

PCVE COMMUNICATION AND ADVOCACY WORKSHOP

Empowering youth voices in the fight Against Extremism

14th – 15th April 2025



Building a Sustainable Network of Prevention and Countering Violent Extremism (PCVE) Youth Champions

Empowering youth to combat violent extremism effectively



Objectives of the Session

Increasing Awareness

Youth Empowerment

Fostering Collaboration



Agenda of the Presentation

- Introduction
- Understanding violent extremism
- Effective Techniques for Building Impactful Networks
- Enhancing Youth Knowledge on PCVE
- Networking Strategies and Good Practices
- Sustaining the Network and Measuring Impact

Introduction

In recent years, the alarming rise of violent extremism has emerged as a pressing threat to global peace, security, and social cohesion. This issue is particularly pronounced in Nigeria, where various social, economic, and political factors contribute to the susceptibility of individuals and communities to extremist ideologies. The Nigerian National Action Plan on PCVE recognizes the invaluable role that youth play in countering these narratives and fostering resilience within their communities.

Youth represent a significant portion of Nigeria's population and possess the energy, creativity, and passion necessary to influence change. Their involvement in the PCVE is essential not only for empowering them but also for ensuring sustainable peace efforts. Engaging young people as champions of peace can reverse the trend of violence, providing them with platforms to express their voices and concerns while actively participating in the development of solutions tailored to their specific contexts.

The NAP on PCVE recognizes the significant role of youth creating peace, security and progress, and encourage youth engagement by creating space for sharing of ideas to counter VE both online and offline. This presentation focuses on the significant role of youth in PCVE. While exploring strategies to build sustainable networks of youth champions who can effectively and collaboratively engage in PCVE initiatives.

Understanding Violent Extremism



Root Causes of Extremism

Socio-Economic Factors: Socio-economic disparities can create environments conducive to violent extremism.

Political Grievances: Political grievances, such as lack of representation and injustice, can fuel feelings of disenfranchisement and lead to radicalization.

Ideological Influences: Ideological influences, including extremist narratives and propaganda, play a significant role in the radicalization process.

Corruption and Poor Governance: Widespread corruption and ineffective governance undermine trust in state institutions, causing individuals to feel disillusioned and desperate.

Role of Youth in PCVE Efforts

Community Shaping

Youth are essential in shaping their communities through active participation and leadership in various initiatives.


Peer Influence

Young individuals can effectively influence their peers, promoting positive behaviors and community values through their actions.

Innovative Solutions

Engaging youth in PCVE efforts encourages fresh ideas and innovative solutions that can tackle complex social issues.





Why Build a Network of Youth Champions?

- Amplifying youth voices in PCVE
- Fostering collaboration and solidarity among youth for PCVE
- Enhancing effectiveness of advocacy efforts
- Ensuring ownership and sustainability of PCVE initiatives

Techniques for Building Lasting and Impactful Networks

Techniques for Building Lasting and Impactful Networks

1. Clear Vision and Mission:

- Establish a clear, shared vision and mission that resonates with all members. This helps align efforts and motivates participation.
- Create specific, measurable, achievable, relevant, and time-bound (SMART) goals to guide the network's initiatives.

2. Fostering Relationships

- Encourage members to build personal relationships through team-building activities, networking events, and informal gatherings.
- Cultivate an atmosphere of trust and respect where members feel valued and safe to express themselves.

Techniques for Building Lasting and Impactful Networks

3. Effective Communication

- Establish clear and open communication channels, including regular meetings, updates, newsletters, and social media platforms.
- Promote active listening practices to ensure all voices are heard and acknowledged, enhancing engagement and collaboration.

4. Capacity Building:

- Provide training workshops focused on leadership, advocacy, project management, and other relevant skills to empower members.
- Equip members with necessary tools, information, and resources to effectively pursue their initiatives.

Techniques for Building Lasting and Impactful Networks Cont..

5. Inclusivity and Diversity

- Create opportunities for youth from varied backgrounds to participate, fostering a richness of perspectives and ideas.
- Ensure that all members have equal access to leadership roles, resources, and support within the network.

6. Sustainability Practices

- Incorporate sustainability into the planning process by considering the long-term impact of initiatives and the ongoing needs of the network.
- Seek partnerships, and sponsorships to secure funding and resources that support sustained activities and events.

Techniques for Building Lasting and Impactful Networks Cont..

7. Engagement in Meaningful Activities:

- Organize projects that allow youth to work together on common goals, fostering teamwork and community involvement.
- Design initiatives that address community needs, enhancing the network's relevance and impact while attracting new members.

8. Utilizing Technology

- Leverage online tools and social media for networking, collaboration, and outreach, making it easier for members to connect and share information.
- Use e-learning platforms for ongoing education and skills development, ensuring accessibility for all members.

