

From: [SecDef26](#)
To: [Sweeney, Kevin SES SD](#)
Subject: FW: Breaking the ISIS Brand Counter Narrative Project
Date: Wednesday, June 20, 2018 6:04:03 PM
Attachments: [Untitled attachment 01054.htm](#)
[6-11-2018 ICSVE Breaking the ISIS Brand Case for Support.pdf](#)
[6-11-2018 Breaking the ISIS Brand.pdf](#)
[Untitled attachment 01057.htm](#)
[The ICSVE Breaking the ISIS Brand Counter Narrative Videos - How we know it works!.pdf](#)
[Untitled attachment 01060.htm](#)
[6-11-2018 ICSVE List of Accomplishments.pdf](#)
[Untitled attachment 01063.htm](#)

Kevin - Please pass to OSD (SOLIC) FYI. This may prove worthy to AFRICOM, CENTCOM OR SOCOM. It's their decision whether to engage with (b)(6) M

From: (b)(6)
Sent: Wednesday, June 20, 2018 5:26 PM
To: SecDef26 <(b)(6)@sd.mil>
Cc: (b)(6)
Subject: FW: Breaking the ISIS Brand Counter Narrative Project

Jim,

(b)(6) and I had a long lunch recently with (b)(6) We'd met initially in Greece (b)(6)
(b)(6)
(b)(6) (b)(6) is doing some terrific work trying to better understand, turn, and redeem young Islamic terrorists. While this is in some respects more in State's domain, I thought there are probably some folks working for you that might benefit from being aware of (b)(6) good work. There's certainly some overlap in goals and objectives with an entity we met with on our recent visit to (b)(6) (b)(6) would welcome the opportunity to meet with anyone at DOD that would like to learn more about (b)(6) entity and activities. We hope you are holding up and frequently say a little prayer for you and your incredibly important efforts. Can't wait to get your perspective on Singapore the next time we're together. All the best.

(b)(6)

From: (b)(6) [mailto:(b)(6)]
Sent: Monday, June 18, 2018 2:15 AM
To: (b)(6)
Subject: Fwd: Breaking the ISIS Brand Counter Narrative Project

Dear (b)(6) I hope the Bohemian Grove gathering was great for you and your son. You both looked really excited for it!

I'm forwarding a letter I sent for (b)(6) that tells about our group, mission and work using insiders voices—ISIS defectors, returnees and ISIS prisoners cut on video to denounce and delegitimize the group. Feel free to forward it on to anyone you think might like to hear about our work fighting ISIS and other violent extremist and terrorist groups.

If you can introduce this to Secretary Mattis that's wonderful or other potential donors it's great. I think Africom would be interested to know we are working with the Kenyans next week to get al Shabaab also on video and I think we'll go to Boko Haram next. Likewise the

Syrians are letting us in the YPG camps to interview ISIS guys.

Thanks for all your help fighting terrorism! I didn't have your son's e mail but if he's interested forward this to him as well :)

Best,

(b)(6)

Begin forwarded message:

From: (b)(6)
Subject: Breaking the ISIS Brand Counter Narrative Project
Date: June 15, 2018 at 2:06:37 PM EDT
To: (b)(6)

Dear (b)(6)

Thanks for the introductions. I really appreciate it. (b)(6)
the International Center for the Study of Violent Extremism (ICSVE), a nonprofit organization formed in the last three years. (b)(6)
(b)(6) and have interviewed at this point around 600 terrorists and their family members and close associates for those already dead (i.e. suicide terrorists) to study their trajectories into and back out of terrorism (i.e. what motivated them, how recruited, how and why decided to quit etc.). (b)(6) the U.S. Department of Defense in 2007 the psychological and Islamic Challenge portions of what became the Detainee Rehabilitation Program applied to 23,000 detainees and 800 juveniles held in Iraq.

(b)(6) *Breaking the ISIS Brand Counter Narrative Project* at ICSVE three years ago with small backing from the U.S. State Department in which we interview ISIS defectors, returnees and ISIS cadre prisoners, most captured on video and then video edit their stories into short video clips of ISIS insiders denouncing the group and its ideology to disrupt ISIS's online and face-to-face recruitment. We subtitle every video clip in the 20 languages ISIS recruits in and already our videos are being used by teachers, counselors, prison workers, police and others on four continents. We have interviewed 80 ISIS cadres thus far and produced 40 counter narrative video clips which can be found here <https://www.youtube.com/channel/UCumpEsozixbl-PyKw12hmnw/playlists>

Everything we produce we place on our ICSVE Youtube channel and website and offer it for free to anyone fighting ISIS. We are researchers as well so we study the terrorists and our interventions against them. Facebook has partnered with us to distribute the videos and in Iraq alone we had one video recently receive 1.7 million views as a result. We study the comments, the metrics, everything. In Denmark the U.S. Embassy is pushing the Danish subtitled ones out to teachers for use in prevention work and so on around the globe...

Here is a description of our think tank and all our activities



International Center for the Study of Violent Extremism

ICSVE - Breaking the ISIS Brand

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Summary

Since its inception, ISIS (and groups like ISIS) have unleashed an unprecedented social-media recruiting drive that operates (alongside face-to-face recruiting) on a 24/7 basis in over 21 languages. While ISIS is currently losing territory, and will likely see its physical “Caliphate” collapse, the digital “Caliphate” continues to operate—recruiting, inspiring, and directing cadres to continue to come to the battlefield.

It’s now time for the digital counter-battle to be powerfully mounted.

The International Center for the Study of Violent Extremism (ICSVE) is an action-based non-profit research center that operates the *Breaking the ISIS Brand—the ISIS Cadres Counter-Narratives Project*. We aim to prevent recruitment and intervene in turning back those traveling along the terrorist trajectory, and rehabilitate and reintegrate those who have been stopped.

We research, train and execute interventions globally, creating powerful tools to help law enforcement, governments, intelligence, teachers, counselors, Countering Violent Extremism (CVE) workers, prisons, militaries, and parents fight back against terrorist recruitment.

ICSVE aims to continue to use the momentum created by our latest successes to achieve our goals, as well as to expand our operations to reach more audiences in more countries around the world.

For this purpose, ICSVE is requesting support in the amount of \$5 million US dollars, for the next three years (2018-2021).

Stopping Terrorism in its Tracks

Our mission is to ensure that ISIS (and groups like ISIS) are disrupted, discredited and delegitimized in their recruitment campaigns.

