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The Morocco Transforming Violent Extremism Media Training Program

Dec 2017



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FINAL EVALUATION

Evaluator: Souzan Mansour

Search for Common Ground - Morocco

The Morocco Transforming Violent Extremism Media Training Program Final External Evaluation



[Image submitted to the Our Picture Our Unity campaign which was produced as part of this program]

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Executive Summary

This evaluation looks at the SFCG-M Transforming Violent Extremism Media Training Program which led 32 program beneficiaries from across a variety of sectors through the development of media campaigns with the objectives of developing greater understanding of Morocco-specific drivers of violent extremism and empowering locally credible alternative messaging.

By the conclusion of the program, project beneficiaries had attended two 3-day conferences and workshops and worked with each other to produce three social media campaigns comprised of 5 short videos and one visual art competition, which were all launched on Facebook. In total, these campaigns reached over 1.5 million Facebook users, the videos of which garnered over 400,000 lifetime views, and which were in total engaged by 117,389 users.

This evaluation looks at the effectiveness of the project implementation, and confirms that the program has been successful in developing a comprehensive and nuanced understanding of the drivers of violent extremism in Morocco, and has empowered and amplified locally credible alternative narratives in the process. The most important result of this program on the participants would be the skills they learned in terms of the ability to use social media as a tool and platform to create and disseminate alternative messages to violent extremism to better identify and transform violent extremism. Additionally, their participation has increased their confidence in their abilities to identify and combat violent extremist messaging.

The project impact on both the direct beneficiaries as well as the broader impact on those who participated with the campaigns was evaluated. This report shows that participants have been positively impacted in a multitude of ways which go beyond and are perhaps different from what the team originally set out to do. The main impact has been on their persons, their confidence and abilities to now communicate with a large variety of people, their willingness to collaborate with others on projects which transform violent extremism, and the nature in which they now tackle violent extremism around them on a personal and professional basis. They have been enhanced as locally credible voices of change through their abilities to absorb and relate to the messages which were imparted to them, creating alternative messages which are locally appropriate, and using new tools in the process. Additionally, this evaluation shows that participants continue to explore ways to collaborate with each other on similar projects and are willing to continue their work in this area.

This report concludes with a number of detailed recommendations on how SFCG-M can improve their future programming. These recommendations build on the fact that this is the first online

campaign on CVE messaging and may require additional financial resources for SFCG – M¹ to ensure long-term sustainability. The recommendations include:

- General program preparation guidelines including allocation of sufficient time.
- An increase in face-to-face time between participants to increase the knowledge base shared between them.
- The use of dedicated social media community managers and technical film producers from the very beginning to enable a true wider reach and engagement with the online audience, and to decrease the workload of SFCG staff.
- Closer monitoring and the collection of thorough baseline data of participants to enable SFCG-M in clearly measuring development of knowledge.
- The creation of a sustainability plan including opportunities for participants to continue building on what they have learned in this program and further programs which focus on transforming violent extremist messaging in the country.
- The importance of continuing to conduct programs which include a digital or social media-based component.

¹ Note from Search-M. The evaluator's recommendations are based on the overall successful development of online campaign that provide alternative messages to those of violent extremism. The recommendations are, however, not limited to the objectives of this project, which were reached as described in this report.

Introduction

SFCG-M worked alongside the Rabita Mohammadia of Oulémas to engage local leaders in a media training program focused on transforming violent extremism in Morocco through the development of social media campaigns providing credible alternative messages to violent extremist messaging. This program took place throughout 2017, led 32 program beneficiaries from across a variety of sectors through a series of workshops on violent extremism and alternative narrative messaging, and produced three media campaigns through comprehensive social media training. The objective of this evaluation is to assess whether the program achieved its objectives effectively and the level of broader impact which was reached.

This project had two main objectives and two outputs:

- Objective 1: Develop a comprehensive, nuanced understanding of Morocco-specific drivers of violent extremism across governmental and non-governmental entities and mobilize effective multi-stakeholder interventions.
- Objective 2: Empower and amplify locally credible alternative narratives to violent extremism that resonate with vulnerable Moroccan youth.
- Output 1: One 2-day conference held for 40 stakeholders and an after-action report from the conference that details the Morocco specific drivers and alternative messages identified.
- Output 2: 2 CVE messaging campaigns implemented; 40 stakeholders re-convened in 1-day meeting.

