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**Report of the External Evaluation of the
No Hate Speech Movement Youth Campaign
Covering 2016-2017 and preparation process in 2015**

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1. Executive summary

Evaluation process

The external evaluation of the No Hate Speech Movement campaign, covering 2016-2017, aimed to: determine the level of achievement of the set objectives and results applying the OECD DAC criteria; identify key learning from the different stakeholders; as well as good practices and examples to build on after the completion of the campaign.

The data collection heavily relied on qualitative data collection (desk review, interviews, evaluation workshops as well as observation of events). The quantitative component of the evaluation (three online surveys) yielded limited number of responses (particularly in the case of online activists and campaign partners) and thus the conclusions drawn from the surveys are not fully representative. The evaluation focused on the following OECD DAC criteria – relevance, effectiveness and impact, efficiency, sustainability, accountability, coordination and coherence. The initial data collection process was carried out between July 2017 – April 2018. The preliminary conclusions were then presented to and validated by the participants at the final campaign conference held in Strasbourg in April 2018. Further conclusions from this conference were incorporated into this final evaluation report.

Evaluators would like to thank all stakeholders participating in the evaluation for their cooperation, time and thought put into the evaluation process. The team would especially like to thank the staff members of the Youth Department of the Council of Europe for their continuous support, guidance and effort invested in the evaluation.

Overall conclusions – key strengths and weaknesses of the campaign

Key strengths:
The first broad international initiative to tackle hate speech which has strongly contributed to putting hate speech on the agenda of the national and international institutions – and contributing to increasing awareness about hate speech and newly arising issues such as transphobia or islamophobia and its consequences.
Institutional backing of the Council of Europe has made the campaign more reputable and attractive for national level stakeholders, support from the campaign secretariat was equally useful.
Quality capacity building provided to the stakeholders , relevant to their needs (with the exception of trainings specifically designed for online activists)
Development and provision of high quality and practical tools (namely Bookmarks)
Creation of a strong brand. The slogan of the campaign (No Hate) ‘entered the language’ in its everyday use.
Opening up many relevant discussions and building competences related to topics as sexism, discrimination, hate crimes, bullying & cyberbullying, media literacy, online safety.
Providing sense of empowerment and space to act to youth activists – it gave them reasons to raise their voice and strengthened their ability to stand against hate speech online. They are now further motivated to take action, come up with projects and joint ventures on their own, requesting minimum support.
Key weaknesses:
Lack of clearly defined strategy in reaching the stated objectives (concrete roadmap with a stakeholder plan). This resulted in rather general understanding of the campaign among new coming countries and difficulties in primary orientation as to what the campaign is about. The absence was also perceived positively – as a factor allowing for flexibility in terms of approaches and partnerships. It helped adapt the tools to national and local contexts. This absence of global strategy did not overshadow the clear strategies and roadmaps that some national campaigns had.

Lack of funding available for the campaign on international as well as national level – this meant that most actors involved at national level could not fully commit due to lack of resources. Lack of funding also often led to discouragement from further participation of national committee members.

Lack of professionalism (due to resources missing) **in content production for the central online campaign.** Strong institutional limitations in terms of creating content that could potentially attract people “out of the CoE bubble” – meaning larger public.

Overtly careful approach of the campaign in approaching sensitive themes (combined with other factors) had a negative impact on the creativity of the online campaign. Governmental organisations and international bodies such as the Council of Europe are seen as having the obligation to avoid being controversial or supporting controversial messages due to reputation concerns.

Weak institutional involvement of the Council of Europe – insufficient transversal communication and coordination within the organisation.

Relevance of the campaign is rated as 2¹ using the OECD DAC rating scale.

Since 2015, Council of Europe took on a role focused on supporting national campaigns. The campaign was designed flexibly in order to allow room for national specificities. However, lack of clarity in terms of actual campaign strategy was reported by multiple stakeholders both on central as well as national campaign level, partners including. While the campaign strategy was deliberately very broad, it led to the overall impression that there was no joint strategy nor a clear “business plan” with measurable results and indicators. Respondents also often felt lost in finding their own national focus as a result – lack of information available to national committees when planning national campaigns was identified. The NCCs similarly did not fully agree that their national campaigns had a clear focus and strategy outlined with clear objectives and a concrete path to reaching these. Stakeholders also reported feeling lost in the choices available to them, not being sure what road to take and simply went for testing different approaches. At the same time, stakeholders appreciated the flexibility of the broader campaign approach allowing for national contextualization of approaches.

The added value of cross-country campaigning perceived by majority of the interviewees was the positive reputation of the Council of Europe, leading the campaign, which in many cases reportedly helped when approaching institutions (governmental as well as non-governmental for cooperation.) There were also examples of direct cross-country inspiration - e.g. being inspired by the Portuguese No Hate Ninjas. Acquiring functional and not just declarative support and backing of national governmental agencies was found as a key supportive factor to launch a successful national campaign. However, the level of support of member states to the campaign has differed – it was mainly on the level of youth ministries (which are often reportedly taken less seriously by other governmental stakeholders and have limited financial resources available) or ministry agencies. Ownership of the campaign and degree of youth organisations’ involvement has differed and there were also differing perceptions as to the desired level of youth leadership in the campaign – some stakeholders thought that professionalising the campaign rather than relying on youth movements and volunteers would have benefited its effectiveness. The role of youth movements overall was weaker than originally anticipated – the campaign was rather very effective in empowering individual youth volunteers.

¹ The OECD DAC rating scale

0	1	2	3	4
Low or unidentifiable contribution to this criterion.	There is some evidence of contribution, but significant improvement is necessary.	There is evidence of satisfactory contribution, but further continuous improvement is desirable.	There is evidence of good contribution, but some areas require further improvement.	There is evidence of high contribution and/or contribution exceeding initial expectations.

Effectiveness of the campaign is impossible to rate due to very differing national contexts.

The campaign website maintained constant number of visits for the period of Jan 2016 to Dec 2017. Majority of visitors were actively using search engines to find out more information about the campaign and the topic itself. That is a positive sign as people became curious based on other (national) communication activities of the campaign and wanted to learn more. **NHSM remains one of the few initiatives and sources with this specific focus on a pan-European level.**

Clarity of the campaign objectives and the pathway to reaching those was rather low for national level campaign stakeholders. Most stakeholders thought that the **campaign has been effective in recognising hate speech as an abuse of human rights by relevant national and international stakeholders** (with the help of a range of external influencing factors such as increased use of hate speech in political discourse and media, radicalisation etc.) The campaign did not contribute significantly to improved, regular and systematic reporting of online hate speech (Hate Speech Watch was not perceived as useful and relevant by respondents) neither was actively involvement in national Internet governance processes.

The evaluation found that it was irrelevant to compare various campaign themes and to determine the campaign themes that prompted the biggest interest/reaction from the target groups. None of the interviewed stakeholders were able to identify a theme that prompted the biggest interest. Facebook analysis shows that **the reach and engagement were not generated by a theme, but by a systemic approach to the use of a Facebook Page.** Whenever there were some plan and strategy in place, the reach was higher. The campaign has successfully created a strong brand, something that can be built upon in the future. In different countries the campaign brand was easily recognizable through the use of same visual/branding. The postings on Facebook of the five studied national campaigns were consistent with the campaigns main scope and message, focused on the topic of hate speech and were relevant, however did not reach large audiences. The most engaging content was however often shared from other sources or was unrelated to central messaging. Images and videos from workshops were posted on a large scale, however, this type of content is purely promotion that does not generate any response, besides few who participated or are close to them. The visibility on a national level was therefore minimal on Facebook, with the exception of a few countries (Germany, Ireland e.g.).

Quality and effect of the developed counter and alternative narratives varied in each studied country. In Ireland, the authenticity and activity were strong particularly thanks to a strong and active youth activist group, but the production quality of content was rather low. Germany has a high-quality production audio-visual content, published on a regular basis and through pure observation, it is obvious that there was a publishing strategy in place. This led to a strong reach and engagement. Except for Germany (and partly Ireland), the campaign content in the countries selected for case studies didn't generate discussion on the topic on social media.

The quality of communication tools employed by the campaign was rather criticized by online activists, especially those involved earlier in the campaign. Action days were rather static, the campaign was not responsive and flexible in light of current events, lacked professional approach and mutual connection and communication between central and national social media sites. This was further confirmed through Facebook analysis which found the NHSM Facebook page not to be a platform for exchange of opinions and arguments about hate speech and related topics. The primary target audience were active young people coming from similar opinion perspectives and there are other campaign tools and platforms (including in person meetings) that serve the purpose of exchange of ideas of the movement. Nevertheless, generating a level of controversy and commenting help increase reach, engagement and visibility and also provide an opportunity to reach out to other opinion bubbles and communities, if a strong reach is the target. Partners as well as national committees appreciated the regularity and user-friendly format of flashnews – an important source of information about the campaign.

On an overall level, it seems that the campaign **was not particularly successful in strengthening youth movements** though a high number of young people were involved. Empowering individual young people to combat hate speech was recognised by a variety of stakeholders but this does not seem to have translated into empowering entire youth movements.

The **presence and leadership of the Council of Europe** was particularly useful in **helping to introduce the campaigns at national levels and branding the campaign** due to the strong reputation of the institution. The tools produced by the CoE, Bookmarks specifically, are also highly useful and will certainly be used in the future. There were also some critical voices with regards to effectiveness and conduct of the Follow Up Group Meetings and heavy bureaucracy. The effort made and a number of existing internal CoE challenges was apparent and acknowledged by majority of the stakeholders. The static and rather institutional character of the campaign has, however, reportedly led to the departure of a number of experienced online activists in the first phase of the campaign and their replacement by less experienced ones. The campaign has managed to approach gender issues in a sensitive manner and to produce updated content of publications in this regard as result of inter-departmental cooperation of relevant CoE departments. The campaign activists were strongly motivated to reflect on these issues and have also introduced a new aspect – broader understanding of all genders, that is including intersex and transgender in work on sexist hate speech.

Efficiency of the campaign is rated as 2² using the OECD DAC rating scale.

In its second phase, the campaign has mainly worked with less experienced but highly motivated young individuals who have perceived their participation as largely a great learning opportunity. In this sense, the **campaign contributed to youth empowerment** but, as reported by many stakeholders, **at the expense of professionalism**. The low reach and engagement of the central campaign page is partially a result of this. The example of German campaign, where funds were raised successfully, the team leading the campaign delivered high quality level outcomes, was able to work with other professionals and stay focused on their job shows that allocation of funding to cover at least time of professionals working on the campaign produces very tangible results. The centrally provided **CoE trainings have led to improved understanding of the issues, however many participants were rather sceptical in the way they helped them to find practical ways to work with controversial themes in their country**. Strengthening staff capacity of the Youth Department in the second phase of the campaign based on recommendations of the first evaluation has contributed to closer contact and swifter communication between CoE and national committees, though many limitations and challenges were still difficult to overcome (too many countries involved with different contexts and needs with too few people to manage the issues). While it was not the role of the CoE to coordinate the campaigns on national level, many stakeholders expressed that they expected more strategic guidance from CoE. Furthermore, perceived **lack of internal support to the Youth Department coming from CoE** was also identified.

Impact of the campaign is impossible to rate – examples of short term impact are presented below.

It is possible to say that it was the **first major international initiative addressing the issue of hate speech and (successfully) striving to place it on the agenda of key national and international stakeholders**. The impact the campaign has had in the countries largely differs and in many cases is too early to determine. The country case studies show that in Ireland and Portugal, the campaign has produced groups of empowered young individuals who have now taken up activities, are motivated and continue to work on their own. **Stronger national networks and contacts among relevant stakeholders** were reported as a key thing that most committees have taken from the campaign, similar this can be stated about the **network of online activists**, though the future of this network is unclear – initial plans for the activist group were discussed during the final evaluation conference and it still remains to be seen to what extent these materialize.

Sustainability is rated as 3³ using the OECD DAC rating scale.

Sustainability of the campaign is a key concern – in most cases it seems that continuation of campaigns at national level will be impossible without some sort of coordination, guidance, clarity as well as funds allocated. Many stakeholders have expressed frustration with the campaign ending at a point when “things are just starting.” There is high motivation among youth and online activists to continue addressing and combating hate speech but through other projects. Funds, human resources and institutional support are the key things to tackle to ensure some degree of sustainability. Despite the challenges mentioned, **number of national campaigns will continue working beyond the official closure of the campaign**. There is also **high motivation**

² There is evidence of satisfactory contribution, but further continuous improvement is desirable.

³ There is evidence of good contribution, but some areas require further improvement.

among the online activists to continue working together – under a group temporarily called NHSM Activist’s Alliance, which has already outlined a set of goals as well as areas for concern and request for further support from CoE in enabling the group to meet face to face to lay out further and more concrete future plans. Partner organisations will also continue to incorporate NHSM elements and key messages in their future activities.

Accountability is rated as 4⁴ using the OECD DAC rating scale.

Accountability of CoE in terms of using resources was not questioned by the stakeholders. Majority of the NCCs have agreed that they had all information about the involvement, role and responsibility of Council of Europe in the campaign. The online activists were less clear on this but did not question accountability. Stakeholders were generally aware of the CoE financial limitations and have appreciated the support, guidance and events organised.

Coordination of the campaign is rated as 3⁵ using the OECD DAC rating scale.

Partner organisations found it difficult to identify their role in the campaign, some viewed it as mainly promoting the campaign itself rather than actively taking part. Many of the partner recommendations to CoE and lessons learned identified revolved around the need for clear strategy, getting inspiration from organisations that campaign professionally and find a compromise between CoE and NGO work styles (need for creativity, relevance to young people, ability to catch their attention.) At the same time, partners were able to identify a number of concrete results that their involvement in the campaign produced. National campaigns have appreciated the leadership and institutional umbrella provided by the CoE, as well as approachability of CoE staff. Clearer guidance in terms of developing country strategy and potentially taking a more regional approach (as suggested by the first evaluation) au lieu providing a broad general strategy would have strengthened the overall coordination of the campaign.

Coherence of the campaign is rated as 3⁶ using the OECD DAC rating scale.

The case studies show that the campaign messaging was rather consistent, and on central level was heavily focused around Action Days. This however, has not guaranteed successful reach and engagement of the audience – despite the continuous effort of the youth volunteers in countries where Facebook was one of the priority communication channels (Ireland, Portugal). Focus on producing more attractive, interactive and topical context, still following the key message of the campaign, would have likely led to increased campaign effectiveness while not compromising the coherence.

Key recommendations and lessons learnt

TYPE OF RECOMMENDATION	LEVEL OF PRIORITY
General recommendations related to online campaigns	
Allow more space for participants to plan joint activities and to exchange ideas during joint events. Minimize formal events and components (speeches, formal visits etc.)	MEDIUM
Whenever designing and implementing online campaigns, develop ways of systematically monitoring and assessing the audience reach and engagement and feedback the results of this monitoring into further planning/posting. Be as flexible as possible.	HIGH
Allow enough time and thought into carefully designing the campaign strategy, campaign goals, target groups and indicators of measurement.	HIGH

⁴ There is evidence of high contribution and/or contribution exceeding initial expectations.

⁵ There is evidence of good contribution, but some areas require further improvement.

⁶ There is evidence of good contribution, but some areas require further improvement.

TYPE OF RECOMMENDATION	LEVEL OF PRIORITY
In order to make the campaign as “alive” as possible (creating a dialogue with the audience), focus on developing content encouraging reaction and discussion about the topic. Try to be as responsive as possible to the reactions of the audience. Engage in a meaningful dialogue with your audience. Make sure that the people administering these debates are well trained to do this and are ready to deal with potential hateful or otherwise difficult comments.	HIGH
Do not avoid creating a certain degree of controversy – it helps to generate responses and has the potential to reach out of the campaign bubble.	MEDIUM
Recommendations to the Council of Europe	
Support any future campaigns by adequate level of resources – lack of resources (both in terms of finance as well as expertise present) can compromise effectiveness of the campaign	HIGH
Develop clearer strategy (goals, concrete target groups, ways of tackling the goals with concrete roadmaps and stakeholders) and make sure this strategy is well communicated to the relevant stakeholders	HIGH
If overall in-depth strategy is not possible to develop, focus heavily on providing guidance to national committees in creating and implementing their strategy.	HIGH
Create space for more innovative and less static/institutional approaches and messages in the campaigns, be less educational. Allow professionals in and benefit from their expertise.	HIGH
Whenever possible, work from regional basis where there is more commonality, joint expertise and the possibility of knowledge and experience transfer is higher.	MEDIUM
Provide as much support as possible to the current youth activists and members of national committees in linking them to relevant funding sources and providing information on relevant opportunities.	HIGH
To develop better chances for sustainability, create a list of “who is who” in the campaign – include activists, volunteers, organisations, provide a description of their expertise, potential for contribution and ways of contacting them. This can be done in line with the online activists’ plan for an online pool of trainers/experts.	MEDIUM
Recommendations to the national committees	
Focus on developing a clear and realistic strategy, relevant to the national context. Define the aims, target groups, reflecting the resources and expertise available.	HIGH
Make sure this strategy is supported by a prior in-depth assessment in order to better understand the local context, public attitudes towards the addressed themes and attitudes of the target groups (e.g. via public opinion polls, focus groups with target groups representatives etc.)	HIGH
Actively seek out further training opportunities on social networks, campaigns and hate speech online. (e.g. offered by Facebook or Google.)	MEDIUM

KEY LESSONS LEARNT

Success of a campaign is not only dependent on the resources invested. The key factor is having a clear strategy in place, with a target group as well as indicators of success defined.

Narrowed down approach and focus on quality rather than scale are important in increasing effectiveness and sustaining influence. Too many activities planned divert attention and resources from adopting results-oriented approach.

When working with youth, allowing room for creativity, ownership of the campaign as well as leaving the boundaries of political correctness is desirable – the opposite can lead to discouragement and discontinuation of participation.

Especially in the context where resources are missing, recognition of volunteers is crucial.

2. Introduction

This evaluation report presents the findings of an external evaluation of the second phase of the No Hate Speech Movement covering 2016-2017 and the preparation process in 2015 – a youth campaign led by the Council of Europe. The evaluation employed a range of methodological tools: desk review of documents, interviews with various stakeholders (such as national campaign committee members, relevant CoE staff members, campaign partners, youth activists and external experts), three online surveys, social media analysis and two evaluation workshops. The evaluation was carried out from June 2017 to April 2018. This report is addressed to the relevant CoE staff members and departments, as well as national campaign committee coordinators. The report is made available to other relevant stakeholders upon request. The report follows DAC and EC Criteria for Evaluating Development Assistance as the determining guidelines and serves primarily accountability and learning purposes.

3. Campaign background

3.1. Hate Speech

Hate speech refers to all forms of expression which spread, incite, promote or justify racial hatred, xenophobia, antisemitism or other forms of hatred based on intolerance, including: intolerance expressed by aggressive nationalism and ethnocentrism, discrimination and hostility against minorities, migrants and people of immigrant origin.⁷

The proliferation of **hate speech online**, observed by multiple international and national human rights bodies, poses a new set of challenges. There is a growing recognition of online social networks as well as expert organisations combating hate speech that hate messages online are becoming increasingly common. Attention to address this issue has also increased on the side of national governments as well as private enterprises (social networks, internet businesses etc.) According to HateBase, a web-based application that collects instances of hate speech online worldwide, the majority of cases of hate speech target individuals based on ethnicity and nationality, but incitements to hatred focusing on religion and class have also been on the rise.⁸

Recognising already in 2011 that Hate speech in the online space requires reflection and action. The Council of Europe Youth Department launched the No Hate Speech Movement campaign, seeking to mobilise young people to combat hate speech and promote human rights online. Launched in 2013, it was rolled out at the national and local levels through national campaigns in 45 countries⁹. The movement aims to remain active beyond 2017 through the work of the various national campaigns, online activists and partners.

3.2. Campaign description covering the second phase of the campaign

The second phase of the campaign covers 2016 and 2017, following the initial phase of the campaign between 2013-2015, and is part of the CoE's Youth for Democracy programme. The campaign is coordinated by the Youth department of the Council of Europe, under the authority of the Joint Council on Youth. The Council of Europe campaign served as an umbrella campaign, under which national and local campaigns were set up. The aim of the national campaigns was to better reach out to young people and respond to the specific issues, cultural and linguistic context of the diverse countries involved. 37 local campaigns were set up at the time of launch of the campaign launch with 25 still active in 2015. The umbrella campaign largely focused on: providing support to the local campaigns being launched; dealing with the national governments; building capacity of the youth activists involved; and producing resources aiming to build capacities, skills and knowledge of the diverse stakeholders involved. The role of the umbrella campaign was not to provide financial resources to the national campaigns. However, this was occasionally done on a limited scale in countries with urgent and justifiable need.

