Whole-of-Society approaches to countering terrorist narratives and incitement: UNOCT/UNCCT experience

28 January 2020

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Brief

- Overview of UNCCT
- UNCCT experience in supporting the implementation of resolution 2354
- Lessons learned in supporting Member States use Whole-of-Society approaches, through the UNCCT- IGAD partnership on Crisis Communications example

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Provided Capacity Building and Support to

71 Member States

Through the implementation of

40+ Programmes and Projects

Across 4 main pillars

Pillar I	Pillar II	Pillar III	Pillar IV
Preventing and Countering Violent Extremism	Preventing and Combatting Terrorism	Counter-Terrorism Implementation Coordination Section	Human Rights and Victims of Terrorism Branch

UNCCT Strategic Communications Project

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UNCCT Strategic Communications Project

In accordance with Security Council resolution 2354, the project focuses on:

-**Sustained and comprehensive** approaches to countering narratives
-The importance of **engagement with the media and civil society** to deny public space to terrorists and violent extremists
-Promoting measures that are in accordance with international **human rights law, refugee law and humanitarian law**
-Implementing in accordance with the "Comprehensive International Framework to Counter Terrorist Narratives" (S/2017/375), e.g.:

- National ownership
- Whole-of-Society engagement and leveraging of local expertise to build capacity to design local interventions
- Amplification of positive messages

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2019 project highlights

Provided Capacity Building Training to

11 Member States

Through building

8 Tailorable Training Modules

Attended by

291 Participants in 2019

Of whom are

185 Government Officials and communications experts

Including

29 Civil Society Organizations

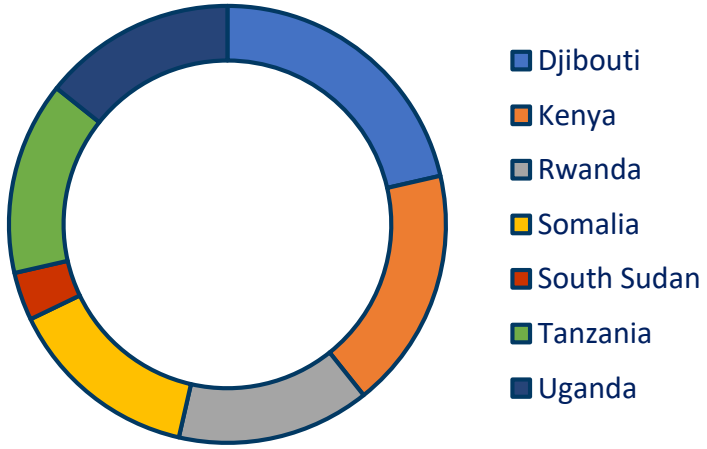
Case Study: UNCCT/IGAD Workshop on Crisis and Strategic Communications

Content

Crisis Communications

- Situation Analysis
- Audience Analysis
- Building Narratives
- Campaign Development
- Crisis Simulation

Participants



38

Total number of participants

10 Government Organizations

4 Civil Society Organizations

4 Media Organizations

Feedback

"All the topics covered in this workshop were important. They complement each other to have a very good communication strategy."

"The Mock sessions of a crisis scenario. The lessons stuck with me"

"You really can never be prepared enough for a crisis but this training has been quite empowering because as people in this region, you can never know when a crisis might happen".

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LESSONS LEARNED

1. Nature of the threat

- There is a need to distinguish between terrorist/violent extremist narratives, intercommunal violence narratives and hate speech
- Communications capacities of terrorist actors are diverse: e.g. Al Shabab v. Boko Haram

2. Communications Channels

- A free press is a critical partner in eclipsing terrorist narratives, and there is scope for greater engagement with the industry
- There is a need for hyper-nuanced audience analysis

3. Messengers and Messages

- A strong peace-time narrative that supports social cohesion and community resilience is important
- Safeguarding "credible messengers" and protecting against terrorist “instrumentalization” of media and civil society, especially after attacks, should be a priority

For more information, please visit:

www.un.org/uncct

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