An essential component of this program is to increase project beneficiary capacity in creating media campaigns which garner a good level of engagement around providing locally credible alternative messaging to violent extremism and resonate with the target audience. According to data collected from Facebook insights and presented at the African Digital Summit in 2016, 13 million Moroccans (or 39% of the population) is using Facebook as their main social media tool². Further, 28% of all Facebook users in Morocco are between the ages of 25-34 years. With a 20% increase in Facebook use since 2015 alone in Morocco, it was vital to incorporate a social media component in this program.

² Medianet, Chiffres clés sur les réseaux sociaux en Afrique : Facebook, LinkedIn, Instagram) présentés à l'African Digital Summit 2016. <http://blog.medianet.com.tn/blog/chiffres-cles-sur-les-reseaux-sociaux-en-afrique-facebook-linkedin-instagram-presentes-lafrican>

The political and economic situation in North Africa and the Middle East often seems bleak for the largest demographic of the region - young people aged between 15 and 39 years. With a war ongoing for over five years in Syria and a humanitarian crisis in Yemen, violent extremism has emerged as a persuasive ideology for the resolution of social and political grievances.

Earlier this year, AbdelHaq AlKhayam the director of the Moroccan Central Bureau of Judicial Investigations (BCIJ) stated that 1,664 Moroccans have joined violent groups in the conflict zones of Syria and Iraq³. Additionally, in 2016, Ahmed Abaddi, Secretary General of the Rabita Mohammadia of Oulamas (Rabita), SFCG-M's main partner organization on "The Morocco Transforming Violent Extremism Media Training Program", explained that countering violent extremism is a task which requires the combined efforts of society, practitioners, and researchers - making it a complex situation.⁴ Abaddi touches on an important component of the kind of work needed in transforming violent extremism in the country, namely that it must be approached from a variety of angles, not just from a religion-related perspective.

Deradicalization efforts in Morocco are government-led, focusing on the moderation of the Imams affiliated with the Ministry of Islamic Affairs, political reforms, the deradicalization of incarcerated persons, and the leadership of the Global Counterterrorism Forum (as co-chair alongside the Netherlands). Additionally, Morocco has focused its countering violent extremism efforts on "maintaining political stability and territorial integrity in Sahara and Sahel countries by bolstering democracy, human rights, and diplomacy; combatting the forces of radicalization by expanding educational programs that promote moderation, cultural relativism, and critical thinking; reevaluating direct aid that often funnels money to corrupt leaders; and strengthening neighbors through technical support and capacity building in order to combat illegal trafficking and the spread of terrorist groups,"⁵ by working with regional and global partners.

Violent extremism, whether in Morocco or otherwise, is a complex challenge, with a variety of drivers, push and pull factors, risk factors, and a myriad of potential solutions. To tackle this problem, a local approach must be taken to first identify the true local factors contributing to the

³ Morocco Post, "AlKhayam reveals number of Moroccan Daesh killed on front lines." <http://morocccopost24.com/article/19431> 22 July 2017.

⁴ Dasaa, Elmahjoub. Morocco World News, "Morocco Embarks on Plan to Countering Violent Extremism." <https://www.morocccoworldnews.com/2016/11/202448/morocco-embarks-on-plan-to-countering-violent-extremism/> 28 November 2016.

⁵ Tamek, Mohamed Salah. The Washington Institute For Near East Policy, "Morocco's Approach to Countering Violent Extremism." <http://www.washingtoninstitute.org/policy-analysis/view/moroccos-approach-to-countering-violent-extremism> 16 May 2014.

phenomenon and to create effective and locally appropriate solutions. Some potential risk factors include ideologies that justify violence; psychological factors such as a desire for purpose or adventure; political grievances including human rights abuses and corruption; economic factors, including poverty and unemployment; and sociological factors including marginalization and discrimination.⁶

Abaddi has previously emphasized fostering a moderate religious discourse, coupled with innovative educational strategies, engagement with youth through media, and a commitment to the principles of human rights, as the best ways to dismantle and counter extremist discourse.⁷

As such, and taking into account the localized push and pull factors which affect violent extremist groups in Morocco, this evaluation assesses the degree to which the program has been effective in its development of comprehensive knowledge around Morocco-specific drivers of violent extremism, the mobilization of effective multi-stakeholder interventions, and in empowering and amplifying locally credible alternative narratives to violent extremism that resonate with vulnerable Moroccan youth.