⁷ Council of Europe definition of Hate Speech <https://www.coe.int/en/web/freedom-expression/hate-speech>

⁸ <https://www.hatebase.org/popular> accessed on July 1st 2018, https://en.wikipedia.org/wiki/Hate_speech

⁹ <https://www.coe.int/en/web/no-hate-campaign>

The concept note for the second phase of the campaign set out four main objectives and ten ensuing results. These **campaign objectives and results** are:

Objective 1: To support human rights education activities for action against hate speech and the risks it poses for democracy and to the well-being of young people

Result 1.1.:

Hate speech is further recognised as an abuse of human rights and integrated in education for democratic citizenship and human rights education projects in both formal and non-formal contexts.

Result 1.2.:

A network of trained young human rights activists remains active for the values of the campaign and the mission of the Council of Europe in the member states.

Objective 2: To develop and disseminate tools and mechanisms for reporting hate speech, especially its online dimension, including through those at national level

Result 2.1.:

Hate speech instances are regularly and systematically reported, notably at national level, wherever mechanisms for reporting and prosecuting hate speech are in place.

Result 2.2.:

The Hate Speech Watch is fine-tuned with the potential to be made permanent as a tool for people to report hate speech.

Result 2.3.

A database of tools for action against hate speech is made available and promoted.

Result 2.4.

The legal grounds for combating hate speech are better known and used with the ECRI Recommendation on Hate Speech and the production of a compendium on how to use the Additional Protocol to the Budapest Convention

Objective 3: To mobilise national and European partners to prevent and counter hate speech and intolerance online and offline.

Result 3.1.

New partners are involved, notably law enforcement agencies and national monitoring bodies, for a 'zero tolerance' approach to hate speech

Result 3.2

National campaign committees transfer the experience of the campaign to sustainable follow-up action on national and local levels

Objective 4: To promote media literacy and digital citizenship and support youth participation in Internet governance.

Result 4.1. Research on the relation between young people and online hate speech informs youth, education and antidiscrimination policies.

Result 4.2 The expertise and competence of the Council of Europe to address hate speech and to support online youth participation is reinforced

The **indicators** indicating change for the Objectives and Results stated above differ for each group of actors, whom are listed below in section 3.3. Separate lists of indicators were developed for the first four actors in the previous evaluation phase. They were, however, not followed to measure the campaign results, by any of the case study countries in this evaluation.

3.3. Key Stakeholders in the Campaign

1. The campaign management, including the Youth Department of the Council of Europe (and the European campaign secretariat), the European Steering Committee on Youth and the Advisory Council on Youth of the Joint Council on Youth and its Follow-up Group of the campaign
2. The online activists of the European campaign
3. Institutional partners, such as other Council of Europe institutions and departments and European institutions
4. National campaign committees and coordinators
5. European campaign partners.

4. Evaluation

4.1 Objectives of the evaluation

The evaluation was conducted for accountability and learning purposes. The evaluation covers the years 2016-2017 of the campaign, the preparatory stage in 2015, and builds on the findings and recommendations made during the evaluation of the first campaign phase.

The goal of the evaluation was as per the Terms of Reference to answer the following questions:

To what extent has the NHSM-campaign 2016-2017:

- changed the awareness amongst young people, their educators and policy makers, of the risk of hate speech and intolerance, online and offline
- mobilised activists and young people at large to act by reporting or denouncing it
- contributed to defending the rights of groups targeted by hate speech in a sustainable way?

The evaluation reflects on the conclusions of the evaluation of the first phase of the campaign and explores to what extent the recommendations made then were taken up.

The **specific objectives** of the evaluation were:

1. To determine the level to which the campaign has achieved the objectives and expected results identified in the concept note adopted by the Joint Council on Youth
2. To assess the programme against the 7 OECD-DAC criteria and associated detailed questions (see below)
3. To identify key learning from the different stakeholders within the 5 different groups of actors in the campaign (see below). The evaluation should draw attention to lessons learned for campaigns of the Youth Department of the Council of Europe on European level stretching out to national levels, the learning strategy in the campaign, activities that went different than planned, challenges to the Theory of Change, success factors, good practices, challenges etc.
4. To identify good practices and examples to build on after the completion of the campaign in the future work of the Council of Europe on Hate Speech.

4.2 Summary of the previous evaluation – main conclusions and recommendations

Campaign purpose and objectives

- Change the name of the campaign NHSM to No Hate Speech (NHS) as a movement is different from a campaign.
- Maintain young people as focus of the campaign
- Consider narrowing the campaign scope to focus on one aspect of hate speech (e.g. consequences of hate speech or types hate speech victims), possibly with a clear start and clear end as a spearhead in each campaign year.
- Take into account regional priorities and try to work through regional rather than national networks

Design

- Conduct a stakeholders' analysis prior to redesigning the campaign and consider using contracts to strengthen the commitments of collaboration
- Keep learning on the role of digital communication and Internet governance. Provide educators and parents with the right tools to guide young people in both online and offline aspects when dealing with hate speech. Use offline awareness raising activities (teaching, training etc.) and develop additional tools for offline components.
- Give the Youth Department of the CoE the steering role, including mobilizing all youth networks available for the cause and set up an advisory group on content.
- Skip European Action Days and weeks' goal as these required a lot of effort from online activists and focus on more continuous, spicy, prickling materials on offer, which would be more beneficial for NCCs to use. These materials should be easy to translate without protocol.

- Strengthen the role of online activists (e.g as Youth Ambassadors) and augment the group to have at least one person per country who is active in campaigning and with strong relations with the NCC. Encourage NCCs to free funds and manpower to strengthen youth leadership in online campaigning.
- Support the second phase of the campaign by a structured and SMART two-year plan, including a document indicating the starting point of the campaign (the zero-measuring point) for future evaluators to measure progress and success. The Youth Department of CoE should know the outline of the plan in sufficient detail before it is communicated and should focus on expectation management.
- Focus less on content and more on precise result-based management. Invest in organisation learning via installing a workable set up for an interrelated Planning, monitoring, evaluation and learning system.
- Develop tools for measuring success including precise formats for data collection.

Strategies and tactics

- Develop materials that are content neutral, available online, free to download and free to adjust.
- Redesign and slim down the NHSM platform for easier oversight.
- Develop a new website for the campaign with clear new features and usable not only for young people but also educators, national youth organisations etc.
- Encourage active use of Bookmarks in both non-formal and formal education and where possible, support the translation financially
- Develop audience specific tools and materials – each one should be tagged for use by specific groups of users.
- Rethink and specify how and when to work online/offline and what actions, tools and materials are appropriate.
- Improve the functionality of the website(s), makes sure all national campaigns have a working link with the central website, correct dysfunctional links.
- Encourage parliamentarians in the Member States to play an active role. Continue providing information, topics and inspiration to the parliamentarians.
- Strengthen the relationship with local and regional authorities who have a potential in combating and preventing hate speech.

Structure, organization and management

- Strengthen the role of the Online Campaign Manager – make this a fulltime staff member position and employ a full-time communications officer
- Support the current temporary staff of the NHSM campaign who have become experts on the topic – try to maintain their positions.
- Provide continuous in-kind support to the existing NCCs and online activists
- Replace non-active NCCs and work with other national partners to form a new NCC with a functional NCC coordinator and/or give a second chance to the motivated NCCs. Link the existing and new NCCs to Parliamentarians who are a member of the No Hate Parliamentary Alliance in order to lobby and advocate for combating hate speech online and offline and attending to national priorities. It is recommendable that the Youth Department of the CoE develop tools and instruments in support of NCCs and Parliamentarians to work together for a common cause.

Monitoring and advice

- The Youth Department of the CoE should consider installing an external monitoring group and a content advisory group. The monitoring group should control the annual plan in relation with the expected results and financial input. The advisory group is content oriented –it is a larger interinstitutional team.

Communications

- Strengthen the communication with NCCs and intensify work with new NCCs. Tailor the communication to experience, existing and national campaign networks. This calls for a Communications Officer who can distinguish these different needs and is proactive in addressing them appropriately.
- Give internal and external communication priority attention

4.3. Evaluation Approach and Methodology

Table 1 - key stakeholders participating in the evaluation

Type	Organisation
Lead agency	The campaign management, including the Youth Department of the Council of Europe (and the European campaign secretariat), the European Steering Committee on Youth and the Advisory Council on Youth of the Joint Council on Youth and its Follow-up Group of the campaign
Campaign leads at national levels	National campaign committees, national campaign coordinators
Campaign volunteers	Online volunteer activists, youth ambassadors and other types of volunteers involved.
Stakeholders at national level	National ministries and partner institutions (local NGOs, youth networks etc.)
Campaign partners	<p>Campaign partners on European level, including European youth organisations and networks (European Youth Forum, the European Youth Card Association, EEA Norway Grants, European Youth Information and Counselling Agency, member youth organisations of Advisory Council on Youth), European Youth Foundation and its beneficiaries (European/national/local youth NGOs).</p> <p>Institutional partners, including within the Council of Europe, such as SOGI unit, ECRI, No Hate Parliamentary Alliance/PACE, Gender Equality unit, Internet Governance Unit and other external European bodies</p>
Others	Relevant external experts (social marketing, media, campaigns) Representatives of Latte Creative – external consulting firm

The evaluation questions outlined in the terms of reference have been adjusted and expanded following agreement with the CoE building on the learning expectations expressed by the national campaign coordinators and activists. The final evaluation questions are stated below. The full evaluation matrix, including sub-questions, indicators and data sources is attached to this report as annex 6.1. The DAC Criteria for Evaluating Development Assistance are used as the determining guidelines.¹⁰ Additional evaluation criteria have been added by the client – 1. Coordination and 2. Coherence, and Accountability by the evaluator.

Overall

1. What are the key strengths and weaknesses of the campaign?
2. What are the main lessons learnt throughout the campaign?
3. What are the key recommendations for further potential continuation and sustainability of local campaign chapters?

Relevance

The extent to which the objectives of the development intervention are consistent with beneficiaries' requirements, country needs, global priorities and partners' and donor's policies.

1. What is the validity of the Theory of Change for the implementation of the campaign?
2. Which context situations provide a good basis for improved awareness of hate speech and acting on it, and in what situations the NHSM-approach is less or non-effective?
3. To what extent has youth taken ownership of the campaign (conceptualized as youth-led) on national and central campaign level?

¹⁰ See <http://www.oecd.org/dac/evaluation/daccriteriaforevaluatingdevelopmentassistance.htm>

Effectiveness

The extent to which the development intervention's objectives were achieved, or are expected to be achieved, taking into account their relative importance.

1. How effective is the campaign in achieving the stated outcomes in the member states and its contribution to adoption of the policy framework regarding hate speech? Where the outcomes have changed in priority, determine the validity of this.
2. What is the progress made in the campaign themes Sexist Hate Speech, Antisemitic Hate Speech, and Hate Speech targeting Refugees in the campaign period and the contribution to improved prevention and counter hate speech and intolerance online and offline targeting these groups?
3. What quality and effect did the counter and alternative narratives to counter hate speech developed by the campaign actors have?
4. What is the quality and effect of the communication tools (flashnews, newsletter, social media, blog) to raise awareness of hate speech, counter and alternative narratives, and campaign actions and developments?
5. To what extent has the actions strengthened youth movements as key partners in the campaign countries?
6. What added value or drawbacks to outcomes and impact of the campaign did the lead role of the CoE present? What can we learn from it and advise to various actors?
7. What factors (internal/external) have led to the (non) achievement of the above?
8. To what extent has the approach been gender sensitive and/or gender transformative?

Efficiency

A measure of how economically resources/inputs (funds, expertise, time, etc.) are converted to results.

1. What have been the benefits and challenges of using volunteer young online activists to nurture the Action Days and other parts of the central online campaign, which has been a key strategy from the beginning in 2013?
2. How efficient and effective has the capacity-building of NCC's and European level stakeholders been in strengthening quality of the campaign? To what extent has the capacity-building gone beyond European partners?
3. To what extent has the pre-existing capacity of the Youth Department of the Council of Europe / European Secretariat of the Campaign at the start of the prolongation of the campaign in 2015, contributed to an efficient achievement of outcomes?

Impact

Positive and negative, primary and secondary long-term effects produced by a development intervention, directly or indirectly, intended or unintended.

1. What elements of action against hate speech have been strengthened by the NHSM campaign approach, and how can these linkages be shown?
2. What level of increase in capacity to recognise and counter-act hate speech has been achieved among target groups (entities, individuals, participants)? Distinguish online and offline.
3. What learning has taken place within the existing partnerships and with other partners?

Sustainability

Sustainability is concerned with measuring whether the benefits of an activity are likely to continue after donor funding has been withdrawn. Campaigns need to be environmentally as well as financially sustainable.

1. In what ways have national and European level NHSM structures become sustainable for the cause of action against hate speech and intolerance online and offline, what ownership is taken and what aspects still need external support (financial, institutional, political, technological, social aspects)?
2. What can be observed as the most significant change due to the campaign?

Accountability

1. What has been the level of accountability in the campaign on how resources are used?

Coordination

1. What type of partnerships and collaboration has developed during the campaign with other stakeholders in the European context, and in the national / regional context, what were the (de-) motivating factors and what have been the results?
2. What key lessons can be identified regarding the structure of the campaign and the interaction between stakeholders, based on successes achieved and obstacles encountered during the implementation period?

Coherence

1. To what extent has an adequate response been given to several and different crisis situations in this period (like terrorist attacks, sudden influx of refugees, populism, national elections or other events, and fake news for example) in the campaign context, as facilitated by the flexibility of the partners?
2. Was there a sufficient connection and interlink between initiatives from the central and de-central level within the campaign to provide common framework, that is to say one campaign with a shared common goal?

The OECD DAC rating scale¹¹ was applied when concluding the evaluation findings:

Table 2 – Overview of rating OECD DAC criteria

0	1	2	3	4
Low or unidentifiable contribution to this criterion.	There is some evidence of contribution, but significant improvement is necessary.	There is evidence of satisfactory contribution, but further continuous improvement is desirable.	There is evidence of good contribution, but some areas require further improvement.	There is evidence of high contribution and/or contribution exceeding initial expectations.

4.3 Data collection methods

Following data collection methods were used for the evaluation report:

- **Desk review and analysis** of relevant documents necessary to provide sufficient evidence to answer evaluation questions – at this point documents mostly relating to the overall campaign strategy and reports – regular website reports, studies and materials produced in the course of the campaign. For full list of documents reviewed please refer to annex 8.4.

Semi-structured interviews with key stakeholders. In-depth (group) interviews were held with:

- Key representatives of campaign management, including the Youth Department of the Council of Europe.
- Online activists of the European campaign and in the countries selected for case studies
- Key institutional partners, such as other Council of Europe departments and other European Institutions
- National campaign committees and coordinators in countries selected for case studies
- Key European campaign partners (the European Youth Card Association, EEA Norway Grants, European Youth Information and Counselling Agency, member youth organisations of Advisory Council on Youth)
- Key campaign national partners, including EYF beneficiaries in countries selected for case studies
- Youth activists in countries selected for case studies, wherever available for an interview

¹¹ <http://www.oecd.org/dac/evaluation/daccriteriaforevaluatingdevelopmentassistance.htm>

- **Three online surveys.**

- **Survey targeting campaign national coordinators and campaign committees.** The survey targets all national coordinators/teams. Each national campaign team was expected to discuss the survey questions (a pdf version was provided in advance) and provide a joint response. The survey focused on identifying effects and impacts of the campaign as well as major successes/challenges and was composed of a mix of 17 qualitative and quantitative questions. Responses from 25 countries were received in total.
- **Survey targeting online activists.** The survey focused on assessing the effectiveness and impact of the campaign, as well as the role, potential and drawbacks of working as a volunteer in a largescale campaign. It also looked into obtaining information with regards to sustainability and potential future actions of the activists. The survey targeted all activists and was composed of 18 questions in total. Out of 91 invitations, only 15 activists have provided their responses. (less than 14 percent)
- **Survey targeting European and national campaign partners.** The survey focused on assessing effectiveness and impact of the campaign, partnership issues, multiplication effect of partnerships as well as sustainability and future actions of the partners. The survey targeted all campaign partners as well as EYF beneficiaries. The survey was composed of 15 questions. Out of 124 survey invitations sent, 25 responses were received (out of which of two from EYF beneficiary organisations.)

- **Social media and web analysis**

This analysis consisted of the following three components:

1. Analysis of the central campaign platform
2. Analysis of the central campaign Facebook page
3. Analysis of Facebook pages of the five national campaigns studied in the evaluation

The social media analysis focused on Facebook pages only and was done through FB insights. The rationale of focusing on Facebook was determined after initial interviews with respondents from case study countries - Facebook was listed by respondents as the most important and useful channel. Furthermore, all countries selected for case studies used Facebook in the campaign while other social media channels (YouTube, Twitter etc.) were only used by some. In order to make meaningful comparisons, the evaluators analysed Facebook activity during 2017 when all campaigns studied were active. The review therefore does not include earlier stages of the national campaigns. The aim of the analysis is not to criticize the use of this channel by the national campaigns but to identify good practices that can be shared among national campaigns as well as with any other initiatives of a similar kind in the future.

- **Two evaluation workshops**

Initial evaluation workshop in Bucharest – June 2017. The workshop consisted of two components.

- Joint discussion on a. the participants' expectations from the evaluation – further clarifying and/or enriching evaluation questions stated in the TOR and b. presented evaluation plan – specifically on the feasibility of the methods proposed, potential alternatives and further stakeholders to be involved.
- Structured discussions with national coordinators and online activists (held simultaneously in smaller groups) exploring some of the key evaluation questions.

Evaluation workshop held during the final conference in Strasbourg- April 2018 – during the workshop, preliminary findings of the evaluation were presented to the participants for validation. The findings were later discussed and validated in smaller group sessions (participants were divided on regional basis) and a discussion on key lessons learnt followed. The evaluators incorporated in the study their observations of sessions on future campaign sustainability and ways forward.

- **Five country case studies.** Five countries were selected jointly by the evaluators and the CoE campaign secretariat based on indicators including diverse campaign character and focus, funds available, degree of national government support. The countries selected for case studies were: Germany, Ireland, Portugal, Ukraine and “the former Yugoslav Republic of Macedonia”. The case studies consisted of series of in-depth interviews with national level campaign stakeholders (committee members, online and offline activists, governmental representatives) and analyses of their campaign Facebook activity. The table below provides further information on the national campaigns studied in this evaluation and rationale for their selection.

Table 3 – overview of national campaigns selected as case studies

Country	Selection criteria/ Dimensions					
	European region	High/low resources	Launch year	Set-up of NCC	Channels used	Other aspects / comments
“the former Yugoslav Republic of Macedonia”	Southern-Eastern Europe	Low resources, project funding based but successful in getting OSCE to partner.	2013	Ministry initiated, but highly relying on NGOs due to low capacity available at governmental level. NCC struggling with continuity, high fluctuation of the coordination function.	Mostly offline events by NGOs	Has a programme focused on youth wings of major political parties, some activities were also carried out for the national police.
Ireland	Western Europe	Low	2014	Support group coordinated by the National Youth Council	Both online and offline.	Has a programme with youth ambassadors – strong focus on youth empowerment.
Portugal	Southern Europe	Low	2013	NCC, ministry initiated successfully mobilised many civil society partners.	Both online and offline. Online with video productions on safety online e.g. and counter narratives campaigns in the first phase.	Translated Bookmark. Large network of partner organisations, including youth organisations -wide range of beneficiaries/ stakeholders – youth organisations, educators, police units, rights groups among others.
Ukraine	Eastern Europe	Low	2014	Selection of the lead coordinating NGO of the campaign was disapproved by other CSOs which left the NCC dysfunctional. Some of the campaign is carried out by NGOs not involved in NCC, the overall campaign work is uncoordinated.	Mostly offline	Conflict in East Ukraine and the general high level of hate speech online makes the work particularly challenging. The size of the country has also been a challenge.
Germany	Western Europe	High (campaign receives significant and continuous governmental funding)	2016	Launched by Ministry for Family Affairs, Women, Senior citizens and Youth, initially 40 members of the NCC, many different actors including other ministries as observers. Coordinated by Neue Deutsche Machen - professional media organisation with paid staff allocated specifically to the campaign.	Both online and offline, however strong online focus	The only campaign (out of the five countries studied) with paid professional staff working on the campaign. Strong cooperation with the Ministry.

4.4 Methodological limits

- Limited possibilities of assessing impact of campaign outputs and outcomes due to lack of information on target group reactions/opinions as well as a number of external factors.
- Lack of timely availability of stakeholders for interviews in several countries
- Language barrier has been a limit in case of two respondents, where it was only possible to receive email responses.
- Very low response rate to the online questionnaire from online activists - out of 91 activists that the survey was sent to, only 15 responded (less than 14 per cent). The low response rate in a way confirms the findings presented later in the report that many online activists recruited in the earlier stages of the campaign felt discouraged to continue their involvement. The findings of the survey are thus not representative and can only be used as illustrative.
- Very low response rate to the online questionnaire from campaign partner organisations - out of 124 invitations, only 25 responses were received. (approx. 20 per cent).
- Lack of possibility to follow up on the indicators developed in the previous evaluation as these were not followed in the case studies in this evaluation.
- It was impossible to conduct the originally planned most significant change exercise as it required a lot of involvement of national committees who were already struggling with time. Instead, individual interviews with the evaluator were conducted where possible. (there was relatively low response to interview requests from the youth ambassadors most likely due to their busy school schedules.)