Who we are

The [International Center for the Study of Violent Extremism](#) (ICSVE) is an action-based non-profit research center that operates the *Breaking the ISIS Brand—the ISIS Cadres Counter-Narratives Project*. We operate in the Balkans, Western Europe, Southeast Asia, U.S., Central Asia, Africa and the Middle East, to fight face-to-face and Internet terrorist recruitment by disrupting, discrediting, and delegitimizing both the group and their



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ideology.

ICSVE is set up as a virtual center with staff located around the world. We have a strong Internet presence with an active website (www.icsve.org) and weekly research reports and counter narrative videos produced and distributed electronically to a global list of government, military, intelligence, and CVE workers. ICSVE also maintains highly active social media channels to fight ISIS ([YouTube](#), [Twitter](#), [Instagram](#) and [Facebook](#)). ICSVE currently has 14 staff members. They are all dedicated and motivated researchers, some working without pay - hoping to be fully funded in the upcoming months and years.

ICSVE received its 501(c)3 IRS designation in March of 2016.

What we do

Our goal is for ISIS (and groups like ISIS) to be disrupted, discredited and delegitimized in their recruitment campaigns. Certainly, grievances exist, but the brutal answers that ISIS (and groups like ISIS) proposes must diminish in their ability to attract followers. We want to prevent recruitment and intervene in turning back those traveling along the terrorist trajectory, and rehabilitate and reintegrate those who have been stopped.

ICSVE staff researches, trains and executes interventions globally, creating powerful tools to help law enforcement, governments, intelligence, imams, psychologists, teachers, Countering Violent Extremism (CVE) workers, prisons, militaries, and parents fight back against terrorist recruitment. Most of our trainings are offered free of charge to government and NGO's engaged in the battle against groups like ISIS. We also monitor drivers of radicalization, and target Internet-based and face-to-face interventions for those already moving along the terrorist trajectory. ICSVE is also focused on research prospects related to rehabilitation and reintegration of former extremists and violent extremists.

ISIS is Currently Winning on the Digital Battlefield

Since its inception, ISIS has unleashed an unprecedented social-media recruiting drive that operates (alongside face-to-face recruiting) on a 24/7 basis in over 21 languages. This has resulted in over 30,000 foreign fighters from more than 100 countries migrating to Syria and Iraq to join the so-called ISIS "Caliphate". While ISIS has lost most of its territory, and will likely see its physical "Caliphate" collapse, the digital "Caliphate" continues to operate—recruiting, inspiring, and directing cadres to continue to come to



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the battlefield and to stay at home to mount terrorist attacks. ISIS group members continue to mount homegrown attacks, as recently evidenced in major cities such as Brussels, Paris, Barcelona, London, Toronto, and Stockholm—to name but a few.

To date very little counter-narrative material exists and much of what exists is cognitive, versus emotionally impactful. ICSVE is dedicated to breaking the ISIS brand and flooding the Internet with emotionally impactful and compelling counter narratives to fight with what ISIS is saying about the ISIS “Caliphate” and introduce alternatives to the narratives employed by the terrorist group to attract recruiters. Our research is action-based and our goal is to disrupt, discredit and delegitimize terrorist groups like ISIS and their ideologies.

ICSVE Projects

It is time for a digital counter-battle to also be powerfully mounted. Through our different projects, ICSVE intends to challenge the ISIS “brand” at every step, and interrupt its effectiveness at every level.

Breaking the ISIS Brand Counter-Narrative Video Clips

(b)(6) and the ICSVE staff have interviewed 80 ISIS defectors/returnees and prisoners from Syria, Iraq, Western Europe, Central Asia, and the Balkans, including 20 parents of those who joined ISIS and two terrorist ideologues, most captured on video. The ICSVE team has been editing the [videos of defectors, prisoners and returnees denouncing the group into short video clips and uploading them on the Internet to fight ISIS' online recruiting](#), as well as using them in face-to-face interventions in prisons, communities, and schools. The *Breaking the ISIS Brand* video clips are being subtitled in the 21 languages ISIS recruits in, and have been focus-tested with success in Central Asia, the Balkans, Western Europe, the Middle East, South East Asia and the U.S. Our research fellows are also focus testing them on Facebook and Telegram chat rooms with ISIS endorsers, promoters, and followers. Currently, we are capable of cutting 200 video clips of ISIS cadres (on average, producing 2 per week) with insider information speaking out against the group, labeling them as corrupt and un-Islamic, and warning others not to believe their lies or join them.

Flood the Internet

One way to measure success is Internet presence. Right now ISIS is dominating in the digital space. Our work is to seek out ISIS endorsers, followers and distributors of ISIS



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propaganda, and flood the places where ISIS Internet recruitment is taking place with our *Breaking the ISIS Brand* counter-narrative video clips and social media memes.

Provide Tools & Training for Police and Countering Violent Extremism (CVE) Professionals

Police and CVE workers struggle with how to work effectively in their communities to counter ISIS recruitment and propaganda. They lack training and tools to effectively fight back. ICSVE staff has been carrying out law enforcement, intelligence, and CVE practitioner training in the U.S., Canada, Switzerland, Austria, the Balkans, Belgium, the Netherlands, the U.K., Jordan, Iraq, Thailand, Singapore, Malaysia, and Kyrgyzstan, and has been invited to conduct more such trainings in the near future.

Inoculating Against ISIS Recruitment

Parents, teachers, and religious leaders struggle with how to have the “radicalization” talk with their children and students as well as how to help them recognize the poisonous lies that groups like ISIS use to recruit youth into their movements. ICSVE has focus-tested our *Breaking the ISIS Brand* video clips in schools and such videos have been requested for teacher trainings in Europe, Central Asia, Southeast Asia, the Balkans, Jordan, and Iraq. Counter-narratives from ISIS defectors, returnees and prisoners, along with role models that vulnerable populations respect (for example, sports heroes from immigrant backgrounds in Europe) are being made alongside discussion modules for teachers, religious leaders, and parents to use to talk with youth and protect them before they encounter ISIS propaganda.

Prison Rehabilitation and Reintegration Programs

While many countries have dealt with the issue of foreign fighters by criminalizing travel and forcing returnees into mandatory prison time, not much is done with regards to rehabilitation of convicted violent extremists. Imprisonment of such violent extremist without adequate in-prison rehabilitation programs means we have an incomplete solution. Although resource intensive, more needs to be done with regards to in-prison rehabilitation programs and prevention of the spread of violent extremism in prisons. ICSVE research in many parts of the world revealed that when it comes to generating effective prison risk management strategies, prison classification systems, risk and needs assessment tools in the context of those arrested for terrorism related charges, much is left to be desired. Although many other issues are equally important, we at ICSVE stress the importance of in-prison rehabilitation programs as the number of returnees, thus incarcerated, will continue to grow globally, especially in light of ISIS



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continuing to lose its territory. Prisons need special attention as many incarcerated individuals for non-terrorism related offenses have already gone on to commit terrorist attacks, as demonstrated through recent terrorist attacks in Europe. Lastly, there is a need to better detect and address the issue of prison radicalization, as there are many cases of individuals being radicalized while incarcerated, with little knowledge on the part of prison officials and staff to deal with the issue.

