

HATE

M E T E R

Hate speech tool for monitoring, analysing
and tackling Anti-Muslim hatred online

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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 21th 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 Hatometer 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 Hatometer 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**.¹ 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 (“*Canenero*”), Vinicio Capossela (“*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*”), Brunori Sas (“*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 **Hatometer 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

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, **Hatometer** 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 Hatometer 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. Hatometer awareness raising campaign shooting

Based on the results of Project Hatometer, 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 Hatometer SSH and ICT researchers. In particular, we produced a **video-debate** between **partners, stakeholders and the Hatometer 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 Hatometer project and to the fight against Islamophobia** (see Figures 4 and 5 below). The Hatometer 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 Hatometer 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 Hatometer 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 **Hatometer 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).

Figure. 4 - Screenshot of one of the first scenes of the Hatometer awareness raising campaign, portraying a Muslim prayer at dawn (first).



The video can be currently accessed at the following **password-protected link**: <https://vimeo.com/369389398>. The **password** to login is: **hatometer**. 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 Hatometer database and Hatometer Platform (see deliverables D12 “Hatometer database v.3 (Final)” and D13 “Hatometer platform v.3 (Final)”) in the three project languages. Then, we showed a list of **keywords and hashtags** monitored by the Hatometer 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)**, **StophHate 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 Hatometer 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 Hatometer project** (NGOs operators and SSH/ICT researchers from France, Italy, and the UK), as well as the Hatometer Testimonial: 1) **Gabriele Baratto** (UniTrento, Figure 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** (Hatometer 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.

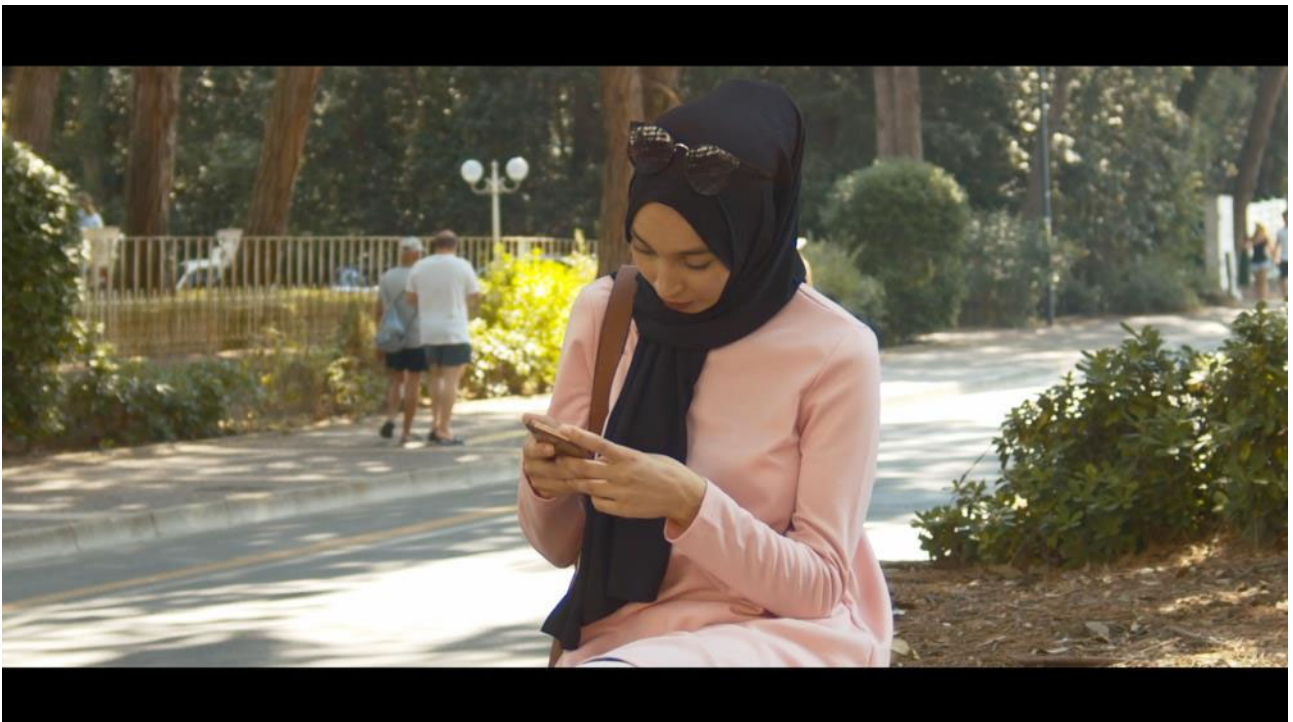


Figure 9 - Screenshot of the video interview to Bill Howe (Stop Hate UK) integrated into the awareness raising campaign.