⁶ Transforming Violent Extremism: A Peacebuilder's Guide (SFCG)

⁷ Dasaa, Elmahjoub. Morocco World News, "Morocco Embarks on Plan to Countering Violent Extremism". <https://www.morocoworldnews.com/2016/11/202448/morocco-embarks-on-plan-to-countering-violent-extremism/> 28 November 2016.

Methodology

The evaluation of SFCG-M's Transforming Violent Extremism Media Training Program uses a mixed methodology and seeks to assess impact and project effectiveness by responding to the following evaluation objective and criteria:

The **evaluation objective** was to define the extent to which project objectives were achieved and to develop broader lessons learned for future programming for SFCG-M programs and SFCG projects in other countries working on this theme.

The **effectiveness criteria** aimed to assess:

- To what degree has the project produced engaging online and offline media based on localized assessments of push and pull factors of violent extremist groups?
- To what degree was the project successful in developing a comprehensive, nuanced understanding of Morocco-specific drivers of violent extremism across governmental and non-governmental entities and mobilize effective multi-stakeholder interventions?
- To what degree did the project empower and amplify locally credible alternative narratives to violent extremism that resonate with vulnerable Moroccan youth?
- What are the major lessons learned that would help inform future similar programs?

The **impact criteria** aimed to assess:

- What are the broader changes, positive or negative, intended or unintended, of the alternate message on the participants? To what extent are these changes desirable?
- To what degree did they absorb and relate to the messages?

Additionally, the following **indicators** were identified as appropriate ways to measure effectiveness and impact by the SFCG team:

- Percent of target participants who took action on the online portal;
- Percent of participants who report increased understanding of Morocco-specific drivers of violent extremism;
- Percent of participants who report awareness to work together on CVE campaigns to target the roots of violent extremism in Morocco;
- Percent of participants who demonstrate skills to identify and respond to extremist narratives and messaging;
- Percent of target audience (participants) who report increased understanding of credible alternative narratives as identified by project stakeholders;

- Percent of participants who report increased confidence in their ability to identify and combat violent extremist messaging;
- Percent of active cooperation/collaboration between participants in each project location.

Data Collection and Analysis

The evaluation used a mixed methodology consisting of the following elements:

- **Desk research was conducted** to better understand violent extremism in Morocco, its drivers, and efforts to transform and prevent violent extremism locally.
- **Project documentation was reviewed**, including quarterly reports submitted to the donor, monitoring reports, and the digital media campaigns that were produced. The project proposal and implementation plan were not submitted for review.
- **Semi-structured Key Informant Interviews (KIIs) were conducted** with 15 key informants from within the 32 direct beneficiaries of the program in Rabat, Meknes, Tangier, and Tetouan.
- **Digital surveys were sent** to all direct beneficiaries of the program. A total of 23 project beneficiaries completed the online surveys, 52% of whom were male and 70% of whom are between the ages of 20-29 years old.
- **Three Focus Groups Discussions (FGDs) were conducted** in Tangier and Tetouan with individuals who did not take part in any component of the program to garner their opinions on the wider impact and effectiveness of the digital media campaigns. This included:
 - 1 FGD in Tangier with 4 men and 1 woman on 28 November 2017.
 - 1 FGD in Tangier with 6 men and 1 woman on 28 November 2017.
 - 1 FGD in Tetouan with 4 men and 3 women on 30 November 2017.
 - All FGD participants were between 18 and 35 years of age.
- **Campaign analytics were conducted** by analyzing raw insights collected by the project coordinator from the social media platform on which they were published (Facebook).
- **A brief discourse analysis was conducted** on the comments left on the campaign videos on Facebook to assess engagement quality and type. Due to constraints in time and resources, this component was done in brief and data is used only in an anecdotal manner.

