato consegnato al cantante sul palco della Fiore di Rosetta. Paci, che ha coordinato il concorso, ha espresso il suo riconoscimento alla carriera del rapper. «Siamo lieti di averlo concesso a Roy Paci per il suo pezzo “Salvagente”. Il cantante è riuscito a trasmettere un messaggio di speranza e speranza, che è il segno di una nuova era per il diritto umano.»

CARRIERA E DIRITTI
«Capita che qualcuno faccia una canzone sui diritti umani e spieghi via Skype Noury, ma qui oggi abbiamo un artista che ha dedicato la sua carriera ai diritti. Stiamo dando un premio alla carriera a una persona che è in realtà nell’ospedale o in carcere, e il cantante è un esempio di come il diritto umano si muovano per questo mondo.»

Elisa Cacciatori

L’EMOZIONE
E per tutta risposta, l’artista ha sottolineato l’emozione che ha avuto il momento di rivivere questi temi e di pensare a come la musica possa essere un strumento per trasmettere messaggi di speranza e speranza. «Questo premio è una dimostrazione del valore della musica e dei diritti umani, e spero che possa essere un punto di riferimento per tutti coloro che lavorano per queste cause.»

Elisa Cacciatori
5. Dissemination strategy

The Hatemeter partnership will use a combination of methods and channels to promote the video campaign, when ready to be disseminated in January 2020. We will use YouTube, Facebook, Instagram, and Twitter, the project website and our partners’ communication channels, including newsletters, websites and social media, to spread the message about the campaign (Figures 14, 15 and 16). The members of the Hatemeter Lab involved in the Hatemeter Seminars held in Toulouse on the 17th and 18th December 2020 will be also involved in disseminating our awareness raising video (see Participant List on deliverables D20 “Training seminar for academics/research organisations” and D21 "Training seminar for stakeholders”).

Figure 14 - Screenshot of the Hatemeter Logo within the awareness raising campaign.

In particular, we will use (at least) the following websites and social media channels of the project and of project partners (700.000+ followers and likes) to run a successful campaign:

- **Hatemeter**: Web - http://hatemeter.eu/; Twitter - @hatemeter_eu.
- **Fondazione Bruno Kessler**: Web - https://www.fbk.eu, https://ict.fbk.eu/, https://magazine.fbk.eu; Twitter - @FBKcom, @DH_FBK; Facebook - https://www.facebook.com/FutureBuiltOnKnowledge/; Instagram - @fbkresearch; YouTube - https://www.youtube.com/user/ComunicazioneFBK.
• **Universite Toulouse 1 Capitole:** Web - https://www.ut-capitole.fr/; Twitter - @UT1Capitole; Facebook - https://www.facebook.com/ut1capitole/; Instagram - https://www.instagram.com/ut1capitole/; YouTube - https://www.youtube.com/channel/UC8-ZfJwqRXt0ml60uXkBJA.

• **Teesside University:** Web - https://www.tees.ac.uk/; Twitter - @TeesUninews; Facebook - https://www.facebook.com/TeessideUniversityInternational/; Instagram - https://www.instagram.com/teessideuni/; YouTube - https://www.youtube.com/user/UniversityofTeesside.


• **Stop Hate UK:** Web - https://www.stophateuk.org/; Twitter - @stophateuk; Facebook - https://www.facebook.com/Stop.Hate.UK/; Instagram - https://www.instagram.com/stop_hate_uk/; YouTube - https://www.youtube.com/channel/UC_CFtSrUJq2QTm62yWzoQ.

*Figure 15 - Screenshot of one of the first scenes of the Hateme ter awareness raising campaign, portraying a Muslim prayer at dawn (third).*
We will ensure that monitoring and communication are integral to the success of our campaign. In this way, we can update our audience with the results and engage those who, as yet, have not been motivated to take action to become part of the active movement the campaign has generated thus far. For instance, we will measure the successes of the campaign through: a) traffic to the Hatemeter website; b) number of people who followed us on social media; c) number of people who shared the campaign on social media; d) number of views that the video received; e) number of testimonials from high-profile supporters saying they support the campaign; f) number of articles/appearances in media and their reach (i.e. readership, viewers); g) number of telephone or email enquiries we receive as a result of the campaign.

Before their publication and dissemination in January 2020, the Hatemeter awareness raising campaign and the images collected are intended for the internal use of the Hatemeter partners and European Commission only and may not be distributed externally or reproduced for external distribution in any form without express written permission of the Scientific Coordinator of the project or of the Project Officer. Informed consent of the people involved in the video has been obtained, according to the EU-GDPR prescriptions.

We would like to remind that the video can be currently accessed at the following password-protected link: https://vimeo.com/369389398. The video has been filmed by the Italian video-maker Matteo Scotton. From January 2020 onwards, it will be published online and accessible to general public. The indication that the activities are co-financed by the “Rights, Equality and Citizenship Programme 2014-2020” of the DG Justice and Consumers of the European Commission has been and will be mentioned in the awareness raising campaign as well as in the project website, publications, training/dissemination materials, seminars/lectures/conference kits, and in any internal/external documents.