5. Findings and Conclusions

5.1 Relevance

Design and logic of the campaign

In 2012 the campaign mainly wanted to draw attention to growing phenomenon of hate speech online, its negative effect on human rights and well-being of young people and make sure that internet was governed by human rights standards and principles. In 2015 the overall vision changed – the activities of the campaign sought to intensify education actions, to mobilise young people to act and create multipliers of the campaign messages (a common strategy of the CoE Youth Department) and focus less on awareness raising alone. Four key objectives and a number of accompanying activities were outlined in the concept note for the campaign 2016-2017 – although the reported focus on educational action was not so clearly visible in the concept note (evaluator’s opinion). The Council of Europe took on a role focused on supporting national campaigns. The campaign was designed flexibly in order to allow room for national specificities. However, lack of clarity in terms of actual campaign strategy was reported by multiple stakeholders both on central as well as national campaign level,

partners including. Responses have differed a lot when interviewees were asked to describe the campaign strategy and there were frequent comments about absence of commonly defined strategy and lack of clear “business plan” with measurable results and indicators. This has also translated in lack of information available to national committees when planning national campaigns (evaluated at 5.8 on a score 1-10 where 1 represented the lowest score). The NCCs similarly did not fully agree that their national campaigns had a clear focus and strategy outlined with clear objectives and a concrete path to reaching these – they rated this statement as 6.8. In the case study interviews, some stakeholders have reported feeling lost in the choices available to them, not being sure what road to take and simply went for testing different approaches. There were suggestions to create more regionally based campaign centres which could help in facilitating more narrowly focused information exchange and experience sharing relevant to the particular regional context. Perceptions have also differed with regards to the target group of the campaign. While some interviewees referred to general young public and also raised the questions of hate speech perpetrators as the target group, others have referred to active young people -potential change agents and/multipliers. During the interviews with stakeholders from countries selected for case studies, objectives and of the campaign were often mistaken for a strategy, other stakeholders spoke of activities, some have admitted that there was no concrete strategy for the campaign – lack of resources was very often stated as a key obstacle in building the campaign more strategically. Lack of clearly defined joint strategy did allow for local flexibility and did not stop some local committees from drawing their own strategies. However, the stakeholder key interviews confirmed that many would have appreciated clearer information on what the overall campaign was actually about and more guidance in creating national strategies.

„ The weak point is that we do not have internal strategy and we don’t try to critically view the steps we are making. We only do activities with no clear objective and critical assessment.”

Member of Ukrainian NCC

„ Too big ambition to please everyone, leading to a bland campaign of which the main message, "no hate", is void of substance. Proposal: Learn from campaigns of recent years that have had a strong impact, such as BLM, #metoo, etc. Do not be afraid to take a stance. “

Partner organisation representative

Added value of cross-country campaigning

The added value of cross-country campaigning perceived by majority of the interviewees was the positive reputation of the Council of Europe, leading the campaign, which in many cases reportedly helped when approaching institutions (governmental as well as non-governmental for cooperation.) There were also examples of direct cross-country inspiration - e.g. being inspired by the Portuguese No Hate Ninjas.

Supporting context

According to majority of the interviewees, acquiring the support and backing of national governmental agencies is key to launching a successful national campaign. However, the level of support of member states to the campaign has differed – it was mainly on the level of youth ministries (which are often reportedly taken less seriously by other governmental stakeholders and have limited financial resources available) or ministry agencies. Stakeholders also felt that personal connections, established through the various seminars, training courses and annual coordination meetings, were very helpful. Wherever there was an opportunity to establish working relations through a face to face contact, cooperation seemed to be a lot smoother. Example of CoE personal presence in Albania was given where a training course was delivered which reportedly contributed to hate speech now being on the agenda of local NGOs and ministries. This was, however, not possible in all countries involved despite significant effort of the staff at the CoE campaign secretariat.

Continuation of the campaign was reportedly driven by conference “Tolerance Trumps Hate” held in 2015 and was a reaction to the preceding terror attacks in Brussels and Paris. There was reportedly little consensus among member states and will to continue the campaign – this is also potentially why some of the ministries were involved on a more formal level, reacting to a top-down request to continue, with little time to prepare and to allocate suitable funding. In retrospect, the CoE staff felt that a stronger push from the CoE towards engaging the national ministries should have been made earlier in the campaign – this only happened in 2015 with the continuation of the campaign.

Youth ownership of the campaign

Ownership of the campaign and degree of youth organisations’ involvement has differed and there were also differing perceptions as to the desired level of youth leadership in the campaign. Some stakeholders thought that professionalizing the campaign rather than relying on youth movements and volunteers would have benefited its effectiveness. This impression is further supported by the case of Germany where the campaign online was led by full time paid team and had by far the highest reach from the five countries studied in the evaluation as well as level of quality in terms of use of counter narratives. The role of youth movements overall was perhaps weaker than originally anticipated. The national committees did not think that the movements were equal partners in decision making (rated as 5.8) and strengthening their capacity was also viewed as rather low (rated as 6). The findings of the surveys were later corroborated in interviews with youth activists as well as other campaign stakeholders.

In the case study countries, youth movements were involved only as consultants and partners in parts of the campaign (Germany e.g.), in others youth movements played a key role (Portugal). In Ireland, the campaign was almost strictly youth led, growing and developing organically. They focused on capacity building of youth leaders (youth ambassadors) who then started their own initiatives going in diverse directions (raising awareness about hate speech through drama, conducting trainings, holding discussion sessions in schools and universities etc.). The Irish Facebook page was also administered by youth volunteers who took turns in managing the page.

Conclusions:

Relevance of the campaign is rated as 2¹² using the OECD DAC rating scale.

The campaign was designed flexibly in order to allow room for national specificities. However, lack of clarity in terms of actual campaign strategy, as reported by multiple stakeholders both on central and national level, was not supportive to creating clear strategies at national levels (with the exception of a few countries). Further guidance of CoE to the national committees would have been beneficial, using the broader framework of the overall campaign concept. At the same time, the broader campaign approach allowed for national contextualization of approaches. Cross-country campaigning presented an added value mainly through positive reputation of the CoE and the direct cross-country inspiration in terms of campaign tools and approaches used.

¹² There is evidence of satisfactory contribution, but further continuous improvement is desirable.

Level of support by national authorities of the member states to the national campaign has differed significantly, a key supportive factor to successful campaigns. A greater push by the Council of Europe and better coordination in launching the campaign would likely have strengthened relevance as well as effectiveness of the campaign. The role of youth movements overall was weaker than originally anticipated. The campaign was rather very effective in empowering individual youth volunteers.

5.2 Effectiveness

Reaching campaign objectives

Clarity of the campaign objectives and the pathway to reaching those was rather low for national level campaign stakeholders. With very little initial information to plan the national campaigns and already identified lack of strategic approach, all national campaigns responding to the survey identified first objective¹³ of the campaign as their main focus (64% also focused on objective 2¹⁴, 56% and 52% on objectives 3¹⁵ and 4¹⁶ respectively).

Most stakeholders (reported in both surveys and interviews) thought that the campaign has been effective in recognising hate speech as an abuse of human rights – it has put hate speech on the agenda of both national as well as international governmental and non-governmental institutions (with the help of a range of external influencing factors such as increased use of hate speech in political discourse and media, concerns of radicalization etc.) It seems that the campaign was least successful in being actively involved in national Internet Governance processes and in contributing to improved, regular and systematic reporting of online hate speech. Hate Speech Watch is neither understood nor appreciated well by large majority of the stakeholders and does not seem to be something that would make sense to sustain. Reports keep coming in, but do not seem to be analysed or sorted (examples of clear spam were identified) Lack of (adequate) funds was the key challenge to successfully reach objectives, identified by majority of the stakeholders involved in the evaluation.

During the final conference, the following key successes and achievements of the campaign were jointly agreed upon by the conference participants:

- Putting hate speech on the agenda of the national and international institutions – and contributing to increasing awareness about hate speech and newly arising issues such as transphobia or islamophobia and its consequences.
- Shared values, high level of motivation and the feeling of belonging to a movement.
- Tools developed (especially Bookmarks and We CAN!) and the quality of the capacity building provided to the campaign stakeholders.
- The support provided by the Secretariat was useful to national campaigns (campaign materials, additional insights, directions to new information or contacts) even if some participants were expecting more from the European coordination.
- The campaign gave reasons for young people to raise their voice and be able to stand against hate speech online. Not only did it provide tools but also a space for youth in which they felt empowered and safe.

„ Mobilizing people was very successful. It contributed to the creation of the network we all feel a part of. Somehow, there was a place for everybody in the movement “

Conference participant

¹³ To support human rights education activities for action against hate speech and the risks it poses for democracy and to the well-being of young people

¹⁴ To develop and disseminate tools and mechanisms for reporting hate speech, especially its online dimension, including those at national level.

¹⁵ To mobilise national and European partners to prevent and counter hate speech and intolerance online and offline.

¹⁶ To promote media literacy and digital citizenship and support youth participation in Internet governance.

- The slogan of the campaign (No Hate) 'entered the language' in its everyday use. People in various situations were using it to object to hate speech. It shows how a simple slogan can be very powerful.
- The campaign messages and tools translated a complicated issue - hate speech - into something understandable by and relevant for young people.
- People supported groups of young people especially vulnerable to hate speech (young refugees, LGBT+), made them aware of hate speech, and empowered them to be multipliers through the different activities of NGOs.
- The formal education sector was also involved in the campaign
- The campaign opened up many relevant discussions and built competences related too many closely connected topics as sexism, discrimination, hate crimes, bullying & cyberbullying, media literacy, online safety.

The participants also reflected on the key campaign weaknesses:

- The absence of a clearly defined campaign strategy at the European level was not seen as a weakness by participants but rather as a factor that allowed for flexibility in terms of approaches and partnerships. It helped adapt the tools to national and local contexts. This absence of global strategy did not overshadow the clear strategies and roadmaps that some national campaigns had.
- The lack of funding was an obstacle to the development of the campaign at every level (local, national and European).
- Political correctness and sensitivity in approaching campaign themes had a negative impact on the creativity of the online campaign. Governmental organisations and international bodies such as the Council of Europe are seen as having the obligation to avoid being controversial or supporting controversial messages due to reputation concerns.
- There was no or little investigation into how to measure reach and engagement. Also, there was no exchange of views with external organisations that are not centred on human rights and hate speech. The NHSM largely stayed within a bubble. The campaign would have benefited from more contact with 'outside organisations'.
- Online security and safety of activists were not emphasised enough during the campaign, especially when it comes to activists acting in undemocratic settings.
- There were limited opportunities to follow up with the beneficiaries of the activities due to a lack of resources or a lack of interest from some decision makers on local/national levels.
- There was no programme set to give orientation for new online activists and they were not given enough recognition.
- The fact that the campaign addressed so many different topics did not help to address them in depth.
- For local organisations, it was challenging to coordinate and communicate with the NCCs or engage at national level. In many cases the NCCs did not inform local organisations enough about developments within the campaign.
- Changes within the political structures at national level influenced in many ways the success of national campaigns.

Campaign themes (case studies only)

It is irrelevant to compare various campaign themes and to determine the campaign themes that prompted the biggest interest/reaction from the target groups. None of the interviewed stakeholders were able to identify a theme that prompted the biggest interest (also due to the scarcity of data and measuring tools available to them.). Analysis of the national campaign Facebook pages in the countries selected for case studies shows that the reach and engagement were not generated by a theme, but by a systemic approach to the use of a Facebook Page. Whenever there were some plan and strategy in place, the reach was higher (Ireland, Germany).

Consistency of campaign messaging (case studies only)

All countries followed the campaign topic and used visuals, materials and engaged in activities such as action days. This ensured that in different countries the campaign brand was, easily recognizable through the use of same visual/branding. While the online activist group was active and productive, it seems that such content didn't manage to reach wider groups of youth and didn't generate a discussion about the topic. The most engaging content was often shared from other sources or was unrelated to central messaging. Images and videos from workshops were posted on a large scale, however, this type of content is purely promotion that does not generate any response, besides few who participated or are close to them. The social network visibility on a national level was therefore minimal, except for Germany (and partly Ireland). In Portugal, team was actively using the channel and actively produced content for the page. However, the production quality was low and predominantly presented campaign events, therefore not providing a useful or entertaining content, that could generate engagement in the form of shares and discussion.

Quality and effect of the developed counter and alternative narratives (case studies only)

The Facebook analysis shows that the quality varied in each studied country. In Ireland, the authenticity and activity were strong particularly thanks to a strong and active youth activist group, but the production quality of content was rather low. Germany has a high-quality production audio-visual content, published on a regular basis and through pure observation, it is obvious that there was a publishing strategy in place. This led to a strong reach and engagement. Except for Germany (and partly Ireland), the campaign content didn't generate discussion on the topic. Out of the five countries studied in this evaluation, Germany managed to produce content on a regular basis that was effectively countering narratives through content production and dialogue with users. It is interesting to note that unlike other national campaigns as well as the central one, German campaign used their Facebook page only very occasionally for the promotion of campaign events, action days. They generate fresh, unique and useful content, such as stories and interviews and the production quality of the audio-visual content is very high. It has to be mentioned, that such result wouldn't be likely possible without a financial support the team managed to receive. But at the same time, availability of funding doesn't guarantee successful reach and engagement - it is rather about combining systematic approach, planning, well selected team supported by funding. Particularly, the production quality of one type of used videos was achieved through cooperation with professionals (for non-profit fees though).

„people usually underestimate that it's not just posting stuff, but you also have to be in dialogue with people on your page (and other pages such as your partners). “

German campaign stakeholder

Quality and effect of the communication tools (flashnews, newsletter, social media, platform)

„ There have been low-quality images posted, which do not bring good engagement, despite the idea it sends out. But I can agree that it would have been difficult to take the idea, put it in a good quality content, give credit to the original author (if found)... with volunteers. “

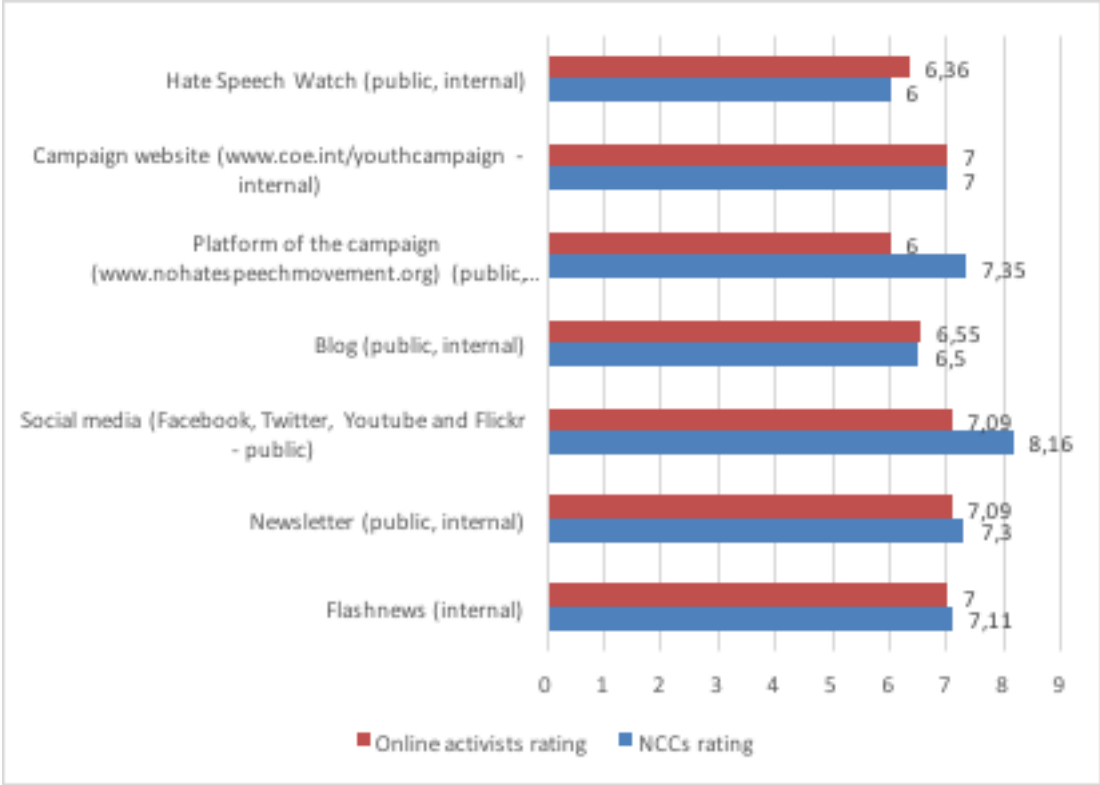
Online activist

Overall, online activists were more critical in their view of the communication tools employed by the campaign than rest of stakeholders involved in the evaluation. Those activists who were involved earlier in the campaign were particular critical about the use of social media – they noted that Action days were rather static, that the campaign was not responsive and flexible in light of current events, lacked professional approach and mutual connection and communication between central and national social media sites (with the

exception of Twitter). Facebook analysis of the campaign central page shows that only 9 posts generated more than 10 comments (maximum comments under single post was 55). 70 percent of posts generate zero comments. Apparently, the NHSM Facebook page is not a platform for exchange of opinions and arguments about hate speech and related topics. It doesn't generate controversy. That is not necessarily a problem, as the primary target audience are active young people coming from similar opinion perspectives and there are other campaign tools and platforms (including in person meetings) that serve the purpose of exchange of ideas of the movement. Nevertheless, controversy and commenting help increase reach, engagement and visibility and also provide an opportunity for campaign members to show their argumentation skills to followers of the page and reach out to other opinion bubbles and communities.

Partners as well as national committees appreciated the regularity and user-friendly format of flashnews and regular newsletters – important source of information about the campaign. The campaign website was perceived as chaotic, disorganized and very difficult to navigate in by all interviewed stakeholders, despite the efforts made to improve the site following evaluation of the first campaign phase. This was also confirmed in the evaluation analysis which found a number of broken links on the site, cluttered content and lack of clear and adequate information about what hate speech is. It seems that the NHSM Platform assumes pre-obtained knowledge of the NHSM Campaign and hate speech. The analysis also notes no increase in visits over a period of two years.

Graph 1– evaluation of the quality and effect of communication tools – NCCs and online activists



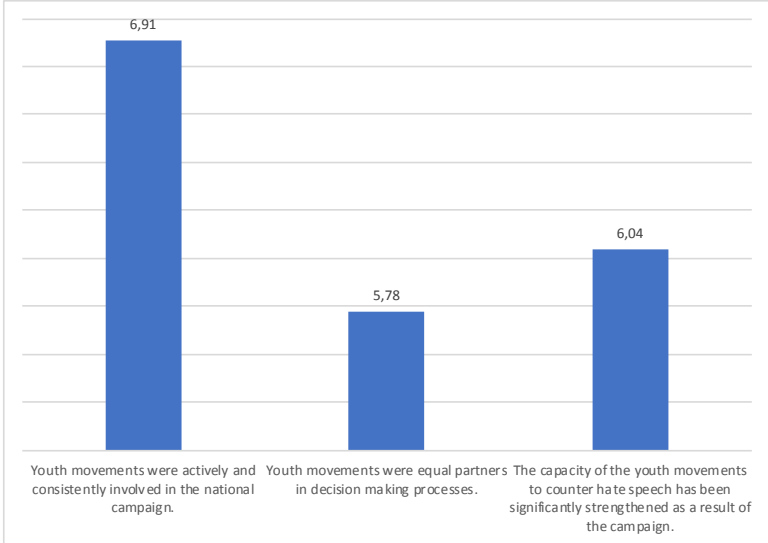
The graph above shows that there are no significant discrepancies in the rating of the two groups –online activists however seem to be slightly more critical about the tools used. Partner organisations have evaluated the overall communication tools employed by the campaign at a rate of 7.75 out of 10.

Full analysis of the central campaign communication tools selected for an evaluation (No Hate Speech Movement Facebook page and the campaign platform www.Nohatespeechmovement.org, as well as analyses of the national social media in countries selected for case studies are provided in Annexes 8.2 and 8.3 to this report.

Strengthening youth movements

Empowering individual young people to combat hate speech was recognised by a variety of stakeholders but this does not seem to have translated into empowering entire youth movements. Looking at the countries studied in this evaluation, it seems that the campaign was not particularly successful in strengthening youth movements (with the exception of Portugal) though a high number of young people were involved. This was also confirmed in the online survey among NCCs who generally felt rather lukewarm about the campaign’s contribution to strengthening youth movements to counter hate speech as well as the movements being equal partners in the decision-making process.