Data analysis methods for this evaluation included a thematic analysis of qualitative data gathered through KIIs with participants and FGDs, as well as a quantitative analysis of the short

surveys filled by project beneficiaries and the digital campaign analytics. Qualitative analysis was mapped onto the quantitative analysis to draw evaluation conclusions. Finally, a brief thematic discourse analysis of the comments by the wider audience who engaged with the digital media campaigns was conducted to identify the type and quality of engagement. Given that the data set is small (32 direct participants), all primary data collected and analyzed will only provide conclusions as they pertain to this evaluation and shall not be transferred to other audiences.

Participant selection: For the interviews, key informants were selected to participate. These included participants who had a major role to play in the production of the campaigns according to project staff who worked with the beneficiaries directly. Focus group participants were selected from the professional database of the SFCG-M field coordinator. An important factor in selecting the participants was their availability to meet within the timeline of this evaluation.

Limitations

There were several limitations associated with the completion of this evaluation. First, there was a limited time span and budget allocated and as such, it was impossible to fully evaluate the wider impact of the program on indirect beneficiaries (namely individuals who participated with the campaigns on Facebook). To make up for this, we conducted focus group discussions with randomly selected individuals from within the professional database of the Field Coordinator, where we screened the campaigns and garnered their opinions. Their age bracket mimics the age bracket of the demographic which engaged with the campaigns online the most. Additionally, the limited time and resources meant we were unable to speak to all 32 direct beneficiaries of this program. As it was made clear by SFCG-M staff to the evaluator, it was important to speak to both direct and indirect beneficiaries of this program and as such we chose a small selection of individuals to represent both parties as speaking to everyone would not have been possible.

Second, the topic of transforming violent extremism in general is a socially sensitive topic and one which is not thoroughly researched and analyzed in the North Africa region. It is outside the scope of this evaluation to find baseline indicators for all measures across the region or even within Morocco only. As for baseline indicators of beneficiary knowledge prior to participating in the program, a rapid assessment was conducted at the start of the initial 3-day conference, which was the first activity of this program. The results of this rapid assessment are documented in the quarterly reports associated with this program. There was no new assessment done after the addition of the new participants which made up almost a third of the total of participants. As such, it would be unfair to use the rapid assessment information as a baseline for the findings of this evaluation.

The complete evaluation matrix used in this evaluation is provided in Appendix 1 along with all research tools (interview questions, focus group discussion guide, and survey questions) in Appendix 2.

Findings and Analysis

1. Program Effectiveness

The following lines of inquiry will be used to assess program effectiveness: the production of engaging media, the development of a nuanced understanding of Morocco-specific drivers of violent extremism, and the project's ability to empower and amplify locally credible alternative narratives to violent extremism.

1.1 Production of Media Campaigns

Participants for this program came from across a variety of sectors, including government actors, policy makers, religious leaders, civil society activists, human rights activists, media experts, educators, youth leaders, and academics. Program beneficiaries were selected based on their engagement with projects concerned with transforming violent extremism and were selected to ensure a diversity of perspectives and experiences on the matter are reflected. There were some changes in the participant list due to some participants needing to leave the program after the initial conference, however this was compensated for by adding new participants who were knowledgeable in both violent extremism messaging and in using social media platforms. The final group of beneficiaries was made up of 32 individuals in total, 52% of whom were women, and the majority (47%) of whom were between the ages of 18 and 25 years.

All program participants took part in the creation of the online media campaigns which were based on localized assessments of push and pull factors of violent extremist groups. They had several roles to play, namely in scriptwriting, working with the graphic design and video/film making teams, judging the visual competition, and working as part of the social media dissemination team. In total, no offline media was produced, and 3 online campaigns were produced and launched through the SFCG-M Facebook page:

1. Our Picture, Our Unity: A photography, visual art, and caricature competition with monetary prizes which resulted in 1 campaign launch video and 9 winners (3 in each category). This campaign focused on the meaning of tolerance, coexistence, and unity, and invited Facebook users to submit their entries with a short caption on Facebook with the campaign hashtag. Entries were shortlisted according to a selected panel and voting was done publicly online to select the final winners.
2. Except Me: This campaign produced 3 videos, two of which were an animated story of a young man and his recruitment and subsequent leaving of an extremist group. The video highlighted the drivers and potential solutions of extremism in Morocco. The third video,

After Departure, features an ex-extremist who tells his story of how he was recruited, his plans to travel to Syria, and his subsequent return to Morocco. The lead actor in the film was a participant in the program and this was his true story.