In this regard, prison officials from Kyrgyzstan to Kosovo to Iraq have requested ICSVE staff to train them and provide them with tools to fight back against ISIS indoctrination, particularly for those about to be released and for young arrestees. ICSVE advises and provides tools and trainings for prison rehabilitation and reintegration programs globally.

Rehabilitation and Reintegration for Youth who have Lived and Served under ISIS

ICSVE staff have been invited by the Prime Minister of Iraq and Kurdish political leaders and counter-terrorism units to consult in Iraq, to interview in prisons and camps and to help make programs for the half million youth who lived and served under ISIS, many of whom were deeply indoctrinated in ISIS ideology and brutality. Lessons learned, protocols and materials developed in Iraq will also be applicable in Syria as well as globally, for those children taken by their parents from the one hundred or more countries ISIS recruits from, or born into ISIS and educated there.

Research

All of ICSVE programs depend upon ICSVE staff being up-to-date and relevant in speaking back to groups like ISIS. Our staff constantly monitors the Internet for ISIS activity. Some of them spend a significant amount of time in the field training, researching, and keeping up-to-date on a group that is adept at morphing methods and succeeding despite counter-measures. All of our research reports and counter-narrative materials are put out freely on the Internet (on our website and YouTube channel and through regular e-mailings) and in multiple languages, to support global efforts in fighting ISIS. Many of our works are also published in peer-reviewed journals, professional publications and best-selling books. Intelligence, military, government, and CVE workers globally rely on our work and often tell us that they read and keep abreast with our briefs and longer research reports that we put out on a weekly basis. Our research is action-based - we work to immediately turn the research into useful counter-terrorism tools.



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Measuring Success

ICSVE measures success against ISIS (and groups like ISIS) in a number of ways. We know that we are winning when:

- We get into prisons or out into the field, and capture interviews of ISIS defectors/returnees and prisoners on video. We have 80 such interviews already, and we are aiming to collect another 100 over the next three years - always keeping up with changes in the group as well as extend our reach to countering al Shabaab and Boko Haram
- We successfully raise the voices of actual ISIS insiders against the group, by editing up to 200 video interviews of ISIS defectors into short clips powerfully denouncing the group
- We are infecting “their” Internet space on a daily basis - dominating spaces with voices that credibly argue against them, identifying ISIS hash-tags, groups, recruiters and accounts for takedowns.
- Their ability to recruit and seduce face-to-face and over the Internet is disrupted and diminished, by taking down ISIS’s “Daily Harvesters, placing our counter-narrative materials on 500+ Facebook accounts that are following and endorsing ISIS in multiple languages, so that they see another story from inside the group. We utilize different awareness and engagement metrics to discern the extent to which our counternarratives launched online achieved the stated impact.
- We train and place tools into the hands of police, intelligence workers, countering violent extremism (CVE) professionals, and parents to enthusiastically use them. We are planning multiple such trainings over the next three years.
- We give ongoing support to military, security and intelligence services in their fight against the group, with real-time understanding from on-the-ground research reports - publishing multiple full-fledged ICSVE Research Reports and up to 50 Brief Reports each year.
- We support and train helplines and rapid intervention teams to turn back those who have entered and are traveling along the terrorist trajectory – with the goal of training 6 such teams per year and developing an online curricula over a three year period.
- We train 4 country teams per year to empower their prison workers to successfully intervene, rehabilitate, and reintegrate ISIS, and other violent extremists back into the community.



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- We collect actual testimonials and interviews like when an ISIS emir in prison (in Iraq) lowers his head in response to our counter-narrative videos and admits, “We were wrong.”

The Breaking the ISIS Brand Counter Narrative Videos – How we know they work!

At the International Center for the Study of Violent Extremism (ICSVE) we are dedicated to not only creating counter-narratives to fight violent extremist narratives but also employ a systematic way of doing it, namely knowing who our target is beforehand and what kind of narratives they are being exposed to by groups like ISIS and Al-Qaeda. More importantly, monitoring and evaluation aspects of our counter-narrative campaigns remains our key focus. While we continually strive to refine our methodology to better measure the effectiveness of our counter-narratives, the following are some of the examples that serve as a *direct* and *indirect* measure of our counter-narrative videos in terms of detection, early intervention, and prevention.

- **Early/ intervention (Direct):** A thirteen-year-old boy from London, UK, hell-bent on going to Raqqa, Syria, turned back by viewing one of the ICSVE videos. The account was documented by a UK Prevent counselor who worked closely with the boy.
- **Prison rehabilitation efforts (Direct):** An ISIS emir (ISIS superior) interviewed in Iraq by ICSVE researchers hanging his head in shame after viewing two of the ICSVE-produced counternarratives, and admitting, “We were wrong.”—ICSVE videos to be used in prison **rehabilitation efforts**.
- **Diagnostic Tool (Direct):** Multiple focus groups with vulnerable individuals worldwide that led to better understanding how youth views ISIS, what resonates with ISIS, and their potential vulnerabilities in being recruited by ISIS. Reactions and acceptance of our videos by such vulnerable individuals served a measure of the effectiveness of the videos in terms of both quality and content.
- **Early/intervention/awareness (Direct):** Locating ISIS sympathizers and followers on social media (Facebook, Twitter, etc.) and tagging them with our counter narrative videos and memes. Two large Facebook campaigns launched on Facebook, which led to identifying 50 English and 77 Albanian speaking ISIS endorsers and sympathizers. Such individuals identified and served to generate increased cognitive dissonance and discussion against ISIS.



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- **Early/intervention/awareness (Direct):** Launched 19 + Facebook campaigns worldwide using Facebook ad, leading to 1.9 million views in Iraq alone.
- **Early/intervention/awareness training (Indirect):** Provide training on the use of counter-narratives to intelligence, law enforcement, and other CVE practitioners worldwide. In addition, continue to train such professionals and collect testimonies on the impact our counternarratives have had in reducing support for ISIS and other violent extremist groups.

Why ICSVE?

