PVE through Strategic Communications

Violent extremist and terrorist acts are fundamentally a form of violent communication designed to influence behaviour. As a consequence, it is critical that stakeholders who aim to prevent and counter violent extremism are able to communicate effectively after an attack to limit the strategic effectiveness of the terrorists' communication.

BACKGROUND & OBJECTIVES

The project contributes to the implementation of the United Nations Global Counter-Terrorism Strategy (A/RES/60/288), and aligns to Pillar I of the Global Counter-Terrorism Strategy (Addressing the Conditions Conducive to the Spread of Terrorism).

The Preventing Violent Extremism (PVE) through Strategic Communications project seeks to strengthen the capacity of Member States, UN entities, civil society organisations, and regional organisations through three lines of support:

1. Develop and implement effective strategic communications frameworks for PVE;
2. Establish interagency coordination and planning for strategic communications; and
3. Increase technical capacities to conduct target audience research and analysis, develop strategy concepts and design, and disseminate content to the broad public on strategic communications related to PVE.

PROJECT HIGHLIGHTS

53 countries

25 partners

1,700+ participants

Government officials & communications experts

Civil society organisations

United Nations representatives

Preventing and Countering Violent Extremism through Strategic Communications

Our Approach

Strategic communications is the key to successful social change. UNOCT's PCVE through Strategic Communications Modules are designed to support effective PCVE efforts of government and civil society organisations through the development of peacebuilding and social cohesion communication strategies and campaigns.

PVE Strategic Communication Modules

The tailorable Modules are based on good practice communications methodologies and have been developed drawing on research learnings and commercial insights.

SITUATION & ENVIRONMENT ANALYSIS

Reviewing and analysing information to define the nature and scope of the problem, identify current strategies to overcome the problem and detect gaps.

AUDIENCE ANALYSIS

Developing a deeper understanding of audiences and what motivates and informs their behaviors, to help drive change.

STAKEHOLDER MAPPING

Understanding stakeholders through mapping to develop the right campaigns, that target the right audience and ensures the right level of engagement.

OBJECTIVE SETTING

Setting objectives as a framework for strategy, execution and evaluation of the communications strategy.

NARRATIVES

Developing a well articulated narrative that becomes an invaluable tool to drive change.

MISINFORMATION

Understanding how to identify and address misinformation.

PROACTIVE COMMUNICATIONS

Understanding best practice communication campaigns and pressure testing existing campaigns to improve strategy.

ISSUES & CRISIS COMMUNICATIONS

Devising carefully considered communications plans to effectively engage during a crisis and mitigate its impacts.

MEASUREMENT & EVALUATION

Developing ways to determine the impact of your strategic communication activities.

REINTEGRATION COMMUNICATIONS

Developing communications to support reintegration of returnees of foreign fighters, their families and affiliates.

CONTACT US

uncct_stratcom@un.org
www.un.org/counterterrorism/cct/strategic-communication