3. I Want To Live: This campaign produced one video featuring three actors within a family unity who told the story of how they lost their son/brother to violent extremism, how he was recruited, and the eventual news of his death. This film highlights the effect of violent extremism on young people, on their families, and on society as a whole, and is based on several true stories.

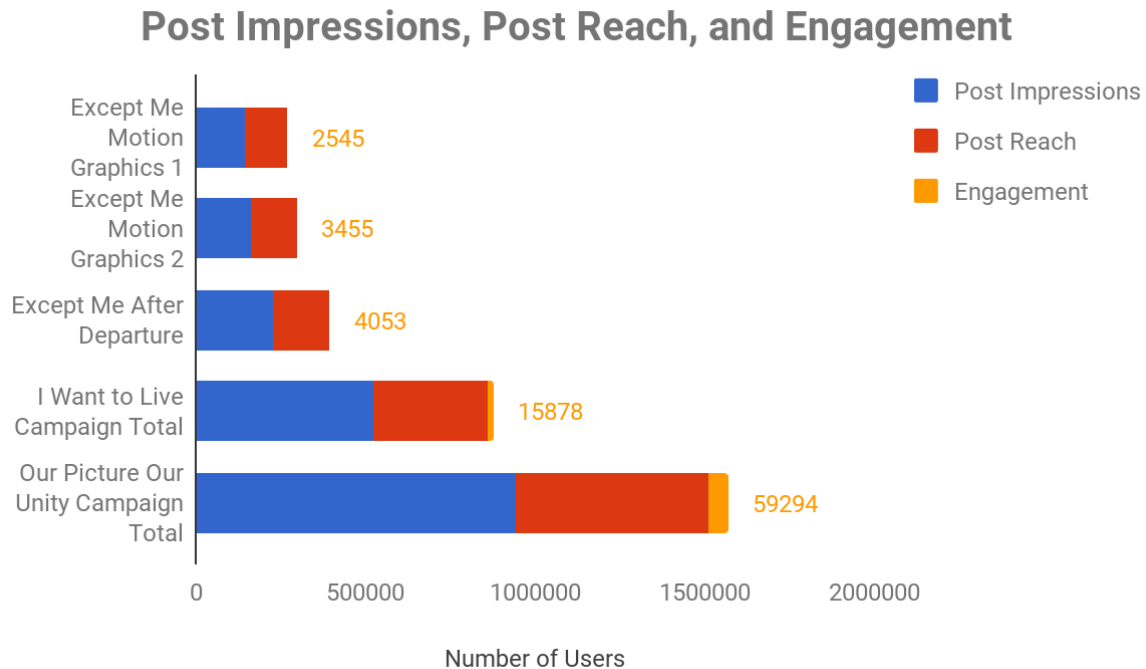
Interviewed participants highlighted that working on the media campaigns provided them with the opportunity to apply what they learned at the two conferences which they attended as part of this program. These included a first conference which covered the drivers of violent extremism and the use of social media in transforming it; the second was at Khemmisat where participants came together with experts to discuss further the creation of alternative messages and to receive feedback on their campaign production. It provided them additionally with the opportunities to develop their thinking around violent extremism, its drivers, and its potential solutions in Morocco. All participants had to develop the campaigns from start to end which included developing a campaign idea, receiving feedback on it, organizing the social media strategy, writing scripts and scenarios for the films and short videos, and working with other participants to divide all project tasks. By working with other participants from various other sectors and opinions, they felt they were able to produce more comprehensive and well-developed campaigns which would resonate with young Moroccans. A further exploration of what the participants learned throughout the program is discussed in section 2.3 of this report.