The White House, the U.S. Senate, U.S. State Department, the OSCE, the EU Commission and many foreign governments have lauded ICSVE and the *Breaking the ISIS Brand Project*. The Washington Post, the New York Times, Time, VICE, The Daily Beast, the History Channel, and many other foreign and domestic TV and radio news and print outlets have covered our work. News clippings covering our work are available on the [ICSVE](#) website.

Fighting ISIS and similar groups in the digital and information realms has become a major pillar of our research activities. Compared to others in the field of counter messaging, our video products stand out, as they represent visually and thematically appealing counter-messaging products tailored specifically towards individual vulnerable groups. For instance, we have Syrian and Iraqi ISIS prisoners and defectors speaking out, as well as European and Balkan foreign fighter and defector videos and we continue to collect more around the world. By introducing real insider voices, we strive to achieve credibility with the target group, specifically introducing the voices of those who have experienced real and harsh realities of being both a victim or belonging to a terrorist group. Equally important, our video products are disseminated in multiple languages to ensure that we reach out to a broad and geographically diverse audience.

(b)(6) ICSVE has over the past 15+ years interviewed nearly 600 terrorists, extremists, their family members, close associates and even hostages—studying terrorist trajectories into and out of terrorism and motivations for being involved. (b)(6) which has to date interviewed 80 ISIS defectors, returnees and prisoners and produced forty counter narrative videos of ISIS cadres, insiders, denouncing the group. (b)(6)

(b)(6)

(b)(6) and a multitude of academic and research papers on



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terrorism and counter-terrorism. ICSVE researchers regularly and prolifically publish academic and research reports on counter-terrorism issues. Our ICSVE Advisory Board is made up of a prestigious group of former Ambassadors, Congressmen, Journalists, Community and Business Leaders who fully support our efforts.

Budget

Attached separately.

For more information about ICSVE, please visit our website at www.icsve.org

Contact (b)(6)

[ICSVE 33+ Research Reports](#)

[ICSVE 60+ Brief Reports](#)

(b)(6) [publications listed on](#)

[Academia](#)

[ICSVE YouTube](#)

[ICSVE Facebook](#)

[ICSVE Twitter](#)



International Center for the Study of Violent Extremism

Breaking the ISIS Brand Counter Narratives Project

Over the past 20 years, (b)(6) the International Center for the Study of Violent Extremism (ICSVE) has made in-depth interviews with approximately 600 terrorists, and extremists, and in the case of already dead suicide terrorists, their family members, close associates and hostages. (b)(6) was aiming to understand terrorists' paths into, and back out, of terrorism. From that body of work, which is published in numerous books and research articles, (b)(6) the four usually, necessary components to make a terrorist; (b)(6). These factors are: the group, its ideology, social support (which these days is offered virtually), individual vulnerability and motivations (which differ by context: particularly between conflict and non conflict zones).

Over the past two years, with the assistance of governments and private funders, (b)(6) started the *Breaking the ISIS Brand Counter Narratives Project* in which ICSVE researchers have now interviewed 80 ISIS returnees, defectors, and ISIS cadre prisoners, capturing most of those interviews on video.

ICSVE video editors cut the longer interviews into short video clips to appear as ISIS videos but instead containing the most damning content of these former ISIS cadres denouncing the group and advising others not to join. ICSVE also uses ISIS propaganda images in the clips to illustrate the speaker's words, effectively turning their propaganda back on them. The project also names the video clips with pro-ISIS names to entice those already consuming ISIS's online material to view ICSVE's counter narratives and get a very different message. Thus far out of the 78 full-length interviews, ICSVE have produced 33 counter narrative video clips that can be viewed [here](#). ICSVE staff are currently busy making more.

The Breaking the ISIS Brand Counter Narrative video clips are subtitled in the twenty plus languages ISIS recruits in: including English, French, German, Albanian, Arabic, Malay, Russian, Kyrgyz and Uzbek, among many others and are being used the world over.

ICSVE researchers have directed the *Breaking the ISIS Brand Counter Narrative* video clips on Facebook and Telegram to ISIS endorsers and distributors with

success as well--sometimes resulting in ISIS cadres actually distributing or endorsing the ICSVE counter narrative clips--and with good reach to not only these endorsers, but to the circles they influence.

The *Breaking the ISIS Brand Counter Narrative* video clips are currently being used across four continents and in many countries, to disrupt ISIS's face-to-face and Internet recruiting. Counselors, teachers, police, and others are using them both for prevention and interventions.

ICSVE researchers used two video clips to good effect to confront an ISIS emir in prison and recently learned of a case of a 13-year-old in the UK determined to travel to Raqqa who was dissuaded by viewing one of the ICSVE video clips.

The *Breaking the ISIS Brand Counter Narratives* are available for anyone to use that fights terrorism or wants to counter violent extremism. ICSVE are keen to continue developing materials and offering trainings that can be used as tools around the world to fight terrorism and counter violent extremism. We would also be happy to support initiatives in your locale. Likewise the ICSVE team is regularly publishing research reports from our research interviews that can be viewed on our website www.ICSVE.org

Everything ICSVE produces is public and free for others to use.

Please contact us if there is anything we can do to support your efforts

(b)(6)





International Center for the Study of Violent Extremism

Background:

ICSVE is relatively new but we are prolific and already have a global following in security professionals around the world. Given the prolific use of social media by terrorist organizations such as ISIS to spur their global reach and propaganda, fighting ISIS and similar groups in the digital and information realm has become a major pillar of our research activities. We take pride in our field-based primary research and evidence-based educational video materials that are carefully crafted to counter the efforts of extremist and terrorist organizations to publicize their propaganda and garner support for violence. We at ICSVE have learned from countless focus groups, reports from counselors in the field and our own experiences with ISIS members that the insider voices of defectors and former cadres of terrorist groups have a very strong power to turn others away from terrorism. They are useful both for prevention and intervention in schools, counseling sessions, prisons, and many other settings and we believe should be the overriding force in our collective counter-narrative efforts. First-person research with extremists, terrorists, and their supporters as well as evidence-based counter-messaging is what makes our organization stand out from the rest.