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.



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.



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 **Hatometer** 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).

- **Hatometer (Website):** <http://hatometer.eu/?p=455>
- **Amnesty International:** <https://www.amnesty.it/quattro-giorni-tra-musica-e-diritti-umani-in-voci-per-la-liberta/> - <https://www.amnesty.it/ai-grace-n-kaos-il-premio-amnesty-emergenti-di-voci-per-la-liberta-una-canzone-per-amnesty/>
- **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/>
- **Voci per la libertà:** <https://www.vociperlaliberta.it/news/47-news-2019/1006-il-grande-successo-della-22a-edizione-di-voci-per-la-liberta>
- **FBK Magazine:** <https://magazine.fbk.eu/en/news/hatometer-a-counter-narrative-to-fight-cyberhate/>
- **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-131f6b3ff72e.html>
- **TGR Rai Veneto:** <https://www.rainews.it/tgr/veneto/video/2019/07/ven-Rosolina-Voci-per-la-liberta-festival-Amnesty-International-46bae437-9f4d-42cd-8019-7f2b149a9f16.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-liberta--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-liberta-una-canzone-per-amnesty/>
- **Pragma Magazine:** <https://magazinepragma.com/events/voci-per-la-liberta-una-canzone-per-amnesty/>
- **Onda Musicale:** <http://www.ondamusicale.it/index.php/musica/18590-al-via-i-quattro-giorni-di-voci-per-la-liberta-una-canzone-per-amnesty>
- **Il Gazzettino:** https://www.ilgazzettino.it/pay/cultura_pay/roy_paci_per_i_diritti-4632993.html
- **Rovigo in diretta:** <https://www.rovigoindiretta.it/2019/07/ai-grace-n-kaos-il-premio-amnesty-emergenti/>
- **La voce di Rovigo:** <https://www.polesine24.it/home/2019/07/17/news/tre-giorni-di-voci-per-la-liberta-43561/>
- **RovigoOggi:** <https://www.rovigooggi.it/n/89529/2019-07-17/voci-per-la-liberta-al-via-la-22-edizione>
- **TeatriOnline:** <https://www.teatronline.com/2019/07/voci-per-la-liberta/>
- **Spettakolo:** <https://www.spettakolo.it/2019/06/11/voci-per-la-liberta-a-ritmo-di-musica-in-nome-dei-diritti/>
- **MusicTraks:** <https://www.musictraks.com/voci-per-la-liberta-una-canzone-per-amnesty-2/>
- **Radio41:** <http://www.radio41.it/radio/category/tags/voci-la-libert%C3%A0>
- **Articolo 21:** <https://www.articolo21.org/2019/07/voci-per-la-liberta-dal-18-luglio-il-festival-musicale-di-amnesty-international/>
- **Differentemente:** <https://www.differentemente.info/2019/06/11/rosolina-mare-al-via-la-22esima-edizione-voci-la-liberta-canzone-amnesty/>
- **MusicaEst:** <https://musicaest.com/2019/06/voci-per-la-liberta-il-contest-per-emergenti-quattro-giorni-tra-musica-e-diritti-umani-con-roy-paci-gio-evan-la-municipal/>

Figure 13 - Press article published by the Italian newspaper "Il Gazzettino" (22nd of July, 2019). With regard to the first photo, there are the Hatometer partners and the Hatometer testimonial, from the left: Marco Guerini (FBK), Serena Bressan (FBK), Sara Tonelli (FBK), Gabriele Baratto (UniTrento), Roy Paci (Hatometer 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 mayor of Rosolina Mare, Franco Vitale, to the Hatometer 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»

Roy Paci per i diritti

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. Ieri il prestigioso riconoscimento gli è stato conferito in occasione di una conferenza aperta al pubblico che si è tenuta in serata al centro congressi di Rosolina Mare alla presenza del sindaco di Rosolina Franco Vitale, del direttore artistico di Voci per la Libertà Michele Lionello che ha coordinato l'incontro e, in diretta skype, del portavoce di Amnesty Italia, Riccardo Noury.

Il sindaco si è complimentato con l'artista per «la grande capacità tecnica e per l'amore che trasmette per la sua terra e della sua musica» con l'invito a tornare a Rosolina. «Siamo lieti per il nono anno di ospitare questa manifestazione. Credo che non ci debbano essere muri ma ponti». Vitale ha consegnato a Roy Paci il libro sulla Filarmonica Vincenzo Bellini che vanta 110 anni di attività chiedendogli di venire a conoscere questa realtà, un omaggio risultato particolarmente gradito.