Graph 2 - perceptions of NCCs with regards to youth movements involved in the campaign



Role of Council of Europe – added value and drawbacks

Most stakeholders thought that the strong reputation of CoE has helped to introduce the campaigns at national levels and reach out to relevant campaign stakeholders. Branding of the campaign is also considered successful in part also because the CoE was being behind the action. The tools produced by the CoE – most significantly Bookmarks are also appreciated, Bookmarks especially is actively being used by a range of national and international stakeholders and is highly recommended for further dissemination. Provision of in-house trainings and hosting/funding international training events was also appreciated and deemed useful. There have however been many critical voices with regards to the campaign leadership (e.g. the “unprofessional” way the Follow-Up group meetings were conducted, overt institutional and bureaucratic approach of CoE) but stakeholders acknowledged the effort made and a number of existing internal CoE challenges (character of inter-governmental institution, lack of transversal communication within CoE, overall lack of funds available). Criticism was also expressed as to the content and style of the campaign being heavily influenced by the institutional character (static, too “politically correct”, not thought or discussion provoking) – this has reportedly led to the departure of a number of experienced online activists in the first phase of the campaign and their replacement by less experienced ones.

„The potential impact of the campaign was limited by CoE norms. We have lost audience who are less human rights minded, where the campaign could have been more productive. Now we are addressing people who hold similar values and are somehow dedicated to human rights. We did not manage to reach out of this bubble. “

CoE staff member

Gender sensitive approach

„ For instance, in preparing an offline action for the Action Day focusing on hate speech towards refugees, I considered refugees that were women, facing even harsher negative attitudes. Also, in our posts online, for hate speech towards the LGBTQ community, I tried to refer to more types of couples.“

Online activist

The campaign has managed to approach gender issues in a sensitive manner and to produce updated content in this regard as result of inter-departmental cooperation between relevant CoE departments and efforts of motivated online activists. They felt strongly motivated to reflect on these issues and reported that they strongly considered gender aspects in their activities. The online activists, introduce a new aspect in the campaigns approach to gender, adopted a broader understanding of all genders, that is including intersex and transgender.

Conclusions:

Effectiveness of the campaign is impossible to rate due to very differing national contexts.

NHSM remains one of the few initiatives addressing online hate speech on a pan-European level. The campaign has been effective in recognising hate speech as an abuse of human rights by relevant national and international stakeholders and contributed to putting Hate Speech on the agenda of multiple international and national institutions. The campaign did not contribute significantly to improved, regular and systematic reporting of online hate speech. The evaluation found that it was irrelevant to compare various campaign themes and to determine the campaign themes that prompted the biggest interest/reaction from the target groups. Facebook analysis shows the reach and engagement were not generated by a theme, but by a systemic approach to the use of a Facebook Page. Whenever there were some plan and strategy in place, the reach was higher. The campaign has successfully created a strong brand, something that can be built upon in the future. Quality and effect of the developed counter and alternative narratives varied in each studied country – reach and effect were directly related to the degree of planning and strategy in place, supported by well selected team with resources available. The quality of communication tools employed by the central campaign was rather low with the exception of Flashnews and campaign newsletters. Action Days were rather static. The campaign was not responsive and flexible in light of current events, lacked professional approach and mutual connection and communication between central and national social media sites. It seems that the campaign was not particularly successful in strengthening youth movements (with the exception of some countries where youth movements were strong actors in the campaign – Portugal e.g.) but worked very well in empowering many young individuals. Despite the numerous internal challenges faced by the Council of Europe, its presence and leadership was indispensable in helping to introduce the campaigns at national levels and branding the campaign. The campaign has managed to approach gender issues in a sensitive manner and to produce updated content in this regard as result of inter-departmental cooperation of relevant CoE departments as well as efforts of motivated campaigners.

5.3 Efficiency

Benefits and challenges of using volunteer young online activists

Large part of the volunteer online activists with prior online activist experience that joined in the first phase of the campaign 2012-2015 have left the campaign as a result of losing motivation. The interviewed online activists have reported the static approach, lack of ownership, lack of room for creativity, lack of resources to produce quality content as the key reasons. The newly joining activists were to a large degree very motivated and enthusiastic young individuals who however lacked key online campaigning experience and have

„ We have created counter narrative content, but it was mainly designed by volunteers – this sometimes negatively affected the quality. A lot of imperfect tools used in the campaign had its beauty – but in the online world this is very ineffective, the world is very competitive and fast-moving – you must have professional techniques and tools in place to catch attention of the public. “
CoE staff member

described the campaign as a great learning opportunity. They have heavily relied on the campaign to build expertise in recognizing and countering hate speech (the survey question ‘campaign training activities were a crucial factor leading to my ability to recognize and counter hate speech’ was rated as 8.5 – out of 10, the same statement applying to training materials was rated as 8.2.) Majority of the activists who filled in the survey also felt very positively about their ability to recognize and counter hate speech as a result of the trainings (better recognition was rated as 8.8 and improved skills in countering hate speech as 8.1). In this sense, the campaign contributed to youth empowerment but, as reported by many stakeholders, at the expense of professionalism. The low reach and engagement of the central campaign page is partially a result of this. The example of German campaign, where funds were raised successfully, the team leading the campaign delivered high quality outcomes, was able to work with other professionals and stay focused on their job shows that allocation of funding to cover at least time of professionals working on the campaign is important (many services can be acquired for non-profit prices, as shown in the case of Germany).

Increasing campaign effectiveness via capacity building of NCCs and European level stakeholders

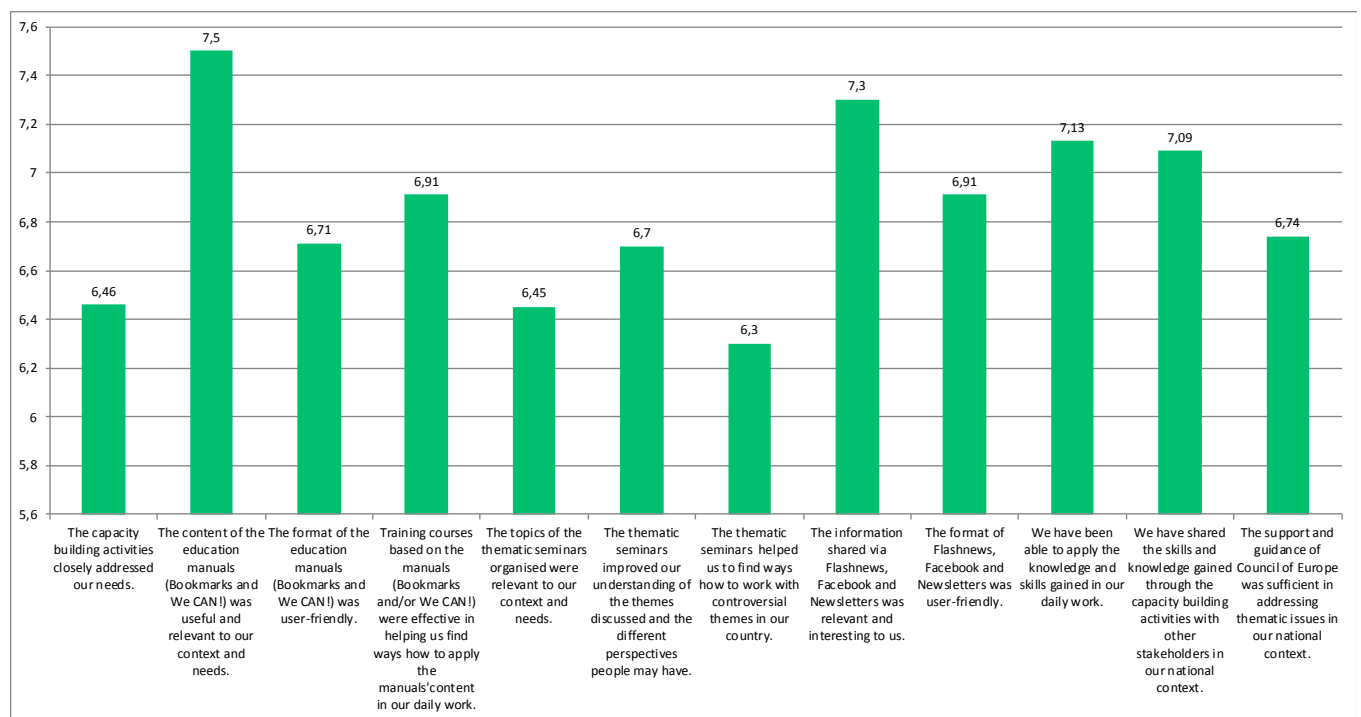
The capacity building activities organised by the CoE were rather appreciated by the participants who have, however, noted that the national context have differed greatly and therefore it was difficult to tailor the trainings more closely. The thematic seminars were somewhat helpful in improving understanding of the themes discussed (rated as 6.7). their actual usefulness in addressing the controversial themes at national level was rated lower (6.3.) It was also noted that capacity building targeting online activists specifically was missing. Considering the campaign’s financial limitations, stakeholders often suggested to organise webinars for online activists. The provision of concrete education tools (Bookmarks especially) was valued most by the NCCs (rated as 7.5 and further confirmed in the case study interviews) as well as the related seminars organised. Through the survey responses, the NCCs have affirmed that they have shared the skills and knowledge gained through their participation in the campaign capacity building activities with other stakeholders at national level (rated as 7.1) The graph below provides an overview of NCCs’ perceptions of the capacity building activities.

„ Bookmarks gained a lot of interest in our country – it is a comprehensive publication, which anyone can work with. We use it a lot. What makes Bookmarks so interesting? It is very practical - someone new, who comes in the organisation can easily use it. It offers many practical ways how we can do smaller activities, and a lot of information but it is not too extensive in theoretical information. So even newcomers to this area can easily pick the issue up. And it is useful also for more experienced people as a knowledge refresher and activity bank. “

Representative of a Portuguese NCC member

The provision of concrete education tools (Bookmarks especially) was valued most by the NCCs (rated as 7.5 and further confirmed in the case study interviews) as well as the related seminars organised. Through the survey responses, the NCCs have affirmed that they have shared the skills and knowledge gained through their participation in the campaign capacity building activities with other stakeholders at national level (rated as 7.1) The graph below provides an overview of NCCs’ perceptions of the capacity building activities.

Graph 3 – overview of NCC rating of capacity building and communication tools



Pre-existing capacity of the Youth Department of the Council of Europe

Strengthening staff capacity of the Youth Department in the second phase of the campaign was largely noted and appreciated. The many limitations and challenges were still difficult to overcome – the campaign covered a large number of countries with different contexts and needs. Despite strengthened human resource capacity following the recommendations of the first evaluation, providing in-depth and timely response and/support to all request was very challenging. The CoE staff members, however, also noted low level of pro-activity and delayed responses from national partners, often not receiving much information from NCCs. Furthermore, perceived lack of internal support from the CoE to the Youth Department was also identified, Interviewed CoE

members from different departments often felt that insufficient transversal management was in place and the departments did not cooperate to the full extent possible. Besides the already mentioned lack of push for stronger member states commitment, reported downplaying of the role of Youth Department within CoE have also stood in the way of achieving the campaign outcomes more effectively.

Conclusions

Efficiency of the campaign is rated as 2¹⁷ using the OECD DAC rating scale.

The reliance of the campaign on young volunteer activists has contributed to youth empowerment but was detrimental to campaign reach and quality of content. While volunteerism present has brought along great motivation, solidarity and young energy, it did not contribute much to the external effect and impact of the campaign. The centrally provided capacity building activities organised by CoE have led to improved general understanding of the issues but were not so effective in helping participants find ways to work with controversial themes in their country. Strengthening staff capacity of the Youth Department in the second phase of the campaign based on recommendations of the first evaluation has contributed to closer contact and swifter communication between CoE and national committees, though many limitations and challenges were still difficult to overcome.

5.4. Impact

It is extremely difficult to determine the campaign impact. It is possible to say that it was the first major international initiative addressing the issue of hate speech and (successfully) striving to place it on agenda of key national and international stakeholders. The impact the campaign has had in the countries largely differs and in many cases is too early to determine. Germany, e.g., where the campaign is professional, coordinated, funded and has brought together a wide range of stakeholders, has only rolled the campaign out recently. In some of the countries studied, the campaign has produced groups of empowered young individuals who have now taken up activities, are motivated and continue to work on their own (Ireland, Portugal). Increase of capacity in terms of understanding the hate speech phenomenon was reported however, the campaign did not manage to increase overall stakeholders’ capacity to recognise and counter-act hate speech online, with the exception of the current group of youth/online activists. The only exception here may be Bookmarks which is, however, rather an educational tool and the impact its dissemination may have had is still too early to determine. Stronger national networks and contacts among relevant stakeholders were reported as a key thing that most committees have taken from the campaign. Similarly, the network of online activists can be stated as impact, though future of this network is unclear – initial plans for the activist group were discussed during the final evaluation conference and it still remains to be seen to what extent these materialise.

Examples of apparent changes and impact on personal level were provided in the interviews with youth ambassadors in the Irish case study and other youth activists. They illustrate the already mentioned aspect of personal empowerment of youth activists.

„ The campaign gave me hope – I realized that there is chance to change things. I didn’t realize that the more innocent comments from people online often happen just because of lack of consideration. It changed the way I approach activism – I used to shy away from discussing. Now I can tell the difference when you can provide counter narrative. Before I reacted to everything, now choose who I discuss with. “

Youth ambassador, Ireland

„ The campaign had huge impact on me. People started opening up to me. They started sharing their stories because of what they saw coming from me. I never knew that sharing my messages will help people opening up as well... it has changed me, opened my eyes. Before I was closed based on my previous life experience, now I am more open to put myself in other people’s shoes. In order for a person to make a change, you have to understand people’s feelings and what they are going through. “

Youth ambassador, Ireland

¹⁷ There is evidence of satisfactory contribution, but further continuous improvement is desirable.

Conclusions

Impact of the campaign is impossible to rate – examples of short term impact are present.

Overall, it can be stated that the campaign has led to strong empowerment of young individuals who are now likely to continue working on their own, starting up their own projects and encouraging more youth to become involved in the dialogue and/or take action. Most NCCs as well as network of online activists have benefited from establishing **stronger national networks and contacts among relevant stakeholders** and intend to build on this further.

5.5. Sustainability

Sustainability of the campaign is a key concern – in most cases it seems that continuation of the campaigns at national level will be impossible without some sort of coordination, guidance, clarity as well as funds allocation. Many stakeholders have expressed frustration with the campaign ending at a point when “things are just starting.” There is motivation to continue addressing and combating hate speech (still regarded highly relevant), stakeholders have also reported they will continue working on the issue in the framework of other projects they plan in the future. Funds, human resources and institutional support are the key things to tackle to ensure some degree of sustainability.

The issue of future of the campaign and further CoE support to the different stakeholders was discussed during the final conference in several working groups. The results of this discussion are presented below:¹⁸

NCCs in countries where the campaign has been or will be closed (Finland, Greece, Portugal, Serbia)

The situation is very different from one NCC to another. In Portugal, the work on the campaign topics has continued with the translation of *We Can*, a training course on the manual, etc. There is an action plan for 2019–2020 that includes activities on the campaign topics financed with national and European funds. The work with the Safer Internet Centre will continue and human rights education is included in the National youth plan. In Finland, youth councils and youth organisations have continued to work on the campaign topics with the support of a pool of trainers. There are projects under the Ministry of Education based on the NHSM outcomes. The social media were kept active by activists till the end of 2017. In Serbia, there was no proper closing of the campaign as combatting hate speech is not a political priority. Some individual actions are still run by organisations related to the campaign topics. In Greece, there is an occasional cooperation between municipalities through Erasmus+ funding.

Expected role of the Council of Europe

- an active institutional support at local level with the endorsement of activities or the sending of letters of support.
- a strong involvement in the field of human rights education (HRE): training courses on *We Can*, support HRE activities at local level, a proper collection of good practices from the campaign.
- The Council of Europe is expected to continue its involvement on the topic of Internet governance.

NCCs that continue their work (NCC's represented: Albania, Austria, Belarus, Belgium FR, Belgium NL, Canada, Germany, Hungary, Iceland, Ireland, Italy, Morocco, Romania, Russian Federation, Spain, Tunisia)

The main aim of the NCCs that continue is to maintain an active international movement. The NCCs also intend to:

- translate campaign materials in different languages;
- continue the collaboration between the national campaigns;
- organise training for teachers and youth workers

¹⁸ Source - Evaluation Conference of the No Hate Speech Movement youth campaign - Draft Report

- continue realising national action plans that include activities, action days, online campaign, flash mobs, production of educational material, etc.
- create new partnerships with government, municipalities, school and institutionalise the movement;
- work on new ideas and projects based on the conference conclusions;
- train youth ambassadors;
- focus more on cyberbullying (Armenia and Italy);
- create a monthly newsletter with news of the national campaigns coordinated by 3 to 4 people of the national campaigns in rotation;
- set up a steering committee for those who are continuing the campaign.

Expected role of the Council of Europe

- maintain the existing NHSM platforms so that all national coordinators can keep exchanging and let the campaign thrive. It is important to provide spaces to share and to keep an international dimension for the campaign.

Online activists

The group of online activists agreed on the necessity to keep the community active, especially in order to reach goals identified as vital for the future of the NHSM. Issues and challenges connected to continuation of the online community were also discussed.

- Participants agreed on the necessity to create a group/body that would be able to address these issues and bear a series of responsibilities. This group has been temporarily called “NHSM Activist’s Alliance”.

To ensure the effectiveness of the work of online community the group agreed on creating a Steering Committee that should be selected in a model similar to the one applied to select the Follow-up group of the campaign, with coordination between different stakeholders involved in the campaign.

An educational platform appeared to be a fundamental tool to create which should host resources, pool of trainers and collaboration space for support and learning.

Expected role of the Council of Europe

- support the organisation of the first two meetings of the NHSM Activist’s Alliance, preferably within one year time so that the Alliance can become efficient and operative and able to find other ways of sustaining itself (e.g. applying for funding such as EYF, Erasmus + or local grants).

European partners of the campaign

(Organizations represented: CEIJ - A Jewish Contribution to an Inclusive Europe, European Youth Information and Counselling Agency – ERYICA, Forum of European Muslim Youth and Student Organisations – FEMYSO, Human Rights Education Youth Network – HREYN, European Trade Union Conference - ETUC, Voices of Young Refugees in Europe – VYRE)

All of the partners have shared concrete plans for continuing and/or further incorporating NHSM activities in their work:

- ERYICA will incorporate NHSM elements in the planned liaison manual (youth information work) and the Young Ambassadors Training
- HREYN will run activities on fighting hate speech and promoting human rights with a focus on the concept of online safe space. The aim is to create a good practises database for young people. Some work will be done to link media literacy, fake news and hate speech.
- VYRE will particularly work on intersectionality and focusing the rise of extreme right in Europe by using counter narratives.
- The European Trade Union Conference will be a partner of the European Youth Event, keeping up with the digital revolution and addressing fake news and online hate speech. The Confederation plans to organise informal activities outside the European Parliament. In the longer term, the confederation will finalise the materials from the campaign and disseminate them to its member unions. A training course against hate speech online for teachers was accredited by the ministry. The idea is now to expand it to counter violent extremism.

- FEMYSO will be working on a study session and online training courses on developing a safe space and tools for creating alternative narratives for minorities (to traditional and online media) – with a focus on European elections next year. The network will be the movement’s vision and action to their member organisations with initiatives such as the “believe and do go” (offline campaign to create alternative narratives and countering hate speech) and offline mobilisation within the tools/European action days of the NHSM.
- CEIJ has a plan for the coming 2 years to work on a specific toolkit on online hate speech supported by an online training. “Get the trolls out” – a project fighting against online antisemitism (2014–2016) by monitoring traditional and online media and created a guideline with linguistic terminology to be able to notice when hate speech is taking place – is to expand to religious minorities (2017–2018).

Expected role of the Council of Europe

- keep the topic of hate speech high on its agenda –especially for the Youth Department and the European Youth Foundation.
- help set up a “NHSM database of organisations”: an accessible online database of NGOs involved in the NHSM topics with references to the activities they implemented.
- leave accessible the campaign’ branding (logo, etc.).

Conclusions

Sustainability is rated as 3¹⁹ using the OECD DAC rating scale.

Sustainability of the campaign is a key concern – continuation seems to be impossible without some sort of coordination, guidance, clarity as well as funds allocated. Despite the challenges mentioned, number of national campaigns will continue working beyond the official closure of the campaign without requesting funds from the Council of Europe. There is also high motivation among the online activists to continue working together – under a group temporarily called NHSM Activist’s Alliance, which has already outlined a set of goals as well as areas for concern and request for further support from CoE in enabling the group to meet face to face to lay out further and more concrete future plans. Partner organisations will also continue to incorporate NHSM elements and key messages in their future activities.

5.6. Accountability

Accountability of CoE in terms of using resources was not questioned by the stakeholders. Majority of the NCCs have agreed that they had all information about the involvement, role and responsibility of Council of Europe in the campaign. The online activists were less clear on this but did not question accountability.

„ I believe the CoE staff try to be fair... I believe there are structural issues and challenges within the Council of Europe system that is not fair, but I believe that there are people trying to make this not affect us or our work. There is a genuine interest of giving us what we need to do a good job within the framework and regulations that exist. “

NCC representative

Stakeholders were generally aware of the CoE financial limitations and have appreciated the support, guidance and events organised. They have also recognised need to prioritize the countries where greater attention and support from the Council of Europe was desirable to launch or strengthen the campaign and therefore did not question the more frequent trips of the CoE staff members to these countries. Stakeholders have appreciated the general availability of materials and their timely provision upon request.