ICSVE has begun and already completed the following tasks within the last two years:

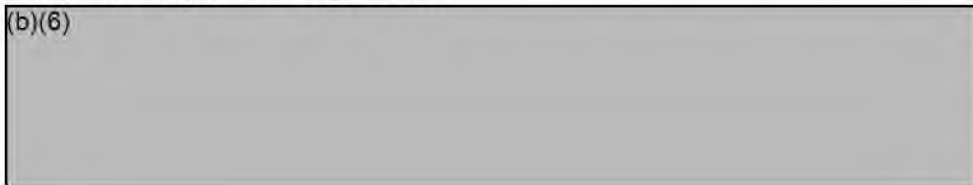
1. Briefed *Breaking the ISIS Brand – ISIS Defectors Interviews Project* for understanding ISIS recruitment and strategies on how to win against ISIS online recruitment to the following:
 - a. U.S. Embassy Bangkok, Thailand-2017
 - b. U.S. Embassy Kuala Lumpur, Malaysia-2017
 - c. U.S. Embassy Baghdad, Iraq-2017
 - d. U.S. Consulate Erbil, Iraq-2017
 - e. U.S. Embassy Amman, Jordan-2017
 - f. U.S. Army Base Amman, Jordan-2017
 - g. U.S. Embassy Vienna, Austria-2017
 - h. U.S. Embassy the Hague, The Netherlands-2017
 - i. U.S. Embassy Brussels, Belgium-2017
 - j. OCAD/CUTA— Organe de Coordination pour l'Analyse de la Menace (Belgian Coordination Unit for Threat Analysis)—2017
 - k. U.S. Embassy Bishek, Kyrgyzstan-2017
 - l. U.S. Embassy Berne, Switzerland-2017
 - m. German Marshal Center, Garmisch-Partenkirchen, Germany

- n. Malaysian Foreign Ministry-2017
- o. The United State Special Operations Command (USSOCOM)-2017
- p. European Union (EU) —June 2018 (upcoming)
- q. European Union (EU) Library—June 2018 (upcoming)
- r. OCAD/CUTA— Organe de Coordination pour l'Analyse de la Menace (Belgian Coordination Unit for Threat Analysis)—June 2018 (upcoming)

2. Presented our research findings and the video clips from the *Breaking the ISIS Brand – the ISIS Defectors Interviews Project* to:

- a. Training for U.S. Department of Defense/SOCOM October 2017
- b. Training for U.S. Department of Defense SOCOM August 2017
- c. Training for Thai Royal Police, July,2017
- d. Presentation for SEACRT of the Malaysian Foreign Ministry, July 2017
- e. Training for U.S. military Erbil, Iraq May 2017
- f. Training for U.S. Department of Defense/ SOC COM & CENT COM March 2016, January 2017
- g. Women in Federal Law Enforcement – June 2016
- h. Presentation to U.S. FBI – September 2016
- i. Training for Kuala Lumpur security professionals – September 2016
- j. Presentation to Thai Military – September 2016
- k. Presentation to West Asia, North Africa (WANA) Conference – November 2016
- l. Presentation to Trends Security Conference Kings College – London, UK - December 2016
- m. Shrivenham UK Defence Academy – Shrivenham, UK – January 2017
- n. International Conference on Returning Foreign Fighters - The Hague, Netherlands – Feb 2017
- o. East West Institute - Brussels, Belgium – March 2017
- p. University of Leuven – Leuven, Belgium – March 2017
- q. Intercultural Dialogue event – Brussels, Belgium – March 2017
- r. UN 61st Commission on the Status of Women, side event – March 2017
- s. Institute for Defense Studies – New Delhi, India – March 2017
- t. Utrecht University, the Netherlands—June 2017
- u. UFUNGU Conference, Antwerp, Belgium—June 2017
- v. The Hague Center for Strategic Studies, the Netherlands—June 2017
- w. Alfred Deakin Institute for Citizenship and Globalization—Bangkok, Thailand—July 2017
- x. Third International Conference on Countering Daesh-Baghdad, Iraq-2017
- y. Education in a post-Daesh environment, Baghdad, Iraq—2017
- z. Soft Power Approaches for Countering Terrorism event at the U.S. Press Club, Washington DC—April 2018

aa. (b)(6)



- bb. HORN Institute Conference on “The Changing Dynamics of Terrorism and Violent Extremism in Kenya.” ICSVE researchers presented on the Breaking the ISIS Brand, women roles in CVE, and human and legal issues associated with foreign fighters in Iraq and Syria. They also moderated several break-out sessions—April 2018
- cc. “Not in God’s” Name conference to fight the appeal of violent extremism, featuring Mike Tyson, Vienna, Austria, ICSVE represented the Breaking the ISIS Brand Counter Narrative Project in Vienna— April 2018
- dd. The Reverse Flow of Foreign Fighters: Challenges for the OSCE and Beyond OSCE Wide Conference held in Rome, Italy for the Organization for Security and Cooperation in Europe (OSCE). Director of ICSVE served as a key note speaker giving an address on Returning Women and Children of ISIS before the delegations of the OSCE participating states; the OSCE partners for cooperation; representatives of international organizations; and the representatives of OSCE field operations. In addition, ICSVE was granted a side event on the Breaking the ISIS Brand Counter Narrative Project which were events reserved for only five entities at the conference (ICSVE, RUSI, UNDP, Women without Borders and the OSCE Office of the Special Representative and Coordinator for Combating Trafficking in Human Rights)—May 2018
- ee. (b)(6)
- ff. Tech Against Terrorism conference, Google, Facebook, et.al., San Francisco, CA —June 2018

3. Trained and arranged mostly free-of-charge trainings and consultations on understanding ISIS recruitment and effective counter-messaging using our video clips as prevention and intervention work for:

- a. Thai Royal Police, July 2017
- b. Liege police and CVE workers, June 2017
- c. Belgium Federal Police, Hostage Negotiation Teams, June 2017
- d. New Brunswick, NJ Police – April 2016
- e. Swiss National Police – April 2016
- f. FBI consultations – September 2016
- g. Dutch National Police – February, March, and June 2017 in The Hague
- h. Antwerp, Belgium Stad police and Antwerp city CVE staff – March 2017
- i. Liege, Belgium police and CVE staff social workers – March 2017
- j. Belgium National Police and Intelligence OCAM/OCAD/CUTA (the Coordination Unit for Threat Assessment) – March 2017
- k. St. Louis Park, Minnesota – planning stages
- l. Boston area police – planning stages
- m. Washington, D.C. police – planning stages
- n. Michigan State Police Consortium – May 2017
- o. Toronto Policing Conference – May 2017