Techniques for Building Lasting and Impactful Networks Cont..

9. Recognition and Celebration:

- Regularly recognize and celebrate the successes of individuals and the network as a whole, reinforcing commitment and motivation.
- Organize events to honor outstanding contributions and achievements of youth champions, fostering a sense of pride and belonging.

10. Monitoring and Evaluation:

- Implement regular assessment and feedback mechanisms to evaluate the effectiveness of initiatives and the engagement of network members.
- Use collected feedback to adjust strategies and improve operations, ensuring the network remains relevant and impactful.

Online Network Building Strategies

Engaging Content Creation

Creating engaging content is crucial for attracting and retaining the attention of youth on social media platforms.

Utilizing Hashtags

Effective use of hashtags can boost visibility and engagement, helping to connect with a wider audience.

Fostering Online Discussions

Encouraging discussions among users can create community and promote interaction, enhancing online networking.



Offline Network Building Strategies

Community Events

Participating in community events helps foster connections and build trust among youth champions. These interactions are vital for relationship building.

Workshops and Training

Workshops provide opportunities for skill development and collaborative learning, further enhancing community ties among participants.

Local Outreach Initiatives

Local outreach initiatives create a sense of belonging and shared purpose, making participants feel valued and connected to the community.



Case Studies of Successful PCVE Youth Champions

Youth-Led Initiatives

Youth-led initiative that demonstrate power of young leaders driving positive change in their communities. YEEP, the Strengthening Advocacy against Violent Extremism (SAVE) project in Kano State implemented by DAG, AFRYDEV youth peace camp, NEYIF - Amplifying Youth Voices for Peace and Development: A phone-in Radio dialogue . https://youtu.be/h_E-xwP-MkA?si=9L2aVW_NhEp_N5-6

Lessons Learned

The YEEP project led by the ONSA and UNOCT exemplifies effective youth involvement in policy and decision-making. The YEEP empowers young people to actively participate in discussions around PCVE and peacebuilding. This initiative ensures that youth perspectives and insights are integrated into strategic decisions and policies, demonstrating the significance of their contributions in shaping the environments they inhabit.

Inspiration for New Champions

These successful examples can inspire new youth champions to initiate their own PCVE efforts and mobilize their peers.



Networking Strategies and Good Practices

Connecting with Diverse Actors

Engagement with Local NGOs

Involving local NGOs in PCVE efforts brings valuable grassroots insights and fosters community trust.

Government Agency Involvement

Collaboration with government agencies ensures alignment with national policies and access to resources for effective PCVE.

Role of Community Leaders

Community leaders play a crucial role in bridging gaps between actors and fostering inclusive dialogue.





Building Partnerships on PCVE Initiatives

Importance of Partnerships

Building strong partnerships is essential for the effectiveness and sustainability of PCVE initiatives in communities.

Resource Pooling

Collaborative projects enable organizations to pool resources, enhancing the capacity to tackle PCVE challenges effectively.

Broader Impact

Through partnerships, the visibility and impact of PCVE initiatives can be significantly broadened across different communities.

Sustaining the Network and Measuring Impact

Continuous Engagement and Support

Ongoing Support

Providing continuous support to youth champions helps them feel valued and encourages their active participation in initiatives.

Regular Updates

Keeping youth champions informed with regular updates fosters a sense of belonging and keeps them motivated in their roles.

Mentorship and Feedback

Establishing mentorship and feedback mechanisms enhances learning opportunities and ensures continuous improvement among youth champions.



Monitoring and Evaluation Methods

- **Assessing Impact**

Effective monitoring methods enable youth networks to accurately assess their impact and outcomes.

- **Refining Strategies**

Regular evaluations help refine strategies for better effectiveness and adaptation to changing needs.

- **Demonstrating Effectiveness**

Demonstrating the effectiveness of initiatives builds credibility and support for youth networks.



Adapting to Evolving Challenges in PCVE

Changing Landscape

The landscape of violent extremism is continuously evolving, requiring constant vigilance and adaptation from youth networks.

Flexibility and Adaptation

Youth networks must maintain flexibility to adapt to new challenges and opportunities presented by the changing environment.

Responding to Challenges

Proactive responses to emerging threats are essential for youth networks to effectively counter violent extremism.

Conclusion

Empowering Youth

Empowering young people is vital for creating effective prevention efforts against violent extremism. Engaged youth can drive social change.

Knowledge Sharing

Sharing knowledge among youth champions strengthens the movement against violence. Education fosters understanding and resilience.

Fostering Collaboration

Collaboration among youth is essential to build a network that effectively addresses the challenges of violent extremism.