Conclusions

¹⁹ There is evidence of good contribution, but some areas require further improvement.

Accountability is rated as 4²⁰ using the OECD DAC rating scale.

Information about the involvement, role and responsibility of Council of Europe as well as reasons for allocating funds to activities/countries was provided to stakeholders whenever requested and was presented clearly. No stakeholder has questioned accountability of the CoE when leading the campaign.

5.7. Coordination

Coordination of the campaign, lack of structure and framework as well as relevance to young people were key challenges (and demotivating factors) identified by partner organisations. Many partner organisations were struggling to identify their role in the campaign, some viewed simply as increasing awareness about it. Resources produced by the campaign were valued by partners and, those who work in the related area, have described them as inspiration and useful. Many of the partner recommendations to CoE and lessons learned identified revolved around the need for clear strategy, getting inspiration from organisations that campaign professionally and find a compromise between CoE and NGO work styles (need for creativity, relevance to young people, ability to catch their attention.) Partners have also noted that many organisations are institutions, including large scale ones such as the European Union are working on the same issues and that a more concentrated effort via joining forces could potentially lead to a greater impact. At the same time, the involvement of the partners has produced a number of tangible results. A few examples are stated below:²¹

„ Campaign leadership at European level has not been strong. This has probably a lot to do with a lack of comprehensive strategy for rolling out the campaign in CoE member states as well as a lack of core financing of the campaign. It took several years to 'roll out' the campaign at national level. “

Partner organization representative

„ I sometimes feel that there are possibilities for closer synergies with existing initiatives – EC and CoE activities are so heavily aligned but yet happening in parallel. There is a distance between us but there are ways to closely connects. We should talk more regularly. “

Partner organization representative

- Hate Speech has become an integrated component of all NGO programmes of the EEA and Norway Grants and the overall human rights profile of the EEA and Norway Grants has been strengthened.
- Involvement of the EEA and Norway Grants has meant that more activities could be financed and realised at local and national level in all 15 beneficiary states of the Grants.
- A number of national parliamentarians were made aware of the Campaign and the activities of the committee at national level (e.g. in Norway, Poland, Spain). Recently, a representative of the Romanian campaign contributed to raising awareness of Albanian parliamentarians on the occasion of a seminar on hate crime legislation (Albanian parliament being in the process of amending such legislation at the moment)
- Intensified debates about hate speech and related issues within the partner organisations.
- Provision on expertise on thematic issues such as antisemitism

National campaigns have appreciated the leadership and institutional umbrella provided by the CoE, as well as approachability of CoE staff but similarly to international partners, did not feel the campaign had a clear strategy (see section Relevance and Effectiveness.)

²⁰ There is evidence of high contribution and/or contribution exceeding initial expectations.

²¹ Source – online survey for partner organisations and interviews with selected partner organisations

Conclusions

Coordination of the campaign is rated as 3²² using the OECD DAC rating scale.

Lack of clearer strategy of the campaign made it rather difficult for partner organisations to identify their role in the campaign and led to degree of criticism of CoE in terms of strategic approach, identifying the right opportunities for cooperation as need for a more focused and professional approach to campaigning. At the same time, partners were able to identify a number of concrete results that their involvement in the campaign produced. National campaigns have appreciated the leadership and institutional umbrella provided by the CoE, as well as approachability of CoE staff. Clearer guidance in terms of developing country strategy and potentially taking a more regional approach (as suggested by the first evaluation) au lieu providing a broad general strategy would have strengthened the overall coordination of the campaign.

5.8. Coherence

The campaign themes were rather consistent and centrally focused on the Action days – these were, however, deemed as static by majority of the stakeholders. The social networks content related to Action days did not generate a significant response from the online audience. Some posts reflected on current events, such as a post reflecting on the terrorist attacks in Brussels and Paris, preceding the second phase of the campaign, which generated higher responses (factual infographics was used). Majority of the posts revolved around Action days and/or other international events. There was no system in place of evaluate the reach of the posts as well as the public response – it was thus impossible to collect feedback and lessons learnt from the posting in a structured and continuous manner.

All countries selected for case study followed the campaign topic and used visuals, materials and engaged in activities such as Action Days. This ensured that in different countries the campaign brand was easily recognizable through the use of same visual/branding. The postings on Facebook were consistent with the campaigns main scope and message, focused on the topic of hate speech and were relevant. – this did not guarantee successful reach and engagement (in Germany the centrally shared CoE content generated the lowest response – as per the interviewed German campaign stakeholders this was largely due to the lack of attractive and attention grasping content as well as presentation). The approach at national level varied. In Ireland, for example, the Facebook post with by far strongest reach and engagement was a debunked hoax but this type of content and activity was not a standard practice across national campaigns. Besides that, most successful were usually stories of positive achievements, often linked from other sources. While the online activist group was strong, active and productive, it seems that such content didn't manage to reach wider groups of youth and didn't generate a discussion about the topic. Calling for action, via action days etc haven't generated a response. Whenever a discussion was initiated by users, the team was always responsive in a factual manner that helped to explain the topic and the position of the campaign. It is clear that Facebook was a channel that got attention and priority by the team and was used in a coordinated manner, beyond just campaign promotion. The activity of the team and content production is an evidence that they attempted to create a content that had potential go viral (such as flash mobs). Portugal was a similar case. The team was actively using the channel and actively produced content for the page. However, the production quality was low and predominantly presented campaign events, therefore not providing a useful or entertaining content, that could generate engagement in the form of shares and discussion. Such content does not give a user any reason to interact.

²² There is evidence of good contribution, but some areas require further improvement.

Conclusions:

Coherence of the campaign is rated as 3²³ using the OECD DAC rating scale.

The campaign messaging was rather consistent as shown in the case studies where all countries followed the key topics, visuals and engaged in Action Days – all contributing to building a strong campaign coherence as well as brand. This however, has not guaranteed successful reach and engagement of the audience – focus on producing more attractive, interactive and topical content, still following the key message of the campaign, would have likely led to increased campaign effectiveness while not compromising the coherence. Creating more space for experience and lessons learned sharing among the national committees would have been helpful in this regard.

5.9. Overall reflections

Key strengths of the campaign identified:

- The first broad international initiative to tackle hate speech which has strongly contributed to putting hate speech on the agenda of the national and international institutions – and contributing to increasing awareness about hate speech and its consequences.
- Having the institutional backing of the Council of Europe has put the campaign at national level into a more reputable position – it was easier to attract stakeholders at national level. Support coming from the campaign secretariat was useful (campaign materials, additional insights, directions to information or contacts)
- Quality capacity building provided to the stakeholders, relevant to their needs (with the exception of trainings specifically designed for online activists)
- Development and provision of high quality and practical tools (namely Bookmarks)
- Creation of a strong brand. The slogan of the campaign (No Hate) ‘entered the language’ in its everyday use.
- The campaign opened up many relevant discussions and built competences related to many closely connected topics as sexism, discrimination, hate crimes, bullying & cyberbullying, media literacy, online safety.
- The campaign has provided sense of empowerment and space to act to youth activists – it gave them reasons to raise their voice and strengthened their ability to stand against hate speech online. They are now further motivated to take action, come up with projects and joint ventures on their own, requesting minimum support.

Key weaknesses of the campaign identified:

- Weak institutional involvement within the Council of Europe – insufficient transversal communication and coordination.
- Lack of clearly defined strategy in reaching the stated objectives (concrete roadmap with a stakeholder plan). This resulted in rather general understanding of the campaign among new coming countries and difficulties in primary orientation as to what the campaign is about. The absence was also perceived positively – as a factor allowing for flexibility in terms of approaches and partnerships. It helped adapt the tools to national and local contexts. This absence of global strategy did not overshadow the clear strategies and roadmaps that some national campaigns had.
- Lack of funding available to the campaign on international as well as national level – this meant that most actors involved at national level could not fully commit due to lack of resources. Lack of funding also often led to discouragement from further participation of national committee members.
- Lack of professionalism (due to resources missing) in content production for the central online campaign. Strong institutional limitations in terms of creating content that could potentially attract people “out of the CoE bubble” – meaning larger public.

²³ There is evidence of good contribution, but some areas require further improvement.

- Overtly careful approach of the campaign in approaching sensitive themes (combined with other factors) had a negative impact on the creativity of the online campaign. Governmental organisations and international bodies such as the Council of Europe are seen as having the obligation to avoid being controversial or supporting controversial messages due to reputation concerns.

6. Recommendations

TYPE OF RECOMMENDATION	LEVEL OF PRIORITY
General recommendations related to online campaigns	
Whenever designing and implementing online campaigns, develop ways of systematically monitoring and assessing the audience reach and engagement and feedback the results of this monitoring into further planning/posting. Be as flexible as possible.	HIGH
Allow enough time and thought into carefully designing the campaign strategy, campaign goals, target groups and indicators of measurement.	HIGH
In order to make the campaign as “alive” as possible (creating a dialogue with the audience), focus on developing content encouraging reaction and discussion about the topic. Try to be as responsive as possible to the reactions of the audience. Engage in a meaningful dialogue with your audience. Make sure that the people administering these debates are well trained to do this and are ready to deal with potential hateful or otherwise difficult comments.	HIGH
Do not avoid creating a certain degree of controversy – it helps to generate responses and that has the potential to reach out of the campaign bubble.	MEDIUM
Allow more space for participants to plan joint activities and to exchange ideas during joint events. Minimize formal events and components (speeches, formal visits etc.)	MEDIUM
Recommendations to the Council of Europe	
Support any future campaigns with adequate level of resources – lack of resources (both in terms of finance as well as expertise) can compromise effectiveness of the campaign	HIGH
Develop clearer strategy (goals, concrete target groups, ways of tackling the goals with concrete roadmaps and stakeholders) and make sure this strategy is well communicated to the relevant stakeholders	HIGH
If overall in-depth strategy is not possible to develop, focus heavily on providing guidance to national committees in creating and implementing their strategy.	HIGH
Create space for more innovative and less static/institutional approaches and messages in the campaigns, be less educational. Allow professionals in and benefit from their expertise.	HIGH
Whenever possible, work from regional basis where there is more commonality, joint expertise and the possibility of knowledge and experience transfer is higher.	MEDIUM
Provide as much support as possible to the current youth activists and members of national committees in linking them to relevant funding sources, providing information on relevant opportunities.	HIGH
To develop better chances for sustainability, create a list of “who is who” in the campaign – include activists, volunteers, organisations, provide a description of their expertise, potential for contribution and ways of contacting them. This can be done in line with the online activists’ plan for an online pool of trainers/experts.	MEDIUM
Recommendations to the national committees	
Focus on developing a clear and realistic strategy, relevant to the national context. Define the aims, target groups, reflecting the resources and expertise available.	HIGH
Make sure this strategy is supported by a prior in-depth assessment in order to better	HIGH

TYPE OF RECOMMENDATION	LEVEL OF PRIORITY
understand the local context, public attitudes towards the expected themes and attitudes of the target groups (e.g. via public opinion polls, focus groups with target groups representatives etc.)	
Actively seek out further training opportunities on social networks, campaigns and hate speech online. (e.g. offered by Facebook or Google.)	MEDIUM

7. Lessons learnt

Examples of key learnings from the campaign as identified by the participants of the final evaluation conference:

“From the campaign I have learnt:

- ✓ how to structure our messages when we address different issues and situations when combating hate speech (acquiring the knowledge to properly understand that some things we use in our daily life can be sexist, anti-Roma, homophobic and be able to identify them).
- ✓ the importance of solidarity and intersectionality.
- ✓ that authenticity naturally attracts participation.
- ✓ that hate speech is interlinked with a lot of other ‘bubbles’ around it, such as media literacy, online safety, sexism, cyberbullying, etc. which needs to get addressed in the right way.
- ✓ that change takes time, but it is important to be persistent.
- ✓ how important and complex it is to adapt the campaign to national and local needs/realities and how strong impact a campaign like the NHSM can have on people’s lives.”

Key lessons learned identified by the evaluators:

- Success of a campaign is not only dependent on the resources invested. The key factor is having a clear strategy in place, with a target group as well as indicators of success defined.
- Narrowed down approach and focus on quality rather than scale are important in increasing effectiveness and sustaining influence. Too many activities planned divert attention and resources from adopting results-oriented approach.
- When working with youth, allowing room for creativity, ownership of the campaign as well as leaving the gates of political correctness is desirable – the opposite can lead to discouragement and discontinuation of participation.
- Especially in the context where resources are missing, recognition of volunteers is crucial.

8. Annexes

8.1. Evaluation Matrix

This is an overview of all evaluation questions and related sub-questions, further detailing evaluation design issues such as table with one row for each evaluation question and columns that address evaluation design issues such as data collection methods, data sources, analysis methods, indicators. The key evaluation questions were proposed in the initial consultancy TOR and were later adapted during the inception phase once further learning expectations from the CoE staff as well as participants of the 5th Campaign Coordination meeting in Bucharest in June 2017. Detailed sub-questions along with data collection specification as well as means of comparisons and analysis were then established by the evaluators with input from CoE.

Evaluation sub/questions	Indicators	Key data sources	Data collection methods	Data analysis
<i>Overall</i>				
1. What are the key strengths and weaknesses of the campaign?				
<i>Proposed sub-questions</i>				
What are the key strengths of the campaign?	<ul style="list-style-type: none"> List of strengths as perceived by the different campaign stakeholders 	CoE campaign staff relevant documentation, national campaign committee members, national campaign coordinators, country and European level partners	Interviews, desk review, evaluation workshop,	Qualitative analysis
What are the main weaknesses of the campaign?	<ul style="list-style-type: none"> List of weaknesses as perceived by the different campaign partners and stakeholders 	Same as above	Interviews, desk review, evaluation workshop, online survey	Qualitative analysis
How can these weaknesses be dealt with or avoided in future?	<ul style="list-style-type: none"> Suggestions from the different campaign stakeholders Examples of best practices from similar campaigns/initiatives 	Same as above + Internet	Interviews, desk review, evaluation workshop, online survey	Qualitative analysis
2. What are the main lessons learnt throughout the campaign?				
<i>Proposed sub-questions</i>				
None at this point	<ul style="list-style-type: none"> List of main lessons 	CoE campaign staff relevant documentation, national	Interviews, desk review, evaluation workshop,	Qualitative analysis.

Evaluation sub/questions	Indicators	Key data sources	Data collection methods	Data analysis
		campaign committee members, national campaign coordinators, country and European level partners		
3. What are the key recommendations for further potential continuation and sustainability of local campaign chapters?				
<i>Proposed sub-questions</i>				
None at this point	<ul style="list-style-type: none"> List of main recommendations 	CoE campaign staff relevant documentation, national campaign committee members, national campaign coordinators, country and European level partners	Interviews, evaluation workshop,	Qualitative analysis.
<u>Relevance</u>				
1. What is the validity of the Theory of Change for the implementation of the campaign?				
<i>Proposed sub-questions</i>				
What are the key issues that the campaign addresses?	<ul style="list-style-type: none"> List of issues 	CoE campaign staff and partners, relevant documentation, national campaign committee members, national campaign coordinators	Interviews, desk review, evaluation workshop, online survey, country case studies	Qualitative analysis
To what extent have the themes and strategies of the campaign based on needs arising from the national contexts?	<ul style="list-style-type: none"> Evidence of initial research in the campaign countries and prioritized themes 	CoE campaign staff and partners, relevant documentation, national campaign committee members, national campaign coordinators	Interviews, desk review, evaluation workshop, online survey, country case studies	Qualitative analysis

Evaluation sub/questions	Indicators	Key data sources	Data collection methods	Data analysis
Were all the campaign's objectives, results, outputs stated in the concept note logically interlinked? If not, where was the link missing or twisted?	<ul style="list-style-type: none"> Evidence of functional links such as degree of achievement, comparisons with best practice methods in other campaigns 	CoE campaign staff and relevant partners, national campaign committee members, national campaign coordinators, online activists	Interviews, desk review, evaluation workshops, online surveys	Campaign theory of change review, concept note review, qualitative analysis,
What are the gaps, if any, that have not been addressed by the campaign objectives?	<ul style="list-style-type: none"> Examples of gaps perceived 	CoE campaign staff and relevant partners, national campaign committee members, national campaign coordinators, online activists	Interviews, desk review, evaluation workshops, online surveys	Qualitative analysis
How did the interlinks reflect existing conditions and challenges in campaign implementation? Where and how have they succeeded or failed these?	<ul style="list-style-type: none"> Examples of concrete real challenges/obstacles that were likely to be encountered and selected and implemented solutions to these/ or lack of solution Comparisons with best practice methods in other campaigns 	Campaign partners, new members,	Interviews, desk review, evaluation workshops, online surveys, case studies	Campaign theory of change review, proposal review, qualitative analysis,
What alternative approaches were possible to adopt in order to better address the problems? (if lack of relevance identified)	<ul style="list-style-type: none"> Alternative approaches-methodologies to enhance relevance 	CoE Follow up Group, CoE campaign staff, national campaign committee members, national campaign coordinators, online activists	Interviews, desk review, evaluation workshops, case studies	Qualitative analysis
To what extent did cross country campaigning contribute to reaching the outcomes?	<ul style="list-style-type: none"> Perceived added value or lack thereof of the cross-country campaigning by key stakeholders (CoE and national level campaign teams) 	CoE campaign staff, national campaign committee members, national campaign coordinators, online activists	Interviews, desk review, evaluation workshops, online surveys	Qualitative analysis
2. Which context situations provide a good basis for improved awareness of hate speech and acting on it, and in what situations the NHSM-approach is less or non-effective?				

Evaluation sub/questions	Indicators	Key data sources	Data collection methods	Data analysis
Proposed sub-questions				
What are the key factors supportive for improved awareness of hate speech and acting on it? How can the campaigns build on these factors?	<ul style="list-style-type: none"> List of supportive factors Stakeholders' views and suggestions Views and suggestions of representatives of other relevant bodies at national level – case studies 	CoE campaign staff, national campaign committee members, national campaign coordinators, online activists, partners at national levels in countries selected for case studies	Interviews, evaluation workshops, case studies	Qualitative analysis / overview of factors and ways of further building on these?
What are the key challenges/factors that render the NHSM approach less or non-effective? How can these be mitigated?	<ul style="list-style-type: none"> Examples of concrete real challenges/obstacles that were encountered and implemented solutions to these/ or lack of solution Comparisons with best practice methods in other campaigns 	CoE campaign staff, national campaign committee members, national campaign coordinators , online activists, partners at national levels in countries selected for case studies	Interviews, evaluation workshops, case studies	Qualitative analysis / overview of factors and potential ways of their mitigation
3. To what extent has youth taken ownership of the campaign (conceptualized as youth-led) on national and central campaign level?				
Proposed sub-questions				
How have ministries endorsed the concept of the campaign as being youth-led?	<ul style="list-style-type: none"> Level of endorsement of the ministries Views of the ministries, national youth organisations, campaign committees 	CoE campaign staff, national campaign committee members, national campaign coordinators, partners at national levels in countries selected for case studies	Interviews, evaluation workshops, case studies	Qualitative analysis
How has the campaign management on European level involved relevant stakeholders to create opportunities for youth-led actions?	<ul style="list-style-type: none"> Level and mode of involvement of youth-led organisations, relevant European partners and other departments of CoE Views of the youth-led organisations and CoE staff 	CoE campaign staff, European campaign partners, national campaign committee members, national campaign coordinators, partners at	Interviews, evaluation workshops, case studies	Qualitative analysis

Evaluation sub/questions	Indicators	Key data sources	Data collection methods	Data analysis
		national levels in countries selected for case studies		
What were the concrete ways in which youth-led organisations acted as initiators and partners on national and European level?	<ul style="list-style-type: none"> • Descriptions of the concrete examples • Accounts of the ministries, youth organisations, relevant European partners and other departments of CoE 	CoE campaign staff, European campaign partners, national campaign committee members, national campaign coordinators, partners at national levels in countries selected for case studies	Interviews, evaluation workshops, case studies	Qualitative analysis
<i>Effectiveness</i>				
1. How effective is the campaign in achieving the stated outcomes in the member states and its contribution to adoption of the policy framework regarding hate speech? Where the outcomes have changed in priority, determine the validity of this.				
<i>Proposed sub-questions</i>				
<i>Results related to objective 1 – To support human rights education activities for action against hate speech and the risks it poses to democracy and the well-being of young people</i>				
To what extent has hate speech been further recognised as an abuse of human rights and integrated in education for democratic citizenship / human rights education projects in both formal and non-formal education contexts?	<ul style="list-style-type: none"> • Description of indicators' achievement based on feedback from national coordinators • Views of relevant stakeholders in countries selected for case studies 	National campaign committee members, national campaign coordinators, partners at national levels in countries selected for case studies,	Interviews, desk review, evaluation workshops, online survey	Qualitative and quantitative analysis, overview of indicator achievement
Has the campaign generated an active and sustainable network of trained young human rights activists, working in line with the values of the campaign and the mission of the Council of Europe in the member states beyond the scope and timeframe of the campaign?	<ul style="list-style-type: none"> • Description of indicators' achievement based on feedback from national coordinators • Views of the activists 	National campaign committee members, national campaign coordinators, online activists	Interviews, desk review, evaluation workshops, online survey	Qualitative and quantitative analysis, overview of indicator achievement
<i>Results related to objective 2 – To developed and disseminate tools and mechanisms for reporting hate speech, especially online, including at national level.</i>				