- p. ICSVE staff trained U.S. Special Military Operators on the Breaking the ISIS Brand Counter Narratives Project and Addressing Legal Challenges of Returned Foreign Fighters, Cannon U.S. Airbase, New Mexico, US – April 2018.
 - q. ICSVE staff trained social work staff working with ISIS defectors and ISIS victims in Erbil, Iraq, May 2018
 - r. ICSVE participated in teacher training for teachers dealing with children who lived under ISIS, Erbil, Iraq, May 2018
 - s. ICSVE consulted with Iraqi Psychological Research Institute on providing a teacher training curriculum based on a psychological survey of Iraqi children having lived under ISIS control. May 2018
 - t. ICSVE training of 20+ Islamic women activists (Bashkesia Islame e Kosoves/Kosovo Islamic Community) representing major Kosovo municipalities on the use of counter-narratives to counter extremist ideologies and terrorist group appeal in Kosovo. May 2018.
4. Began a new line of *Breaking the ISIS Brand* video clip products to denounce ISIS using Muslim immigrant descent mixed martial artists who are heroes and role models to Muslim immigrant descent populations living in hotbeds of radicalization, and who are vulnerable to ISIS recruitment in Europe. ICSVE is currently cooperating with “Not in God’s Name” project in Austria, Vienna, on the production of a series of videos closely resembling/replicating ISIS propaganda videos in which Austrian and international mixed martial artists belonging to the Islamic faith, among them Foad Sadeghi, Ilias Bulaid, etc., are filmed justifying the reasons for choosing to reject ISIS and its ideology as well as justifying why they decided to take a stand against it. The first jointly produced video will be released in September 2017.
 5. Completed 40 *Breaking the ISIS Brand Counter Narrative* video clips placed on our ICSVE YouTube channel, our ICSVE website and written up summaries of them which are sent out to 6000+ contacts including press, researchers, international governments and security sector workers and NGOs. 5. Continue to produce two (2) video clips per week.
 6. 6. Subtitled existing video clips in 20 or more languages and placed on YouTube for free access for anyone fighting ISIS to use.
 7. 7. Began creating 2-4 pages study guides for all the videos.
 8. Focus tested and began focus testing ISIS Defector video clips with good success in:
 - a. A U.S. university in Massachusetts – peer reviewed journal article accepted for March/April publication
 - b. A U.S. university in Northern VA, March 2017

- c. San Diego, CA, with Somali-community members, with two focus groups held thus far. Research submitted for publication with a peer-reviewed journal.
- d. In Zarqa and Irbid, Jordan – with good success, write up pending
- e. In various madrasahs in Kyrgyzstan – write up pending
- f. In a high school in Kosovo – write up pending
- g. A prison with a high-profile ISIS emir in Iraq
- h. With Iraqi students, CVE, military and intel professionals-2017-current
- i. With security professionals and current and former extremists and religious scholars globally-2017-current

9. Distribution

- a. Continue the partnership with Facebook to run multiple international campaigns in multiple languages using Facebook ads
- b. Became the chosen partner of Facebook for an internal test of redirecting militants using our counter narrative videos for testing in Egypt and the UK
- c. Exploring the possibility of having the video clips aired as Public Service Announcements on Al Jazeera Arabic and English channels
- d. Working in close cooperation with the U.S. Embassy in Denmark to set up a website with the ICSVE Breaking the ISIS Brand Counter Narratives featured along with study guides to help teachers in prevention work in their classrooms.

10. Monitoring and disrupting ISIS activity on the Internet

- a. Monitoring ISIS activity on social media – Twitter, Facebook, etc.
- b. Monitoring ISIS activity on encrypted social media – Telegram, etc.
- c. Downloading and creating a library of ISIS video and memes.
- d. Monitoring ISIS activity on the surface and deep web, monitoring Daily Harvesters.
- e. Launching Breaking the ISIS Brand campaigns worldwide using Facebook ads.

11. Monitoring and Evaluation:

- a. Continue to focus test our video materials for prevention and intervention purposes both online and offline.
- b. Continue to further refine our methodology to better measure the effectiveness of our counter-narratives.
- c. Continue to monitor and assess both short and long-term impact of our videos on user behavior (e.g. supporting extremist ideas by liking, tweeting, etc., monitor user behavior over sustained period of time to determine changes due to measures implemented, etc.) while also continuing to understand better the relationship between our online interventions and offline behavior.
- d. Continue to gather data on the training provided by ICSVE worldwide (e.g. to law enforcement, intelligence, counselors, CVE scholars and

practitioners, etc.) to measure the impact of our videos in reducing support for ISIS and similar violent extremist groups.

12. Continue to work on our new line of Breaking the ISIS Brand video clip products to denounce ISIS using Muslim immigrant descent martial/MMA artists who are heroes and role models to Muslim immigrant descent populations living in hotbeds of radicalization, and who are vulnerable to ISIS recruitment in Europe. ICSVE is currently cooperating with “Not in God’s Name” project in Austria, Vienna, on the production of a series of videos closely resembling/replicating ISIS propaganda videos in which Austrian and international martial/MMA artists belonging to the Islamic faith, among them Mairbek Taisumov, Foad Sadeghi, Ilias Bulaid, etc., are filmed justifying the reasons for choosing to reject ISIS and its ideology as well as justifying why they decided to take a stand against it. ICSVE video production scheduled to occur late June 2018.
13. Working on our new My Real Jihad website which will serve as a landing page from the videos and attempt to redirect those vulnerable to ISIS recruitment to further information against their false claims about Islam and about terrorism and to pursue other routes of trying to win social justice.
14. Published the following books, articles, and academic peer-reviewed papers on our research.
 - a. *ISIS Defectors: Inside Stories of the Terrorist Caliphate*, Advances Press. June 2016.
 - b. Defeating ISIS on the Battle Ground as well as in the Online Battle Space: Considerations of the “New Normal” and Available Online Weapons in the Struggle Ahead—*Journal of Strategic Security*.
 - c. Following a Military Defeat of ISIS in Syria and Iraq: What Happens Next after the Military Victory and the Return of Foreign Fighters—*Journal of Terrorism Research*.
 - d. The ISIS Emni: The Origins and Inner Workings of ISIS's Intelligence Apparatus – *Perspectives on Terrorism*
 - e. The Roles of Women in Supporting, Joining, Intervening in, and Preventing Violent Extremism in Kyrgyzstan, Kosovo, and Southern Serbia: Analysis of the Drivers of Radicalization in Kyrgyzstan Region with a Focus on Women’s Roles, including a Stakeholder Capacity Assessment Regarding Gender Issues for Women. *UN Women Commissioned Country Report*.
 - f. Examining Psychological Drivers of Radicalization in Jordan. *Commissioned by WANA Institute, Jordan*.
 - h. Defected from ISIS or Simply Returned, and for how Long? Challenges for the West in Dealing with Returning Foreign Fighters—*Homeland Security Affairs*.
 - i. Determining Youth Radicalization in Jordan—*Perspectives on Terrorism* (In press).
 - j. Beating ISIS in the Digital Space: Focus Testing ISIS Defector Counter-Narrative Videos with American College Students—*Journal of*

Deradicalization.