To better understand the campaigns, the following insights were analyzed using the raw data collected from the Facebook campaigns:

- Impressions: the number of times a post is displayed to a user on their feed (including paid targeting).
- Reach: the number of individual users who see a post (one or multiple times).
- Lifetime Video Views: the number of times a video is played beyond 3 seconds (but not necessarily watched through to the end).
- Complete Video Views: the number of times a video is played beyond the 95% point.
- Engagement: the number of times users interact with a post (this includes clicks, likes, shares, etc.).

- Engagement Rate: the ratio between engagement and reach showing the level of engagement a post is receiving.

Figure 1: Post impressions, reach, and engagement



Overall, we can see in Figure 1 that the Our Picture, Our Unity campaign received the largest number of post impressions and a wide reach of over half a million people, followed closely by the I Want To Live campaign video. These numbers highlight how widely the campaign posts on Facebook were displayed on people's feeds, whether organically or through paid, targeted Facebook advertisements used by the SFCG-M team. Looking at the levels of engagement on a campaign level in Table 1, we can see that once again, Our Picture, Our Unity received the highest levels of engagement. This can be explained by the fact that this campaign was structured as an interactive competition with monetary prizes, which increased its likelihood for engagement. The engagement rate for the I Want To Live campaign can also be considered a good rate, while the engagement ratios for the three Except Me videos separately can be considered to also have a good level of engagement, even if they are a little lower than other videos. In total, 117,389 users on Facebook engaged with the campaign products. According to social media analytics experts, an engagement rate of anywhere between 0.17-4% is considered a good level of engagement. Engagement ratios are often used as relative sliding scales as these numbers greatly depend on the size of the page. The average engagement rate across all of Facebook is 0.17%, and 0.27% for

nonprofit organizations⁸. It is important to remember that industry benchmarks for engagement is usually assessed based on the regular programming of the brand or Facebook page, not on a small set of dates. However, comparing the engagement on the SFCG-M's page during the campaigns alongside regular posts outside the campaign, we can see that there was a definite increase in the levels of engagement. SFCG-M also gained a 26.8% growth in the number of likes on their Facebook page.

Table 1: Post impressions, reach, and engagement in numbers

	Post Impressions	Post Reach	Engagement	Engagement Rate	Engagement Target
Except Me Motion Graphics 1	143,676	124,850	2545	2%	-
Except Me Motion Graphics 2	160,448	135,914	3455	2.50%	-
Except Me After Departure	230,150	160,652	4053	2.50%	10,000 (campaign total)
I Want to Live Campaign Total	524,206	338,845	15,878	4.68%	5000
Our Picture Our Unity Campaign Total	943,432	568,956	59,294	10.40%	2500

Interviewed program beneficiaries indicated that they felt there was a high level of audience engagement through the likes, comments, and shares of the campaigns. However, of the 15 key informants who were interviewed, only three participants said that they actually followed the comments left on the campaigns and read through them⁹. One participant who followed the engagement on Facebook closely commented, "There was definitely lots of engagement, not everyone agreed with our methods or the campaign, but it definitely reached its goal of placing a spotlight on the topic. I definitely followed the comments world which was a whole world on its own! There were definitely those who did not like it and even cursed it. But many others who are engaged already within this topic in society and working on this topic saw its importance. Overall they were positive."

Based on the key informant interviews, it is apparent that the use of Facebook as a medium to reach young people in Morocco is viewed positively. As one participant explained, "Our

⁸ Schwartz, Cassandra. RivalIQ. <https://www.rivaliq.com/blog/2017-social-media-industry-benchmark-report/> 4 April 2017.

⁹ A note from Search-M is that the level of engagement among key informants and their ability to follow along with the Facebook comments needs to be investigated. There were a very large number of comments that could cause FB page users to become overwhelmed in following through. However, it is indeed useful to analyze the conversation about violent extremism among those who are active in social media and those to follow through the conversations in Facebook.

generation in general uses social media, especially in Morocco young people use Facebook regularly even more than other social media platforms like Twitter, which is popular in other parts of the Arab world.”