Evaluation sub/questions	Indicators	Key data sources	Data collection methods	Data analysis
To what extent hate speech instances are regularly and systematically reported, notably at national level? (wherever mechanisms for reporting and prosecuting hate speech are in place)	<ul style="list-style-type: none"> Description of indicators' achievement based on feedback from national coordinators 	National campaign committee members, national campaign coordinators, partners at national levels in countries selected for case studies,	Interviews, desk review, evaluation workshop, online survey	Qualitative and quantitative analysis, overview of indicator achievement
To what extent have national campaigns identified national reporting mechanisms in place and sought to further work with these?	<ul style="list-style-type: none"> Descriptions of systems in place Descriptions of ways that the campaigns worked with these further 	National campaign committee members, national campaign coordinators, partners at national levels in countries selected for case studies,	Interviews, desk review, online survey	Qualitative analysis - mapping and pages launched on reporting of hate crime, speech and cyberbullying with national authorities and on social media channels
What were the aims of national campaigns for working on the reporting of hate speech and were they achieved? (either systems in place or newly created systems)? E.g. flag a problem for data collection and lobby, take down of content and criminal action, give support to victims?	<ul style="list-style-type: none"> Descriptions of the aims of the systems (either in place or newly established) 	National campaign committee members, national campaign coordinators, partners at national levels in countries selected for case studies,	Interviews, desk review	Qualitative analysis
What was the take-up of online reporting tools (Hate Speech Watch) for stakeholders involved?	<ul style="list-style-type: none"> Views and opinions of the system users and other stakeholders involved 	National campaign committee members, national campaign coordinators, partners at national levels in countries selected for case studies,	Interviews, desk review, evaluation workshop	Qualitative analysis
Has there been a response/solution/any feedback provided to the reported cases that would render this tool effective?	<ul style="list-style-type: none"> Information provided through the data Views and opinions of the system users and other stakeholders involved Reports of concrete feedback 	National campaign committee members, national campaign coordinators, partners at national levels in countries	Interviews, desk review, evaluation workshop	Qualitative analysis

Evaluation sub/questions	Indicators	Key data sources	Data collection methods	Data analysis
		selected for case studies,		
What is the potential of the continuation of the Hate Speech Watch?	<ul style="list-style-type: none"> Views and opinions of the system users and other stakeholders involved 	National campaign committee members, national campaign coordinators, partners at national levels in countries selected for case studies,	Interviews, desk review, evaluation workshop	Qualitative analysis
To what extent is the produced database of tools (HSW, information on national reporting mechanisms and on Social media) for action against hate speech being utilised?	<ul style="list-style-type: none"> Number of users (online activists) Feedback from users (online activists) 	national campaign coordinators, online activists,	Interviews, desk review, online surveys	Qualitative and quantitative analysis, overview of indicator achievement
To what extent are the legal grounds for combating hate speech better known and used? (with the ECRI Recommendation on Hate Speech and the production of a compendium on how to use the Additional Protocol to the Budapest Convention)	<ul style="list-style-type: none"> Number of counter narrative online-content elements produced using ECRI and Budapest convention Reactions of people to content provided Views and opinions of the stakeholders at national level (case studies) 	National campaign committee members, national campaign coordinators, partners at national levels in countries selected for case studies,	Interviews, desk review,	Qualitative and quantitative analysis (limited to case studies)
To what extent have national campaigns understood the principles of the ECRI Recommendation on Hate Speech and Budapest Convention and used these as resources for lobbying arguments and standards?	<ul style="list-style-type: none"> Views and opinions of the stakeholders at national level (case studies) Views and opinions of relevant CoE staff Examples and frequency of concrete application of the documents for creating lobbying arguments 	CoE staff, National campaign committee members, national campaign coordinators, partners at national levels in countries selected for case studies,	Interviews, desk review,	Qualitative (limited to case studies)
Results related to objective 3 – To mobilise national and European partners to prevent and counter hate speech and intolerance online and offline.				
How have new partners been involved in the campaign? (notably law enforcement agencies and national monitoring bodies, for a zero-tolerance approach to hate speech.)	<ul style="list-style-type: none"> Number of staff/volunteers join the online community of activists Number of institutional partners joining, their degree of involvement in and perception of the campaign (limited to case studies) Description of nature of involvement, concrete 	National campaign committee members, national campaign coordinators, online activists, partners at national levels in countries	Interviews, desk review, evaluation workshop, online survey	Qualitative and quantitative analysis,

Evaluation sub/questions	Indicators	Key data sources	Data collection methods	Data analysis
	examples of cooperation	selected for case studies,		
What concrete results has the involvement of new partners produced?	<ul style="list-style-type: none"> Views and opinions of the stakeholders (internal and external to the campaign) involved 	National campaign committee members, national campaign coordinators, online activists, partners at national levels in countries selected for case studies,	Interviews, desk review, evaluation workshop, online survey	Qualitative analysis
Results related to objective 4 – To promote media literacy and digital citizenship and support youth participation in internet governance				
How was the research on the relation between young people and online hate speech used to inform the relevant target groups and sectors?	<ul style="list-style-type: none"> Online reactions to the content published (In countries selected for case studies) Evidence of other ways of disseminating the research and reports of feedback from the audience 	National campaign channels, online activists, campaign coordinators	Interviews, desk review,	Qualitative analysis,
Which aspects and tactics of media literacy education were deployed during the campaign? What response did it generate?	<ul style="list-style-type: none"> Description of the methods used View and and opinions of the stakeholders involved Feedback of the target groups, if any (facebook/website) analytics, training feedback etc.) 	National campaign channels, online activists, campaign coordinators, relevant facebook and online sites	Interviews, desk review,	Qualitative analysis,
To what extent has the expertise and competence of the Council of Europe to address hate speech and to support online youth participation been reinforced?	<ul style="list-style-type: none"> OA involved in Internet Governance fora and contribute to its debates Experiences of OA are used in internet governance processes Degree to which national campaigns get involved in Internet Governance process at national and/or international level and their motivation to do so 	national campaign coordinators, online activists, partners at national levels in countries selected for case studies,	Interviews, online survey	Qualitative analysis,
2. What is the progress made in the campaign themes Sexist Hate Speech, Antisemitic Hate Speech, and Hate Speech targeting Refugees in the campaign period and the				

Evaluation sub/questions	Indicators	Key data sources	Data collection methods	Data analysis
contribution to improved prevention and counter hate speech and intolerance online and offline targeting these groups				
<i>Proposed sub-questions</i>				
What were the campaign themes that prompted the biggest interest/reaction (positive or negative)? From the target groups (limited to country case studies) and thematic seminars participants?	<ul style="list-style-type: none"> List of themes 	national campaign coordinators, online activists, partners at national levels in countries selected for case studies, campaign materials and websites	Interviews, desk review,	Qualitative analysis,
To what extent have the campaign messages been consistent and visible at national levels? (limited to country case studies)	<ul style="list-style-type: none"> Evidence of increased consistence and frequency of campaign` messages in relevant national media/platforms/ events/ materials 	national campaign coordinators, online activists, partners at national levels in countries selected for case studies, campaign materials and websites	Interviews, desk review,	Qualitative analysis,
What themes were taken up by national campaigns? What was the motivation behind the selection?	<ul style="list-style-type: none"> Degree to which national and political context affected the selection Accounts of NCCs and European secretariat on how the context was managed (to prevent resistance or selective involvement) 			
Did the seminar participants gain competences and partnerships that allowed them to address the thematic issues more successfully?	<ul style="list-style-type: none"> Views and opinions of the participants Descriptions and degree of concrete knowledge/skill application in campaign work 	national campaign coordinators, online activists, other participants	Interviews, desk review, online survey	Qualitative and quantitative analysis
To what extent was the CoE support and guidance (action days, thematic seminars, study sessions and EYF funding) sufficient in addressing thematic issues	<ul style="list-style-type: none"> Views and opinions of the coordinators, NCCs, national stakeholders Views and opinions of the CoE staff 	national campaign coordinators, partners at national levels in countries selected for case studies,	Interviews, online survey	Qualitative and quantitative analysis
Is there any specific knowledge/know-how that could be applied in other countries?	<ul style="list-style-type: none"> Views and opinions of the coordinators and activists 	national campaign coordinators, online activists,	Interviews, desk review,	Qualitative analysis,

Evaluation sub/questions	Indicators	Key data sources	Data collection methods	Data analysis
3. What quality and effect did the counter and alternative narratives to counter hate speech developed by the campaign actors have?				
<i>Proposed sub-questions</i>				
none at this point (limited to country case studies)	<ul style="list-style-type: none"> Views of the campaign stakeholders and external experts Examples of effect reported by online activists/youth volunteers NCCs and activists capacity to use CANs (educational tools developed) in the campaign Quality of messages and slogans developed and degree that they incorporating CoE and other Human Rights standards 	national campaign coordinators, online activists, partners at national levels in countries selected for case studies, campaign materials and websites, external experts	Interviews, desk review, evaluation workshop, online survey	Qualitative analysis,
4. What is the quality and effect of the communication tools (flashnews, newsletter, social media, blog, campaigning platform (www.nohatespeechmovement.org) to raise awareness of hate speech, counter and alternative narratives, and campaign actions and developments?				
<i>Proposed sub-questions</i>				
None at this point -	<ul style="list-style-type: none"> Users' feedback on quality and usefulness Examples of concrete ways of using the materials 	national campaign coordinators, online activists, campaign partners, partners at national levels in countries selected for case studies, campaign materials and websites	Interviews, desk review, evaluation workshop, online survey	Qualitative and quantitative analysis,
5. To what extent has the action strengthened youth movements as key partners in the campaign countries?				
<i>Proposed sub-questions</i>				
How did the youth movements get involved?	<ul style="list-style-type: none"> Mode and level of consistency of involvement Motivation to join and/or leave the campaign 	national campaign coordinators, campaign partners, online activists, partners at national levels in	Interviews, desk review, evaluation workshop, online survey	Qualitative analysis,

Evaluation sub/questions	Indicators	Key data sources	Data collection methods	Data analysis
		countries selected for case studies, campaign materials and websites		
What learning/capacity strengthening occurred?	<ul style="list-style-type: none"> Concrete examples of organizational learning within the movements Increase in number of active movement members Evidence of concrete strategy used within the movement (limited to country case studies) Perceptions of the movement members (limited to country case studies) 	national campaign coordinators, campaign partners, online activists, partners at national levels in countries selected for case studies, campaign materials and websites	Interviews, desk review, evaluation workshop, online survey	Qualitative and quantitative analysis,
6. What added value or drawbacks to outcomes and impact of the campaign did the lead role of the CoE present? What can we learn from it and advise to various actors?				
<i>Proposed sub-questions</i>				
None at this point	<ul style="list-style-type: none"> Views and opinions of the stakeholders Examples of concrete benefits/drawbacks stated Suggestions of the stakeholders 	national campaign coordinators, , partners at national levels in countries selected for case studies,	Interviews, , evaluation workshop, online survey	Qualitative analysis,
7. What factors (internal/external) have led to the (non) achievement of the above?				
<i>Proposed sub-questions</i>				
What were the major factors influencing the achievement or non-achievement of the campaign outcomes/results?	<ul style="list-style-type: none"> List of factors 	national campaign committees and coordinators, online activists, partners at national levels in countries selected for case studies, campaign materials and websites	Interviews, desk review, evaluation workshop, online survey	Qualitative analysis of (non) achievements, Risk Analysis
What were the limiting factors and how were they overcome?	<ul style="list-style-type: none"> List of factors, explanation of mitigation measures 	national campaign committees and coordinators, online activists, partners at national levels in countries	Interviews, desk review, evaluation workshop, online survey	Qualitative analysis of (non) achievements, Risk Analysis

Evaluation sub/questions	Indicators	Key data sources	Data collection methods	Data analysis
		selected for case studies, campaign materials and websites		
How have other hate speech thematic actions contributed to achieving the outcomes? (limited to country case studies)	<ul style="list-style-type: none"> Views and opinions of relevant stakeholders Comparison of actions' outreach 	national campaign committees, coordinators, online activists, partners at national levels in countries selected for case studies, campaign materials and websites	interviews, desk review, evaluation workshop, online survey	Qualitative analysis
8. To what extent has the approach been gender sensitive and/or gender transformative?				
<i>Proposed sub-questions</i>				
Were gender aspects considered when working on thematic priorities and when reviewing effect of hate speech on people/individuals in the national context or social group (for example Muslim women, Roma women, Safer Internet for girls etc.)	<ul style="list-style-type: none"> Perceptions of stakeholders involved 	national campaign coordinators, online activists, partners at national levels in countries selected for case studies, campaign materials and websites	interviews, desk review, online survey	Qualitative analysis
<i>Efficiency</i>				
1. What have been the benefits and challenges of using volunteer young online activists to nurture the Action Days and other parts of the central online campaign, which has been a key strategy from the beginning in 2013?				
<i>Proposed sub-questions</i>				
None at this point	<ul style="list-style-type: none"> Perceptions of the campaign coordinators and online activists Comparison of resources (including time, effort, personnel) invested and effectiveness/quality of campaign outputs 	national campaign coordinators, online activists, campaign materials and websites	interviews, desk review, online survey, evaluation workshops	Qualitative and quantitative analysis

Evaluation sub/questions	Indicators	Key data sources	Data collection methods	Data analysis
2. How efficient and effective has the capacity-building of NCC's and European level stakeholders been in strengthening quality of the campaign?				
<i>Proposed sub-questions</i>				
What were the initial concrete needs for capacity building and the rationale behind these?	<ul style="list-style-type: none"> List of needs and their rationale 	CoE campaign staff, national campaign committee members, national campaign coordinators, online activists, partners at national levels in countries selected for case studies	interviews, online survey	Qualitative and quantitative analysis
To what extent were these needs met and how?	<ul style="list-style-type: none"> Perceptions of the stakeholders Description of the capacity building methods and tools used Feedback on the methods and tools used 	CoE campaign staff, national campaign committee members, national campaign coordinators, online activists, partners at national levels in countries selected for case studies	interviews, online survey	Qualitative and quantitative analysis
How did the capacity building of NCC and other European level stakeholders demonstrate in their actions? (Education manuals, seminars, information through flashnews etc.)	<ul style="list-style-type: none"> Evidence of improved capacity in areas previously identified for capacity building Perceptions of the stakeholders 	CoE campaign staff, national campaign committee members, national campaign coordinators, online activists, partners at national levels in countries selected for case studies	interviews, online survey	Qualitative and quantitative analysis
To what extent has the capacity-building gone beyond direct beneficiaries (activists, national campaign committees and local youth organisation members, European	<ul style="list-style-type: none"> Evidence of further sharing of the knowledge/skills/know-how acquired with other relevant stakeholders at national level 	CoE campaign staff, national campaign committee members, national campaign coordinators, online	interviews, online survey	Qualitative analysis

Evaluation sub/questions	Indicators	Key data sources	Data collection methods	Data analysis
partners?)		activists, partners at national levels in countries selected for case studies		
How has the European secretariat worked towards reaching the objectives with the limited resources available for a campaign of this scale?	<ul style="list-style-type: none"> Degree of reliance on CoE and CoE staff Examples of priority actions/output where CoE resources were invested Examples of priority/actions where national resources were invested 	CoE campaign staff, , national campaign coordinators, partners at national levels in countries selected for case studies	interviews,	Qualitative analysis
3. To what extent has the pre-existing capacity of Council of Europe Youth Department / Secretariat of the Campaign at the start of the prolongation of the campaign in 2015, contributed to an efficient achievement of outcomes?				
<i>Proposed sub-questions</i>				
What were the expectations of the national level stakeholders towards the CoE Youth Department/Secretariat of the campaign?	<ul style="list-style-type: none"> List of expectations and their rationale 	CoE campaign staff, national campaign committee members, national campaign coordinators, online activists,	interviews, online survey	Qualitative analysis
To what extent were these expectations met?	<ul style="list-style-type: none"> Perceptions of CoE/national level stakeholders Suggestions for further action/improvement 	CoE campaign staff, national campaign committee members, national campaign coordinators, online activists,	interviews, online survey	Qualitative and quantitative analysis
What was the concrete role of CoE in supporting partners towards achieving the desired outcomes?	<ul style="list-style-type: none"> Descriptions of concrete CoE role and involvement Examples of potential limitations of CoE role and involvement 	CoE campaign staff, national campaign committee members, national campaign coordinators, online activists,	interviews, online survey	Qualitative analysis

Evaluation sub/questions	Indicators	Key data sources	Data collection methods	Data analysis
<i>Impact</i>				
1. What elements of action against hate speech have been strengthened by the NHSM campaign approach, and how can these linkages be shown?				
<i>Proposed sub-questions</i>				
(limited to country case studies)	<ul style="list-style-type: none"> Perceptions of the stakeholders Examples of concrete innovations brought about by NHSM Examples of NHSM focusing on areas not targeted by other thematic actions or dominating in these 	CoE campaign staff, national campaign committee members, national campaign coordinators, online activists,	interviews,	Qualitative analysis
2. What level of increase in capacity to recognise and counter-act hate speech has been achieved among target groups (entities, individuals, participants)? Distinguish online and offline.				
<i>Proposed sub-questions</i>				
What were the prior limitations in capacity to recognise and counter hate speech?	<ul style="list-style-type: none"> Prior limitations perceived by the target groups? 	CoE campaign staff, national campaign committee members, national campaign coordinators, online activists,	interviews, online survey	Qualitative and quantitative analysis
What learning has taken place among the target groups with regards to recognising and countering hate speech?	<ul style="list-style-type: none"> Examples of concrete learning Frequent learning trends among the participants 	CoE campaign staff, national campaign committee members, national campaign coordinators, online activists,	interviews, online survey	Qualitative and quantitative analysis
Considering the quality of educational tools and activities, online and offline; what factors have contributed to this increase?	<ul style="list-style-type: none"> List of factors 	CoE campaign staff, national campaign committee members, national campaign coordinators, online activists,	interviews, online survey	Qualitative and quantitative analysis

Evaluation sub/questions	Indicators	Key data sources	Data collection methods	Data analysis
3. What learning has taken place within the existing partnerships and with other partners?				
<i>Proposed sub-questions</i>				
	<ul style="list-style-type: none"> • Examples of concrete organizational learning 	European level partners, Follow Up Group, CoE campaign staff, national campaign committee members, national campaign coordinators, partners at national levels in countries selected for case studies	interviews, online survey	Qualitative and quantitative analysis
How has the learning led to adaptations of the campaign?	<ul style="list-style-type: none"> • Examples of concrete adaptations brought about by the learning • Potential limitations in the possibilities to adapt the campaign • Suggestions for further adaptations from stakeholders 	European level partners, Follow Up Group, CoE campaign staff, national campaign committee members, national campaign coordinators, partners at national levels in countries selected for case studies	interviews, online survey	Qualitative and quantitative analysis
<i>Sustainability</i>				
1. In what ways have national and European level NHSM structures become sustainable for the cause of action against hate speech and intolerance online and offline, what ownership is taken and what aspects still need external support (financial, institutional, political, technological, social aspects)?				
<i>Proposed sub-questions</i>				
What are the key factors supportive of future national and European level NHSM structures functioning? How can these be utilised to the maximum?	<ul style="list-style-type: none"> • List of supportive factors • Views and suggestions from the stakeholders 	European level partners, Follow Up Group, CoE campaign staff, national campaign committee members, national campaign coordinators, partners at national levels in countries selected for case	interviews, evaluation workshops, online survey	Qualitative analysis

Evaluation sub/questions	Indicators	Key data sources	Data collection methods	Data analysis
		studies		
What are the key challenges that the structures are likely to face and ways of dealing with them?	<ul style="list-style-type: none"> List of challenges Aspects still needing external support (financial, institutional, political, technological, social aspects) Views and suggestions from the stakeholders 	European level partners, Follow Up Group, CoE campaign staff, national campaign committee members, national campaign coordinators, partners at national levels in countries selected for case studies	interviews, evaluation workshops, online survey	Qualitative analysis
Are there any good practices (internal/external) that can be replicated either on an entire campaign level or national level?	<ul style="list-style-type: none"> List of practices Stakeholders' views and suggestions Views and suggestions of representatives of other relevant bodies at national level – case studies 	CoE campaign staff, national campaign committee members, national campaign coordinators , online activists, partners at national levels in countries selected for case studies, external campaign professionals	Interviews, evaluation workshops, case studies, online survey	Qualitative analysis
2. What can be observed as the most significant change due to the campaign?				
<i>Propose sub-questions</i>				
None at this point	<ul style="list-style-type: none"> Selected stories of most significant change from case study countries Perceptions from national campaign coordinators and management 	CoE campaign staff, national campaign committee members, national campaign coordinators, partners at national levels in countries selected for case studies, volunteer actors such as youth ambassadors in case study countries	Interviews, evaluation workshops, case studies, online survey, MSC j	Qualitative analysis