- k. Fighting ISIS on Facebook-Breaking the ISIS Brand Counter-Narratives Project – in press.
- l. Bringing Down the Digital Caliphate-Breaking the ISIS Brand Counter-Narratives Intervention with Albanian Speaking Facebook Accounts, submitted to the *Journal of Deradicalization*.
- m. “Defeating ‘radical Islamic terrorists:’ How is President Trump doing in his first 100 days in office?” *The Changing International Order*. TRENDS Research & Advisory
- n. “Beware the women of ISIS: There are many and they may be more dangerous than the men.” *Daily Beast*.
- o. “Inside the ISIS machine turning children to monsters.” *Daily Beast*.
- p. “Making a monster: How I became an ISIS bride.” *Daily Beast*.
- q. “She doesn’t regret torturing women for ISIS.” *Daily Beast*
- r. “Winning against al-Qaeda and ISIS: The case for Combining Deradicalization with Disengagement Approaches in Prison and Community Programs addressing Former and Current Members of Militant Jihadi Groups.” In *Historical Perspectives on Deradicalization*, Handbook on De-Radicalization, Routledge Press.
- s. Speckhard, A., & Shajkovci, A., & Bodo, L. & Fazliu, H. (2018). “Bringing down the digital caliphate: A breaking the ISIS brand counter-narratives intervention with Albanian speaking Facebook accounts.” Retrieved from <http://www.icsve.org/researchreports/bringing-down-the-digital-caliphate-a-breaking-the-isisbrand-counter-narratives-intervention-with-albanian-speakingfacebook-accounts/>
- t. Speckhard, A., Shajkovci, A., & Bodo, L. (2018). Fighting ISIS on Facebook—Breaking the ISIS Brand Counter-Narratives Project. Retrieved from <http://www.icsve.org/research-reports/fighting-isis-on-facebook-breaking-the-isis-brand-counter-narratives-project/>
- u. Speckhard, A, & Shajkovci, A., & Bodo, L., & Fazliu, H. (2018). “Breaking the ISIS Brand Counter-Narratives—Part I: Intervention with Albanian Speaking Facebook Accounts. VoxPol. Retrieved from <http://www.voxpol.eu/breaking-isis-brand-counter-narrativesintervention-albanian-speaking-facebook-accounts-part-1/>
- v. Breaking the ISIS Brand Counter-Narratives-Part II: Ethical Considerations in Fighting ISIS Online. VoxPol. Retrieved from <http://www.voxpol.eu/breaking-the-isis-brand-counter-narrativespart-ii-ethical-considerations-in-fighting-isis-online/>
- w. Speckhard, A., Shajkovci, A., & Bodo, L. “Fighting ISIS on Facebook—Breaking the ISIS Brand Counter-Narratives Project. Pending publication on VoxPol.
- x. Anne Speckhard and Ardian Shajkovci (2018). “The Balkan jihad recruitment to violent extremism and issues facing returning foreign fighters in Kosovo and Southern Serbia.” Soundings, Project Muse, John Hopkins University.
- y. Speckhard, A., & Shajkovci. (2018). The Roles of women in supporting, joining, intervening in, and preventing violent extremism in Sandjak: Analysis

of the drivers of radicalization in Kosovo and the Sandjak region with a focus on women's roles, including a stakeholder capacity assessment regarding gender issues for women. Retrieved from <http://www.icsve.org/research-reports/the-roles-of-women-in-supporting-joining-intervening-in-and-preventing-violent-extremism-in-sandjak/>

z. Speckhard, A., & Shajkovci, A. (2018). Confronting an ISIS emir: ICSVE's Breaking the ISIS Brand Counter-Narrative Videos, Counterterrorism Exchange Journal (CTX) 8(1), 5-14.

a.a. Speckhard, A., UN Women Manual "Gender and Preventing Violent Extremism Curriculum," (Europe, Central Asia, and the Balkans focused)—finalized and pending publication by UN Women.

b.b. Speckhard, A., & Shajkovci, A. "Psycho social and Islamic Challenge Approaches to in-Prison Treatment of Militant Jihadis." Chapter contribution in the Handbook of De-radicalization. Finalized and pending publication by Routledge publishing.

c.c. Speckhard, A., Shajkovci, A., Claire, W., & Izadi, N. "Mounting a Facebook Brand Awareness and Safety Ad Campaign to Break the ISIS Brand in Iraq. Pending publication in Perspectives on Terrorism.

d.d. Speckhard, A., Shajkovci, A., Wooster, C., & Izadi, N. "Engaging English Speaking Facebook Users in an anti-ISIS Awareness Campaign." Publication Pending in the Journal of Strategic Security.

e.e. We are currently engaged in the write up and analysis of 17+ awareness campaigns launched worldwide by our Center.

f.f. Speckhard, A., Shajkovci, A., & Ahmed, M. (In press). Intervening in and Preventing Somali-American Radicalization with Counternarratives: Testing the Breaking the ISIS Brand Counternarrative Videos in American Somali Focus Group Testing.

g.g. Speckhard, A. (2018). "Who will rescue American babies from ISIS?" Daily Beast. Retrieved from <https://www.thedailybeast.com/whowill-rescue-american-babies-from-isis?ref=author>

h.h. Speckhard, A. & Shajkovci, A. (2018). "Mother's Deadly Day: She Blew Up Herself and Her Two Girls to Murder Christians." Daily Beast. Retrieved from <https://www.thedailybeast.com/mothers-deadly-dayshe-blew-up-herself-and-her-two-girls-to-murderchristians?ref=author>

i.i. Speckhard, A., & Shajkovci, A. (2018). "Will ISIS live on in Iraq?" The Hill. Retrieved from <http://thehill.com/opinion/international/377621-will-isis-live-on-in-iraq>

j.j. Speckhard, A., & Shajkovci, A. "How can Hollywood help fight ISIS and similar terrorist groups?" Pending publication in Security Solutions Magazine.

l.l. ICSVE papers are republished in Diplomacy Today (an English journal that is read in Europe and US), Security Solutions Today (Australian security related journal) and the Defense and Intelligence Journal of Norway.

m.m. ICSVE staff conducted dozens of interviews with both local and international media.

15. Partnerships and Ongoing Projects

- a. Gained access to several high-profile ISIS prisoners housed in Sulaymaniyah, Iraq. Interviewed several ISIS prisoners in Baghdad, Iraq.