CARRIERA E DIRITTI

«Capita che qualcuno faccia una canzone sui diritti umani - ha spiegato via Skype Noury -, ma qui oggi abbiamo un artista che ha dedicato la sua carriera ai diritti. Stiamo dando un premio alla carriera ad una persona che è in realtà nell'esplosione della carriera artistica. È un onore e responsabilità per Amnesty essere con Roy a cui voglio dire che con il suo girare per l'Italia è come se un pezzetto di Amnesty si muovesse per conto proprio. Il brano di Roy è il recupero delle parole, forse anche un invito a ricordare che non è sempre obbligatorio par-



ROSOLINA MARE Il conferimento del Premio Amnesty International a Roy Paci e la consegna del libro sulla Bellini dal sindaco Vitale

lare per dare fiato alla bocca, in questo periodo di odio e xenofobia criminalizzazione della solidarietà».

L'EMOZIONE

E per tutta risposta, l'artista con spontaneità e con l'emozione che più volte ha rimarcato di provare, ha spiegato il valo-

re che il riconoscimento rappresenta per lui. «Non mi sento protagonista di questa giornata vorrei che fosse l'umanità della ad esserlo persone. In 35 anni di carriera stringo la mano e guardo negli occhi a persone di tutti i tipi, che hanno qualcosa da trasmettere. È successo anche qui a Rosolina, anche nelle cose di tutti i giorni». Ad essere premiata è stata proprio la carriera stessa dell'artista. «Sono emozionatissimo nel ricevere questo premio. È come se fosse la pacca di un'amica che ti dice "ci sono io vicino che ti proteggo". Non lo penso come un premio, ma come un gesto di umanità che filtro e che restituisco al mio pubblico. Mi ritrovo ad emozionarmi come non succedeva da tempo con questa manifestazione che sorregge anche la memoria di quanto porta avanti Amnesty».

L'UMANITÀ

E l'umanità, secondo Paci, è un qualcosa che va di pari passo con la quotidianità e che lui stesso trasmette non solo al pubblico, ma condivide anche con altri artisti che come lui hanno il coraggio di schierarsi. «Alla base di tutto ci sta il vissuto, quello che riesci a trasmettere e o a ricevere con le persone. In 30 anni ho ricevuto tanti premi, ma questo per me ha un valore immenso. Non vedo l'ora di tornare e già dal libro (sulla Filarmonica Bellini, ndr) mi rendo conto che c'è una storia grande alla base e che è legata alla trasmissione della memoria».

Elisa Cacciatori

«QUESTO PREMIO HA UN IMMENSO VALORE E QUI A ROSOLINA NON VEDO L'ORA DI RITORNARE»

5. Dissemination strategy

The Hatometer 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 **Hatometer Lab** involved in the **Hatometer 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 Hatometer 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:

- **Hatometer:** Web - <http://hatometer.eu/>; Twitter - @hatometer_eu.
- **University of Trento:** Web - <https://www.unitn.it/>, <http://www.ecrime.unitn.it>, <https://webmagazine.unitn.it/>; Twitter - @UniTrento, @_eCrime; Facebook - <https://www.facebook.com/UniTrento/>, <https://www.facebook.com/eCrime.unitn.it/>; Instagram - <https://www.instagram.com/unitrento/>; YouTube - <https://www.youtube.com/user/universityoftrento>.
- **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-ZlfJwqRXtOml6OuXkBJA>.
- **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>.
- **Amnesty International – Sezione Italiana Onlus:** Web - <https://www.amnesty.it/>; Twitter - @amnestyitalia; Facebook - <https://www.facebook.com/AmnestyInternationalItalia/>; Instagram - <https://www.instagram.com/amnestyitalia/>; YouTube - <https://www.youtube.com/user/amnestyitalia>.
- **Collectif contre l'Islamophobie en France - CCIF:** Web - <http://www.islamophobie.net/>; Twitter - @ccif; Facebook - <https://www.facebook.com/ccifofficiel/>; Instagram - https://www.instagram.com/ccif_officiel/; YouTube - <https://www.youtube.com/user/CCIFParis>.
- **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_CFftSrWUJq2QTm62yWZoQ.

Figure 15 - Screenshot of one of the first scenes of the Hatemeter awareness raising campaign, portraying a Muslim prayer at dawn (third).



Figure 16 - Screenshot of the “Voci per la Libertà - Una canzone per Amnesty” Festival within the awareness raising campaign.



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 Hatometer 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 Hatometer awareness raising campaign and the images collected are intended for **the internal use of the Hatometer 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.