Evaluation sub/questions	Indicators	Key data sources	Data collection methods	Data analysis
<u>Accountability</u>				
1. What has been the level of accountability in the campaign on how resources are used?				
<i>Proposed sub-questions</i>				
To what extent is the CoE campaign management • transparent in providing information about how resources are used and the rationale behind allocation • accountable to donors, partners on European and national level? ¹	<p>Overview of project/programme info publicly (not) available</p> <p>Description of communication channels to key stakeholders</p> <p>Clarity of key stakeholders about resources usage and the rationale behind</p> <p>Perception of fairness by stakeholders (namely at national level) if this can be obtained</p>	<p>CoE annual reports and internal documents</p> <p>CoE campaign management</p> <p>Benefiting stakeholders if possible in target countries</p> <p>Key European and national level stakeholders, donors</p>	Interviews, online survey	Qualitative analysis
<u>Coordination</u>				
1. What type of partnerships and collaboration has developed during the campaign with other stakeholders in the European context, and in the national / regional context, what were the (de-) motivating factors and what have been the results?				
<i>Proposed sub-questions</i>				
None at this point	<ul style="list-style-type: none"> • Overview of partnerships established • Perceptions of risks/demotivating factors and suggestions of mitigation measures • Overview of the reported results • 	Campaign documentation, campaign partners, Follow up Group, k Key European and national level stakeholders, national level campaign coordinators	Interviews, desk review, online survey	Qualitative analysis, Risk mitigation analysis
2. What key lessons can be identified regarding the structure of the campaign and the interaction between stakeholders, based on successes achieved and obstacles encountered during the implementation period?				
<i>Proposed sub-questions</i>				
Non at this point	<ul style="list-style-type: none"> • Views of the stakeholders 	campaign partners, Follow up Group, Key European	Interviews, evaluation workshop	Qualitative analysis,

Evaluation sub/questions	Indicators	Key data sources	Data collection methods	Data analysis
		and national level stakeholders, national level campaign coordinators		
<i>Coherence</i>				
1. To what extent has an adequate response been given to several and different crisis situations in this period (like terrorist attacks, sudden influx of refugees, populism, national elections or other events, and fake news for example) in the campaign context, as facilitated by the flexibility of the partners?				
<i>Proposed sub-questions</i>				
What crisis situations occurred during the campaign's second phase? (limited to country case studies)	<ul style="list-style-type: none"> Overview of the crisis situations 	Campaign documentation, campaign management and coordinators, national level partners and stakeholders	Interviews, desk review,	Qualitative analysis,
What was the nature and degree of response of the campaign at national level?	<ul style="list-style-type: none"> Views of the stakeholders Views of the national campaign coordinators 	Campaign documentation, campaign management and coordinators, national level partners and stakeholders	Interviews, desk review,	Qualitative analysis,
How that response was linked to the general campaign approach?	<ul style="list-style-type: none"> Views of the CoE campaign staff Views of the national campaign coordinators 	Campaign documentation, campaign management and coordinators,	Interviews, desk review,	Qualitative analysis,
What feedback and lessons learned were collected after such response	<ul style="list-style-type: none"> Views of the CoE campaign staff Views of the national campaign coordinators 	Campaign documentation, campaign management and coordinators,	Interviews, desk review,	Qualitative analysis,
2. Was there a sufficient connection and interlink between initiatives from the central and de-central level within the campaign to provide common framework, that is to say one campaign with a shared common goal?				
<i>Proposed sub-questions</i>				
What were the expectations from the national level campaign teams and from the CoE management in terms of providing guidance, support and vision? To what extent were these fulfilled?	<ul style="list-style-type: none"> Views of the CoE campaign staff Views of the national campaign coordinators 	campaign management and coordinators,	Interviews, online survey,	Qualitative analysis
What were the concrete linkages between initiatives from the central and de-central level and goals of	<ul style="list-style-type: none"> Views of the CoE campaign staff Views of the national campaign coordinators 	campaign management and coordinators,	Interviews,	Qualitative analysis

Evaluation sub/questions	Indicators	Key data sources	Data collection methods	Data analysis
these? (limited to country case studies)				
To what extent were the messages on central and de-central level consistent? (limited to country case studies)	<ul style="list-style-type: none"> Views of the CoE campaign staff Views of the national campaign coordinators Consistency in themes and messages recurring in campaign materials 	campaign management and coordinators, campaign materials	Interviews, desk review	Qualitative analysis
How is the campaign perceived by external stakeholders? (ministries, local NGOs etc. – limited to country case studies)	<ul style="list-style-type: none"> Views of the CoE campaign staff Views of the national campaign coordinators Views of the external stakeholders Views of local experts (e.g. social marketing etc.) 	campaign management and coordinators, external stakeholders and experts	Interviews,	Qualitative analysis

8.2. Full analysis of central campaign communication tools

Analysis of the of the campaign platform – www.Nohatespeechmovement.org

The campaign platform maintained for the period of Jan 2016 to Dec 2017 constant number of visits. Sources of traffic (how people ended up on the site) demonstrate the fact that majority of visitors was actively using search engines to find out more information about the campaign and the topic itself. That is a positive sign as people got curious based on other communication activities and made action to learn more. NHSM remains on all European level one of the few initiatives and sources with this specific focus.

However, the number of visits was for the monitored 2 year period constant – there is no evidence of gradual increase (besides temporary spikes in visits during „action days“) that would indicate growing interest in the topic and the campaign. One of the likely reasons is also a lack of effort to learn, evaluate and adapt communication strategy based on analysis of audience responses. This results from a vaguely specified communication strategy in early stages of the campaign that would set clear indicators of success that could be continuously monitored and acted upon.

The main audience of the platform is within the 18-34 age group. This is a good result for a campaign that addresses issues mainly affecting young people. However, the number of people signing up for the movement was constantly decreasing over the monitored period. This is either due to low effort to recruit or saturation (there is only limited number of people ready to sign up for such kind of campaigns). However, it is very likely that increased promotional outreach and efforts would transform into significantly higher recruitment rate.

The platform is functional, fast, loaded with content. The amount of content can be overwhelming, difficult to navigate and specific information may be difficult to find. This was confirmed in the interviews carried out so far as well through comments made in the online surveys. Platform home page is cluttered and does not provide clear and adequate information about what hate speech is: It seems that the NHSM Platform assumes pre-obtained knowledge of the NHSM Campaign and hate speech (this concern remains since the 2016 evaluation report). Changes were made on the homepage by the Latte agency, however, statistics do not provide signs of improvement in terms of increased site visits or decreased bounce rate (on the contrary, the bounce rate increased a bit).

The platform contains a large number of broken links, i.e. links that link to non-existent page or contain other errors. On the National campaign committees [page](#) which should be the main go-to place to learn about local campaigns there are over 26 [broken links](#).

The [web accessibility checker](#) tool identified around [88 issues](#) that require attention in order to comply with accessibility standards to ensure the content can be accessed by everyone.

To draw more detailed learning, understanding, and suggestions on the design and usability of the campaign platform it would be necessary to conduct an audience research that could provide deeper insights into users' expectations and experience. However, such research is beyond the scope of this evaluation.

One of the key preliminary findings and recommendations would be to design a thorough communication strategy for various campaign channels that would clearly indicate goals and measurable indicators. Such strategy should be revised on a regular basis according to collected feedback. In a case of the campaign platform, regular maintenance is necessary to avoid linking to non-existent sites and new ways of driving traffic to the site should be continuously explored. Traffic from social media referrals offers a strong unfulfilled potential.

No Hate Speech Movement Facebook Page – Analysis and Evaluation²⁴

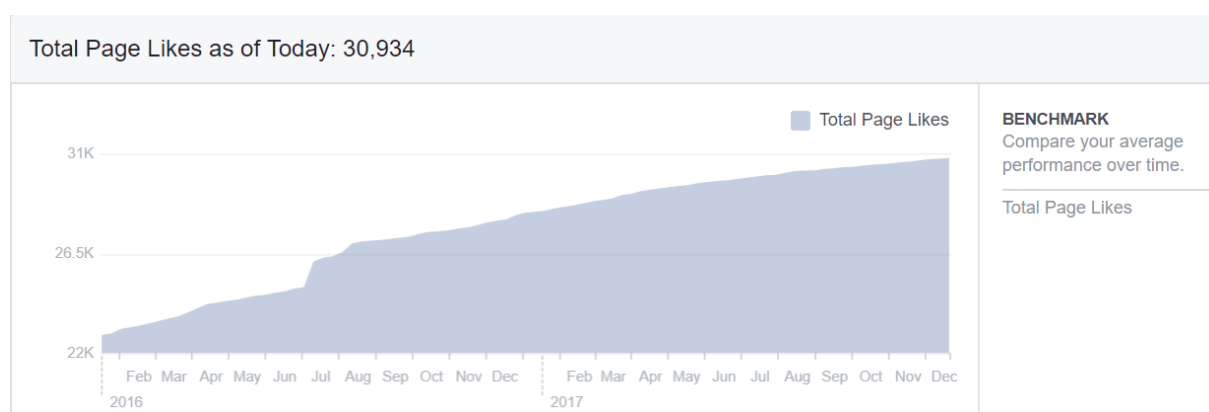
The NHSM Facebook page is an active communication channel of the campaign. With its current (Dec 2017) 31 000 followers it became one of the most visible initiatives of its kind on Facebook. This was achieved predominantly by organic (unpaid) reach.

The campaign presence is constant, with posts being published almost daily (about 1,5 post a day), with peaks during special events. In the period of Jan 1 2016 to Dec 12 2017 the total of 1078 posts were published. All of these posts were always relevant to the mission of NHSM - informing about campaign activities and hate violence and hate speech related issues. The campaign published predominantly own content. Whenever a content of others was shared it was introduced by own text post.

The Facebook insights provide some useful data for better understanding of effectiveness of different types of content and engagement of Facebook users. Following information can be useful to the campaign team for future communication planning or to any other actors who use Facebook to raise awareness about hate speech and related topics in the future.

Fans and Following:

Currently the page is liked and followed by 31 000 Facebook users. The rise of fans was gradual over the period. With one exception – The campaign Action Days for Refugees and Asylum Seekers in the period 19.-24.6. 2016 that brought quick rise in following (over 1000 new fans) in a short time period. This was likely due to its exceptional reach that was supported by paid promotion but also to sustained posting during that time period. Another significant rise was achieved during the campaign International day of victims of hate crime in July 2016.



Graph 4 – evolution of the number of central Facebook Page Likes

In general, these exceptional campaigns that spread over multiple days and delivered multiple posts with specific topical focus were the main drivers of increase in the page following.

Reach

This metric shows how many people were reached with page posts, people who saw them in their feed. Around 50 percent of posts had organic reach of over 800 users each.

Most negative reactions (unlike, hide posts etc.) happened in a week (13.-16.11.2016) of Action Days to Counter Anti-Semitic Hate Speech followed by the week 2.8.-17.8.2017 around the Roma Genocide Remembrance day and Pride. This may be as well caused by the fact that the page was actively posting and

²⁴ This analysis was conducted with the use of the NHSM Facebook page insights data, covering the time period of Jan 1. 2016 to Dec 12. 2017.

people might have been overwhelmed by the content. It may also point to the difficulty of the issues – as experienced by the campaign in terms of approach, communication and external perception of the issues.

Table 2 – overview of top 11 Facebook posts with the highest reach

<p>Strongest post – 69200 Unique Users</p>	<p>https://www.facebook.com/nohatespeech/posts/480957302091845:0</p> 
<p>Image with a quote of Desmond Tutu</p>	<p>https://www.facebook.com/nohatespeech/posts/600369696817271</p>
<p>Infographics of terrorist attacks victims outside of Europe</p>	<p>https://www.facebook.com/nohatespeech/posts/505177169669858</p>
<p>International peace day, image with logo of the campaign and symbols of religions</p>	<p>https://www.facebook.com/nohatespeech/posts/575141732673401:0</p>
<p>Link to a Guardian article about report on human rights education and its relation to bullying</p>	<p>https://www.facebook.com/nohatespeech/posts/644336159087291</p>
<p>Image of laboratory – how hate is constructed</p>	<p>https://www.facebook.com/nohatespeech/posts/506179666236275</p>
<p>Post: Stand with victims of terror attacks in Ankara</p>	<p>https://www.facebook.com/nohatespeech/posts/501748220012753:0</p>
<p>Action Day for Refugees and Asylum Seekers – the reach in this case is predominantly paid</p>	<p>https://www.facebook.com/nohatespeech/posts/537587346428840</p>

Meryl Streep quote from Oscars	https://www.facebook.com/nohatespeech/posts/625000324354208:0
Shared video of 4news – Speech of Polish MP in EP that women are less intelligent than men	https://www.facebook.com/nohatespeech/posts/654044951449745
Action Day for Victims of Hate Crimes	https://www.facebook.com/nohatespeech/posts/714515305402709:0

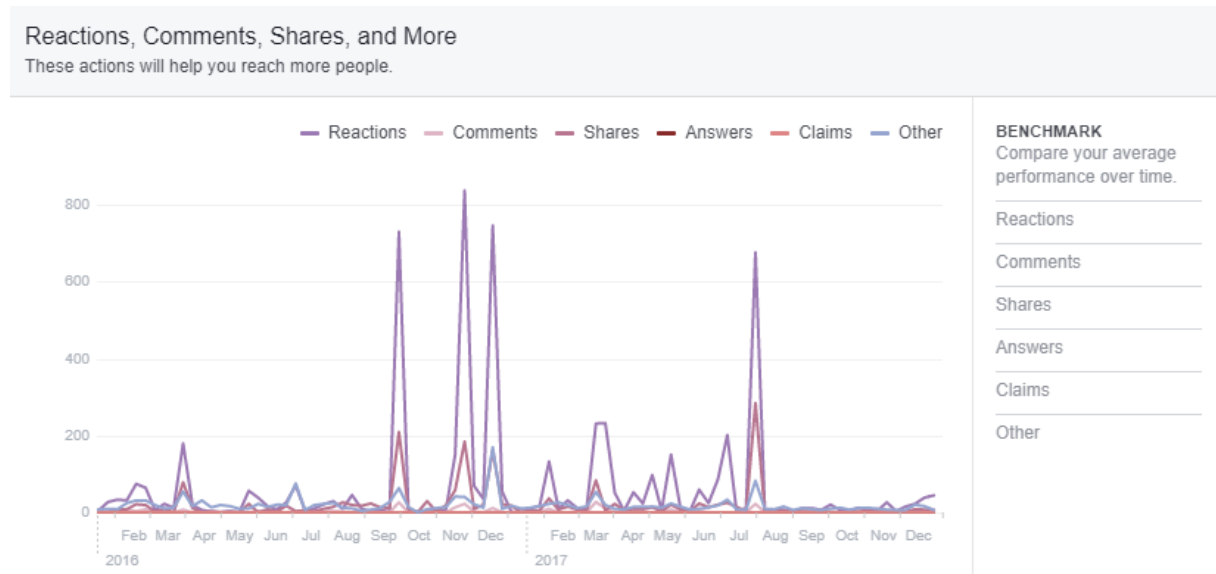
Table 3 – Overview of the posts with the lowest reach

Council of Europe Stand.	https://www.facebook.com/nohatespeech/posts/693007344220172:0
The No Hate Speech Movement at EuroDIG2017 - Day 1	https://www.facebook.com/nohatespeech/posts/693006904220216:0
No Hate Speech Movement - Hands Human Rights Image	https://www.facebook.com/nohatespeech/posts/767607976760108:0
Estonian Prime Minister Kersti Kaljulaid	https://www.facebook.com/nohatespeech/posts/693006960886877:0
Be part of the biggest chain against hate On the occasion of the World Refugee Day on 20th June express your solidarity with refugees and asylum seekers and connect your picture with another person through the NoHate Chain of the Movement. #nohatespeech	https://www.facebook.com/nohatespeech/posts/538695686318006
Norwegian Prime minister Erna Solberg	https://www.facebook.com/nohatespeech/posts/693006974220209:0
Menno Ettema Focal Point and moderator.	https://www.facebook.com/nohatespeech/posts/693007044220202:0

These two extremes help to understand what type of content generates strongest and weakest reach. It is interesting that the top 11 posts represent all types of formats – own images, shared infographics produced by others, quotes of VIPs, links to media articles. What do they have in common? They are entertaining, emotional, bring some unique information. They encourage. People can identify with them (liking and sharing them help them build their own Facebook identity to their friends). Each one of them is introduced with original text post. Time and date of publishing is pretty irrelevant – these posts were published across the observed time period of this report.

On the other hand, the worst performing posts are reports from conferences, with politicians and other VIP speakers. While those represent clearly the activity of the campaign team, they do not offer anything to users that would motivate them to interact. These are relevant and important for project accountability however do not help generate reach and engagement.

Engagement and Active Users²⁵



Top 6 posts engaged over 2500 - 1000 users each. On the other hand, about 900 posts engaged less than 100 users each. 50 percent of page posts engaged less than 30 users each.

Metrics: Lifetime Engaged Users -The number of unique people who engaged in certain ways with your Page post, for example by commenting on, liking, sharing, or clicking upon particular elements of the post. (Unique Users)

Top 10 posts that generated strongest engagement are (not surprisingly) mostly the same posts that generated strongest reach so we are not listing them again. However, it is interesting to have a closer look at posts that generated lowest engagement.

"Where do you want to be in six month's time?" Dreams without borders Put yourself in the shoes of refugees, with the help of this great book that collects 20 stories, that have been written by migrants in Bulgaria as well as by volunteers and representatives of other social groups working in the migration field. Made by Infinite Opportunities Association, Bulgaria. See further information and the book here. #nohatespeech #dreamswithoutborders

<https://www.facebook.com/nohatespeech/posts/699597860227787>

Have you experienced severe hate speech on social media. Have you read news and articles on news portals full of hate speech? Have you ever got involved in conversation with people who speak hatred? Have you ever felt helpless when facing these things? The Hate Speech Watch can help you to flag any online hate speech so that it can be taken care of and not forgotten. Online hate speech may fuel more hatred and may incite certain people who are weaker and less stable to actually act against other people based on their imaginary enemies. By leaving online hate speech unchallenged and by ignoring hate content you actually contribute to this vicious circle of hatred that may motivate people to commit or suicides. In July the Hate Speech Watch wants to help users of the Internet in marking online hate content that is targeting victims of hate crime, people who already suffered from severe consequences of hate speech or hate speech that may endanger people in real. Flag hate speech and think of what you can do to challenge that within your own community in your own language! #nohatespeech

<https://www.facebook.com/nohatespeech/posts/549616808559227>

²⁵ Users who were not just served the post but interacted with it – by liking, sharing, commenting, clicking.

TWEET @ YOUR POLITICAL REPRESENTATIVE! On the occasion of the European Action Day for Victims of Hate Crime on the 22nd July the No Hate Speech Movement is inviting its followers to TWEET @ European, national or local politicians engaging them in combating hate speech and speaking up for the link between hate speech and hate crimes with the purpose to prevent more hate crimes in Europe and beyond. Find here some guiding points on how you can join our tweeting action on the 22nd July 2016. #nohatespeech

<https://www.facebook.com/nohatespeech/posts/550197288501179>

No Hate Speech Movement sdílel(a) fotku uživatele No Hate Speech Movement Belgium.

<https://www.facebook.com/nohatespeech/posts/637916346395939>

If you want to join the Action Day countering hate speech targeting Muslim people you can still support our Thunderclap that will take place tomorrow at 17.00. Let's promote and protect Human Rights of all in Europe and beyond. Let's start a conversation. #nohatespeech

<https://www.facebook.com/nohatespeech/posts/738708422983397>

ORGANISE YOUR LOCAL EVENT WITH/FOR/ABOUT REFUGEES ON 20TH JUNE 2016 These are the recommendations for offline social and cultural events for Action Day for Refugees and Asylum Seekers on the 20th June 2016. Please also let us know if you have other creative ideas so that we can share it with the widest public and people may follow your idea. #nohatespeech

<https://www.facebook.com/nohatespeech/posts/536153046572270>

TWEET @ YOUR POLITICAL REPRESENTATIVE! Choose one of your local or national politician, find out their Twitter ID and tweet @ them to activate them to make a statement regarding victims of hate crime and hate speech today in your community. Find here some guiding points on how you can join this great tweeting action today. #nohatespeech

<https://www.facebook.com/nohatespeech/posts/550732048447703>

FLAG hate speech content targeting any groups of people with the Hate Speech Watch in order to map and monitor existing online hate speech and invite your community to produce counter speech and take action (report or counter argue). #nohatespeech

<https://www.facebook.com/nohatespeech/posts/550735661780675>

Be part of the biggest chain against hate On the occasion of the World Refugee Day on 20th June express your solidarity with refugees and asylum seekers and connect your picture with another person through the NoHate Chain of the Movement. #nohatespeech

<https://www.facebook.com/nohatespeech/posts/538695686318006>

Stop hate speech targeting Muslims. Let's start a conversation for a peaceful and diverse Europe. Support our Thunderclap that will take place today at 17.00 CET. Let's reach 150%. #nohatespeech

<https://www.facebook.com/nohatespeech/posts/739025646285008>

Apparently, most of these posts actually contain a call to action – specifically ask users to get engaged, active. Therefore it is interesting that they did not generate any significant activity, including clicks on web links.