The interviews in Baghdad were captured on video, and they will be used for counter-messaging purposes. We have the full support of government of Iraq, Ministry of Interior, and the government of the Kurdistan Region of Iraq to continue our work in prisons in Iraq (100+ interviews over the course of one year, including interviews with women in ISIS and foreign fighters).

- b. Forged a partnership with the Malaysian Foreign Ministry for creating ISIS counter narrative video clips and distributing them in Southeast Asia subtitled in the relevant languages
- c. Presented for the United Nations Office of Drugs and Crime (UNODC) in Central Asia on how to fight radicalization in prisons and counter narrative tools to do so. Our project has received full support in Central Asia, and we are working closely with Central Asian governments and relevant international actors (e.g. UNODC) to further scale our project.
- d. U.S. Embassy Copenhagen, Denmark. ICSVE Counter-narrative use and accompanying study guides.
- e. U.S. Embassy Baghdad, Iraq. c. Ministry of Interior (MOI) Iraq.
- f. d. Ministry of Justice, Iraq e. Falcon Intelligence Cell, Baghdad, Iraq.
- g. United States Central Command (CENTCOM)
- h. United States Africa Command (AFRICOM)
- i. Facebook
- j. Tech Against Terrorism
- k. "Not in God's Name"- Vienna, Austria and Berlin, Germany
- l. Ministry of Interior, Albania—Interview with ISIS prisoners in Albania (scheduled to commence July 2018)
- m. Ministry of Justice, Albania
- n. National Center for Counter Terrorism, Kenya- Interviews with al-Shabaab prisoners and members to be conducted in Nairobi and Mombasa, Kenya. (June 22-29, 2018)
- o. Kosovo, Bosnia, and Macedonia—potential partnership with International City/County Management Association to help produce locally-informed counternarratives, as well as offer training on the production and use of counternarratives.
- p. Interviews with ISIS prisoners as well as female and children housed/detained in camps in Rojava ("Democratic Federation of Northern Syria"). Secured tentative commitment to enter the camps between July 29 and August 10, 2018.
- q. Travel to Kurdistan Region of Iraq and interview Yazidi communities, with the specific focus on the Yazidi [women] victims of ISIS. Travel to take place late July 2019.
- r. Lebanon (exploring potential interviews with militant extremists to be conducted in Fall 2018)
- s. Kazakhstan—invited to help advise and/or create locally-informed counternarratives to fight the appeal of violent extremism in the country.
- t. Nigeria—Working with U.S. Ambassador Daniel Mozena who leads the U.S. "Boko Haram" Unit within U.S. State Department to gain access to

- Boko Haram militants, including female victims of Boko Haram, in Somalia and further expand our counter-narrative products to the region.
- u. Agreement with UN Women and United Nations Counter-Terrorism Committee Executive Directorate (CTED) to hold joint conferences in the upcoming months.

16. Upcoming ICSVE and partner led events

- a. Speaking to the EU Parliament in June 2018
- b. Exploring holding a UNGA Side event Meeting with UN Women and CTED in Fall 2018 to announce the UN Women Countering Violent Extremism Training manual written by ICSVE staff
- c. Organizing a side event on Fighting ISIS on the Digital Space Panel with Facebook, Google, Twitter and ICSVE speaking for the Doha Forum December 2018
- d. Exploring with Facebook leadership to hold a Doha hosted upcoming Global Internet Forum to Fight Terrorism Conference in Doha, Qatar.
- e. Speaking to the EU Parliament in Spring of 2019 with 200+ attendees f. Washington, D.C. Panel in Fall 2018.



International Center for the Study of Violent Extremism

Breaking the ISIS Brand Counter Narrative Videos – How we know they work!

Violent extremist groups like al-Qaeda and ISIS continue to produce and distribute effective narratives to radicalize and recruit members to its ranks. At the International Center for the Study of Violent Extremism (ICSVE) we are dedicated to not only creating counter-narratives to fight violent extremist narratives but also employ a systematic way of doing it, namely knowing who our target is beforehand and what kind of narratives they are being exposed to by groups like ISIS and Al-Qaeda. More importantly, monitoring and evaluation aspects of our counter-narrative campaigns remains our key focus. While we continually strive to refine our methodology to better measure the effectiveness of our counter-narratives, the following are some of the examples that serve as a *direct* and *indirect* measure of our counter-narrative videos in terms of detection, early intervention, and prevention.

- **Early/ intervention (Direct):** A thirteen-year-old boy from London, UK, hell-bent on going to Raqqa, Syria, turned back by viewing one of the ICSVE videos. The account was documented by a UK Prevent counselor who worked closely with the boy.
- **Prison rehabilitation efforts (Direct):** An ISIS emir (ISIS superior) interviewed in Iraq by ICSVE researchers hanging his head in shame after viewing two of the ICSVE-produced counternarratives, and admitting, “We were wrong.”—ICSVE videos to be used in prison **rehabilitation efforts**.
- **Diagnostic Tool (Direct):** Multiple focus groups with vulnerable individuals worldwide that led to better understanding how youth views ISIS, what resonates with ISIS, and their potential vulnerabilities in being recruited by ISIS. Reactions and acceptance of our videos by such vulnerable individuals served a measure of the effectiveness of the videos in terms of both quality and content.
- **Early/intervention/awareness (Direct):** Locating ISIS sympathizers and followers on social media (Facebook, Twitter, etc.) and tagging them with our counter narrative videos and memes. Two large Facebook campaigns launched on Facebook, which led to identifying 50 English and 77 Albanian speaking ISIS endorsers and sympathizers. Such individuals identified and served to generate increased cognitive dissonance and discussion against ISIS.
- **Early/intervention/awareness (Direct):** Launched 19 + Facebook campaigns worldwide using Facebook ad, leading to 1.9 million views in Iraq alone.
- **Early/intervention/awareness training (Indirect):** Provide training on the use of counter-narratives to intelligence, law enforcement, and other CVE practitioners worldwide. In addition, continue to train such professionals and collect testimonies on the impact our counternarratives have had in reducing support for ISIS and other violent extremist groups.

Here is a description of the Breaking the ISIS Brand Counter Narrative Project.

Next week we are going to Kenya and will also interview al Shabaab guys so we will soon expand to also countering al Shabaab and Boko Haram as well.

Here is a description of how we measure effects of the videos and are confident they are working.

And here is a list of our accomplishments at ICSVE.

All of our research papers are on our website. We maintain a mailing list of 7000 security professionals and others interested in our work and mail to them useful documents at least once a week.

I hope that your colleagues will find our work worthy of their attention.

Thanks again for introducing us!

Best regards,

(b)(6)



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