Furthermore, we looked specifically at posts that introduce Hate Speech Watch and ask users to flag or report hate speech content via this service.

We identified 40 posts asking to flag and report hate speech cases to Hate Speech Watch. All of them (except for one that was promoted by paid promotion) belong to least active engagement, with average only 25 users active (includes click on link, but not only). Facebook is one of the major driver of traffic to the campaign website, however, posts with call to flagging action do not generate any activity.

One of the key metrics that helps to understand the role of the page to its Facebook users is a level of peoples' desire to comment on page posts and Exchange comments with other users.

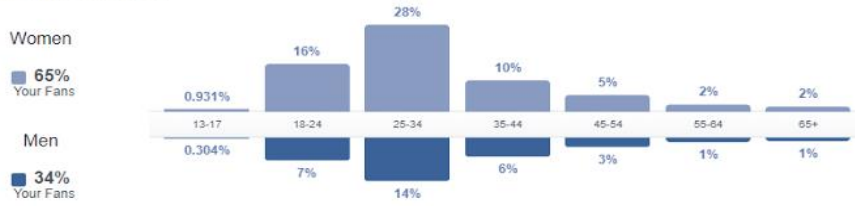
Only 9 posts generated more than 10 comments (maximum comments under single post was 55). Altogether, all 1078 posts generated 984 comments. 33 posts generated more than 5 comments. 70 percent of posts generate zero comments.

Apparently, the NHSM Facebook page is not a platform for exchange of opinions and arguments about hate speech and related topics. It doesn't generate controversy. That is not necessarily a problem, as the primary target audience are active young people coming from similar opinion perspectives and there are other campaign tools and platforms (including in person meetings) that serve the purpose of exchange of ideas of the movement. Nevertheless, controversy and commenting help increase reach, engagement and visibility. Also provides an opportunity for campaign members to show their argumentation skills to followers of the page and reach out to other opinion bubbles and communities.

About 60 percent of reached users are fans of the page. That means that the page manages to reach to around 40 percent of users, who are not fans of the site.

The strongest user base (fans, reached and engaged users, are women, age 25 – 34), followed by women age 18-24). Top countries of users are Germany and Romania. A full overview of number of fans per countries/cities and languages, is presented in the image on the following page.

Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles.



Country	Your Fans	City	Your Fans	Language	Your Fans
Italy	2,751	Bucharest, Romania	975	English (US)	8,259
Romania	2,218	Tbilisi, Georgia	716	English (UK)	5,053
Germany	1,876	Budapest, Hungary	560	Italian	2,624
France	1,349	Athens, Attica (region),...	491	French (France)	1,842
Greece	1,134	Brussels, Belgium	446	German	1,758
United States of America	1,082	London, England, UnitL...	435	Romanian	1,128
United Kingdom	1,076	Berlin, Germany	404	Portuguese (Portugal)	923
Portugal	1,029	Sofia, Sofia City Provin...	383	Greek	825
Spain	948	Paris, Île-de-France, Fr...	377	Spanish	717
Hungary	902	Rome, Lazio, Italy	373	Polish	705
Georgia	893	Warsaw, Masovian Voi...	349	Turkish	672
Poland	878	Strasbourg, Alsace, Fr...	340	Hungarian	615
Belgium	864	Lisbon, Lisbon District, ...	331	Russian	549

Notifications 23	Insights	Publishing Tools	Page Feed	Settings	Help
Bulgaria	648	Zagreb, Croatia	327	Swedish	431
Sweden	560	Cluj-Napoca, Cluj Cou...	322	Croatian	427
Croatia	557	Dublin, Ireland	312	Bulgarian	414
Ireland	547	Istanbul, Istanbul Provi...	285	Finnish	304
Serbia	532	Milan, Lombardia, Italy	281	Dutch	301
Norway	487	Yerevan, Armenia	262	Georgian	270
Finland	462	Vienna, Austria	260	Norwegian (Bokmal)	262
Austria	439	Belgrade, Serbia	252	Serbian	234
Macedonia	419	Thessaloniki, Central ...	245	Portuguese (Brazil)	191
Albania	401	Baku, Azerbaijan	239	Czech	162
Netherlands	389	Skopje, Municipality of ...	224	Slovenian	151
Ukraine	358	Helsinki, Uusimaa, Finl...	222	Albanian	148
Armenia	325	Oslo, Norway	206	Lithuanian	146
Azerbaijan	306	Madrid, Comunidad de ...	181	Ukrainian	137
Mexico	293	Vilnius, Vilnius County, ...	171	Slovak	134
Czech Republic	284	Kyiv, Kiev, Ukraine	165	Arabic	117
Bosnia & Herzegovina	272	Stockholm, Stockholm ...	163	Catalan	87
Slovenia	260	Prague, Czech Republic	160	Macedonian	85
Lithuania	257	Barcelona, Cataluña, S...	160	Danish	67
Switzerland	254	Nicosia, Lefkoşa Distric...	153	Azerbaijani	65
Cyprus	237	Ankara, Ankara Provin...	145	Dutch (Belgium)	55
Morocco	215	Ljubljana, Central Slov...	142	Bosnian	50
Kosovo	213	Munich, Bayern, Germ...	138	French (Canada)	49

The list indicates awareness about this campaign in various countries. Likely this can be used as an indicator of success of activities of regional partners as they are primary contacts for local audiences to learn about the campaign and potentially become fans and followers of this page.

8.3. Full analysis of the social media of selected local campaigns

Methodology

The purpose of this analysis was to provide a closer look at social media channels of communication of selected national campaigns (Ireland, Portugal, Germany, Ukraine, “the former Yugoslav Republic of Macedonia”). The scope and capacity don’t allow for an in-depth research of all social media channels used. The focus will be on Facebook Pages as Facebook was listed by respondents as the most important and useful channel. Furthermore, given the topic of the campaign – online hate speech, Facebook is naturally a very relevant platform for campaign messaging and interaction with users. The aim is not to criticize the use of this channel by the national campaigns but to identify good practices that can be shared among national campaigns as well as with any other initiatives of a similar kind in the future.

Given the fact, that neither a general nor localized communication strategy that would involve the planning and use of multiple channels of communication (including the social media) was established, it is impossible to evaluate the effectiveness of social media activity and measure the change or impact. For the same reason, it is not clear whether this type of communication was used to reach particular objectives, such as establish a channel for discussion about the campaign topics or was just a channel for promotion. We observed the social media activity predominantly over the year 2017, so this review doesn’t include earlier stages of national campaigns. Except for the Germany case, Facebook has not been the platform that would have a significant reach and engagement that would initiate and encourage broad discussion and dialogue about the campaign topics.

The use of Facebook and its reach is likely influenced by different country and regional contexts. However, the way it was used in different countries does provide some interesting insights and learnings.

Campaign themes prompting the biggest interest

It is irrelevant to compare various campaign themes. The reach and engagement were not generated by a theme, but by a systemic approach to the use of a Facebook Page. Whenever there was a plan and strategy in place, the reach was higher (Ireland, Germany). Especially the case of Ukraine shows, that Facebook was not a priority channel. The number of page fans is very low and therefore the reach of posted content is very low. The posting was inconsistent and irregular. The visual and posting from campaign events was consistent with the general campaign topic, but such content is not engaging. The page content generated close to zero responses and therefore it did not provide a space for discussion about the topic and increased engagement. It is neither useful to audiences nor entertaining, it does not provide any added value to users beyond the campaign team and its close network.

This was also a similar case in the campaign held in “the former Yugoslav Republic of Macedonia”. It managed to have a better following, however, it is interesting, that the number of followers is actually decreasing.

Consistency of campaign messages at national levels

All countries followed the campaign topic and used visuals, materials and engaged in activities such as action days. This ensured that in different countries the campaign brand was easily recognizable through the use of same visual/branding. The postings on Facebook were consistent with the campaigns main scope and message, focused on the topic of hate speech and were relevant. However, these unified calls for action didn’t generate a strong reach or engagement. The most engaging content was often shared from other sources or was unrelated to central messaging. Images and videos from workshops were posted on a large scale, however, this type of content is purely promotion that does not generate any response, besides few who participated or are close to them. The social networks visibility on a national level was therefore minimal, except for Germany (and partly Ireland).

Quality and effect of the counter and alternative narratives to counter hate speech developed by the campaign actors

The quality varied. In Ireland, the authenticity and activity were strong particularly thanks to a strong and active youth activist group, but the production quality of content was rather low. Germany has high-quality production audio-visual content, published on a regular basis and through pure observation, it is obvious that there was a publishing strategy in place. This led to a strong reach and engagement.

Except for Germany (and partly Ireland), the campaign content didn't generate discussion on the topic. Facebook commenting is a unique chance to deliver campaign messages and establish a dialogue with users. While in the discussion (even with haters and trolls), the team has a unique opportunity to explain the topic to those, who are only observing. Effectively only Germany managed to produce content on a regular basis that was effectively countering narratives through content production and dialogue with users.

We recommend using Germany as a case study and success story to be shared with other national campaigns that would like to use Facebook (and other social media apps) to reach campaign objectives. It deployed all important pieces that make the audience engaged and it discovers an original and effective way of engaging other national partners in the social media dialogue.

The content is very engaging and goes way beyond promotion of the campaign. It puts the topic of hate speech itself to the forefront and effectively reacts to current trending topics and events on the national level. Action days and other activities designed to be used across national campaign in a synchronized manner generated the weakest response. This type of content alone didn't succeed to generate a response in any of observed national campaigns.

The German campaign generates strong responses and the team manages to use such opportunity to communicate the campaign messages. They do it in timely, responsive, factual, sometimes a bit cheeky way. This applies also to the content they generate. The team does not shy away from sarcasm, humour, irony. This might seem controversial, but it generates a response, opens new spaces for a presentation of campaign objectives and is suitable for an intended target audience, that is supposedly on their side.

„ We did the most recent analysis to organize and renew our social media strategy, so mostly for internal usage as we want to specify our target groups more and also have new team members.” “

German national campaign coordinator

Unlike other local campaigns as well as the central one, they use it only very occasionally for the promotion of campaign events, action days. They generate fresh, unique and useful content, such as stories and interviews and the production quality of the audio-visual content is very high. They also use tips in the form of articles, making it again a useful content that goes way beyond the brand promotion.

The regularity of posting shows there is a plan in place. They produce a regular analysis of their performance which is critical for further successful communications development. The national campaign coordinator also suggests that “people usually underestimate that it's not just posting stuff, but you also have to be in dialogue with people on your page (and other pages such as your partners.)

„ It is an important idea to go out from the campaign page and contribute also on profiles of other initiatives. Another important thing to mention is that we continuously encouraged our committee to share our content. However, we realized that it is not enough that they share our content or refer to us, but that we also get actively involved in their commenting sections. For instance, the family ministry shares our content quite often, but instead of leaving the social media team of the ministry alone to handle the feedback, we also try to get involved (, which we also did after the ministry told us that they would appreciate us to help out - which in the end helped us a lot). “

German national campaign coordinator

The quote presented on the right illustrates an important moment showing, how the whole campaign and local chapters could have been extremely useful and supportive to national partners, mainly from the governmental sector - not only persuading them to join, but also providing them service and support.

The team also introduced recurring "content" such as the "Kommentargold", which is basically a medal for a good example of counter-speech. Also, videos on the legal framework, which were produced by the team in-house were recurring, being published once a week for 2 months. Campaign coordinator also explains that

“we have a posting schedule, mostly for Facebook: In the beginning, we posted twice per day, now we are reducing our activities to once per day. It is a learning-by-doing-process. We identified which times and days work good and try to schedule our posts around it. And depending on our Facebook-sharing, we schedule our Twitter posts.”

It has to be mentioned, that such result wouldn't be likely possible without a financial support the team managed to receive. Particularly the production quality of one type of used videos was achieved through

cooperation with professionals (for non-profit fees though). But still, a lot of other content (videos, graphics, memes, gifs) was produced at no cost other than time spent by the team members. In any case, the success of campaigning online doesn't equal the amount of money spent. It is predominantly the strategic approach to the use of social media channel that is an essential prerequisite for success. The team in Germany developed and constantly updated an extensive guidebook manual with keywords monitoring setup, types of content descriptions, model responses to frequently asked questions, links to reliable sources and much more.

Also, the team in Ireland developed a manual based on learnings from central NHSM educational and training activities that helped to start and sustain activity and certain standards. As a campaign coordinator explains "We also took advice from NCC members that had a lot of online campaign experience. We passed this on to anyone manning the social media. And for a very long time, we ran a two-week shift of managing the social media until it became organic that people would post something when they saw it and keep an eye on it." ... "We did also issue NYCI's staff social media policy to Youth Ambassadors – about not being defamatory, how to conduct oneself online etc. The campaign provided a training to Youth Ambassadors about Social media strategies.

Consistency of messaging

The consistency was there but did not guarantee successful reach and engagement. The approach varied.

In Ireland, for example, the post with by far strongest reach and engagement was a debunked hoax but this type of content and activity was not a standard practice across national campaigns. Besides that, most successful were usually stories of positive achievements, often linked from other sources. While the online activist group was strong, active and productive, it seems that such content didn't manage to reach wider groups of youth and didn't generate a discussion about the topic. Calling for action, via action days etc haven't generated a response. Whenever a discussion was initiated by users, the team was always responsive in a factual manner that helped to explain the topic and the position of the campaign. It is clear that Facebook was a channel that got attention and priority by the team and was used in a coordinated manner, beyond just campaign promotion. The activity of the team and content production is an evidence that they attempted to create a content that had potential go viral (such as flash mobs).

Portugal was a similar case. The team was actively using the channel and actively produced content for the page. However, the production quality was low and predominantly presented campaign events, therefore not providing a useful or entertaining content, that could generate engagement in the form of shares and discussion. Such content does not give a user any reason to interact.

8.4. Sources reviewed

- NHSM 2016-2017 Concept note
- Lists of indicators for different actor groups developed during the 4th Campaign Coordination meeting in Albania 2016 and adopted by the Follow-up Group.
- Summary (DDCP-YD/NHSM (2015) 6) of the evaluation Conference of the No Hate Speech Movement – May 2015
- Notes from the evaluation session held at the 5th Campaign Coordination meeting in Bucharest – June 2017
- Regular website analytics reports
- Manual Bookmarks
- Manual We Can!
- Conference Evaluation Report 'Is this I.T.?' April 2018.
- Campaign website and platform
- Campaign central Facebook page, selected national Facebook pages

8.5. List of key informants

Council of Europe staff

Antje Rothemund - Head of the Youth Department, DG II – Democracy, Directorate of Democratic Citizenship and Participation, Council of Europe

Giorgio Loddo – No Hate Alliance, Parliamentary Assembly

Balint Molnar - Deputy Executive Director, Council of Europe, European Youth Centre Budapest

Menno Ettema -No Hate Speech Movement campaign coordinator, Council of Europe - Directorate of Democratic Citizenship and Participation, Youth Department - Education and Training Division

Rui Gomes – Head of the Education and Training Division, Youth Department, DG II – Democracy, Directorate of Democratic Citizenship and Participation, Council of Europe

Lee Hibbard - Internet Governance Coordinator, Council of Europe – DG1 Human Rights and Rule of Law

Carolina Lasen Diaz - Head of the Gender Equality Unit , Equality Division, Directorate General of Democracy, Council of Europe

Stefano Valenti -External relations officer, Head of the No Hate Speech and Cooperation unit – Antidiscrimination department of of DG II – Democracy, Directorate of Democratic Citizenship and Participation, Council of Europe

Matthew Johnson – Director, Directorate of Democratic Citizenship and Participation, Council of Europe

Tina Mulcahy - Executive Director, European Youth Centre Strasbourg

CoE Steering committees

Ellen Lange - Norwegian Ministry of Education and Research, Dept. for Analysis, Lifelong Learning and International affairs, Member of the Follow-Up Group

Partner organisations

Ana Perona-Fjeldstad – Director, The European Wergeland Centre

Finn Denstad - Inter-institutional Coordinator, EEA and Norway Grants

Manel Sánchez - Director, European Youth Card Association

Andras Ligeti - Executive Director, European Union of Jewish Students

Hans Martens - Digital Citizenship Programme Manager, Insafe Network Coordinator, EUN Partnership AISBL

Giulia Dessì - Project manager, Media Diversity Institute

Imre Simon - Members' Services Manager, European Youth Information and Counselling Agency (ERYICA)

Consultants

Angela Maiello - project manager, Latte Creative (contract organisation)

Laszlo Foldi – Online Community Manager, No Hate Speech Movement Campaign

Online activists

Cristina Mancigotti – Italy

Ian McGahon – Ireland

Irina Drexler - Romania

Liljana Pecova - “the former Yugoslav Republic of Macedonia”
Stefan Petrovski – “the former Yugoslav Republic of Macedonia”
Debora Barletta – Italy/UK
Oluwatodimu Bankole - Cyprus

Case studies

Germany

Sina Laubenstein – campaign coordinator, Germany
Gabriela Heinrich – member of German Bundestag, through Dr. Alexander Mang, email responses provided
Nath Hirsch - Amma’s Youth for Unity, Diversity and Humanity (German Youth Organization)
Anna-Maria Wagner - Deutscher Journalisten-VerbandDJV (German Journalists association)
Jörn Pohl - assistant to Dr. Konstantin von Notz, Md., member of German Bundestag,
Laura Maria Karcher - Referat 127 – Radikalisierungsprävention, Referatsgruppe Demokratie und Vielfalt Bundesministerium für Familie, Senioren, Frauen und Jugend (German Family Ministry, Donor)
Niklas Hofmann – Press referent and planning, Antidiskriminierungsstelle des Bundes (Antidiscrimination office)
Simone Rafael - Redaktion www.belltower.news, Amadeu Antonio Stiftung
Stefanie Fächner - Klicksafe, (an organisation of the campaign comitee focusing on cyber mobbing)
Patrick Frankenberger - Head of the Department Cyber Hate, jugendschutz.net

Ireland

Anne Walsh – campaign coordinator and Equality and Intercultural Programme Manager, National Youth Council of Ireland (NYCI)
Aiste Slajute- campaign volunteer coordinator
Lorne Costelloe -youth ambassador
Kevin Akpaloo – youth ambassador
Robert Nesirsky -youth ambassador
John Duffy - Belong To, LGBTI organisation, partner organisation
Karol Quinn -Irish Scouting, partner organisation
Neltah Chadamoyo - Board of Africa center, partner organisation
Shane O Curry - European Network Against Racism, Ireland, partner organisation
Ian McGahon – online activist

“the former Yugoslav Republic of Macedonia”

Zorica Stamenkovska – former campaign coordinator , Agency of Youth and Sport
Marija Andreeva – campaign coordinator, Ohrid Institute for Economic Strategies and International Affairs
Matej Manevski – online activist, “the former Yugoslav Republic of Macedonia” and President, Youth for Exchange and Understanding International
Stefan Petrovski – online activist
Liljana Pecova – online activist

Portugal

Maria Margarida Saco - DICRI - Departamento de Informação, Comunicação e Relações Internacionais, campaign coordinator, Portugal
Marta Ramos - ILGA Portugal (LGBTI rights organisation), partner organisation
Sofia Rasgado – Safer Internet Center, partner organisation
Maria Jose Neves – Ministry of Education, email responses
Diva Freitas - Federação Nacional das Associações Juvenis (National Youth Federation), partner organisation
Catarina Correia – online activist

Ukraine

Kateryna Ziezulina - campaign coordinator, Ukraine

Natalia Radchuk - Head of the Department for International Cooperation and European Integration, Ministry of Youth and Sports, Ukraine

Volodymyr Vygovskiy - Head of Association of KVN of Ukraine, campaign lead agency, email responses

Yana Salakhova – Facebook administrator, migration specialist – International Organisation for Migration

Olena Chernych - local NGO Svit representative

Alona Glazkova - project manager, KIEC European club

8.6. List of abbreviations used

CCJ The Advisory Council on Youth

CDEJ The European Steering Committee for Youth

CIS Commonwealth of Independent States

CM Committee of Ministers

CMJ Joint Council on Youth CoE Council of Europe

EAD European Action Day

EC European Commission

ECRI European Commission Against Racism and Intolerance

ELSA European Law Students Association

EYC European Youth Centre

EYCA European Youth Card Association

INGO International Non-Governmental Organisation

NCC National Campaign Committee

NGO Non-Governmental Organisation

NHS No Hate Speech

NHSM No Hate Speech Movement

TC Training Course

YFJ European Youth Forum