When the video campaigns were shown to members of the FGDs, who had not previously been involved in creating the media products, they were asked whether they thought the videos would reach the target audience and affect them. Throughout all three FGDs, there were debates among members around the use of technology as a tool for disseminating these campaigns and attempting to reach radicalized people. Some group members felt that social media is the latest new trend and should be used to promote credible alternative narratives to violent extremism, just as extremist recruiters use these platforms. On the other hand, group members were concerned that there is a general lack of reliable information on Facebook and that users tend to trust information only from sources that they already follow or trust. Therefore, some FGD participants suggested that users would be unlikely to watch the end of a video from a source that they do not know or may already harbor ill feelings towards, such as foreign organizations.

A note from Search-M is that many of the terrorist organizations producing violent extremist videos are also foreign sources to Morocco, and the element of foreign organizations therefore falls short as a criteria for measuring the credibility of the message. The large number of views, shares, and comments demonstrate that when varying the target group on Facebook, the comments differ. Search also notes that when targeting groups “interested” in Iraq and Syria, the comments seem to target the origin of the organization rather than the message itself. Search considers this tactic from violent extremist organizations can be used against even local organizations, but also demonstrates that their criticism does not target the message itself, which generates constructive conversations that deconstruct the effect of messages of violent extremism.¹⁰

Other discussions looked at whether all extremism was religiously-driven, the degree of realism portrayed in the videos (particularly regarding the motion graphic videos of the Except Me campaign), and whether the technical production or length of videos could have had an impact on the wider audience engagement. There were no clear conclusions to these debates within the FGDs, which alludes to the diverse opinions on these issues that exist within Moroccan society. Overall, FGDs identified that the videos with live characters (After Departure and I Want To Live),

¹⁰ Noted by Search-M.

although longer, were potentially more effective in engaging the audience, as they portrayed much more realistic and emotive characters and situations to which they could relate.

Overall, we can see that program beneficiaries, to a large degree, were able to produce engaging online media content. They were able to take what they learned in terms of localized assessments of push and pull factors, along with what they learned through the social media platform workshops, and were able to produce three campaigns which had wide reach and engagement levels with Moroccans on Facebook.

1.2 Knowledge of Morocco-Specific Drivers of Violent Extremism

Across the interviewed participants, survey respondents, and focus group discussion members, all evaluation participants displayed a good understanding of Morocco-specific drivers of violent extremism. Eighty-three percent of survey respondents stated that their understanding of Morocco-specific drivers of violent extremism had increased through their participation in this program, while only 13% reported that their level of understanding remained the same as before their participation. Project participants came from across governmental and non-governmental entities and their participation led to the production of multi-stakeholder interventions launched on social media, which was based on the project's capacity to develop a comprehensive understanding of Morocco-specific drivers of violent extremism.

Interviewees gave a wide range of drivers of violent extremism. These explored dismantled family situations, the effect of being raised in a violent home or environment, lack of awareness on the part of parents on how to raise psychologically well children, a misunderstanding of religious texts and lectures, lack of education, isolated youth, marginalization and poverty, lack of economic opportunities, lack of creative outlets, lack of social provisions and social inequality in general, extremist view that are passed on through extremist educators within the public education system, lack of alternative understandings of religious texts and the general feeling that religious leaders are never to be questioned, a lack of correct understanding of the true realities which are happening in other countries such as Syria and Yemen where people are recruited to, and, most importantly, the inability to realize one's potential as a young person.

Participants emphasized that the drivers behind violent extremism in Morocco are many and complex, which is how recruiters successfully recruit young people in droves. They mainly offer them solutions for their problems: income, protection, heroic status, and mainly a purpose in life.

As one Facebook commentator also explained:

“The extremist agenda provides solutions convincing those who are searching for hope and achievement beyond this world [in the Hereafter]. Extremist religious thinking is caused first and foremost by the negligence of educational, cultural, and religious institutions in the country. All the seeds of extremism exist and are sown in the schools and the universities. There are no solutions without a greater level of awareness from society about the dangers of extremist thinking on humanity, and making apparent the moderate life, and the ample opportunities which would be provided to people to live in peace and coexistence if a progressive civil law protected everyone.” - Male commentator on the second Except Me animation video.

A number of participants interviewed, namely those who work in civil society in northern Morocco, gave very nuanced explanations for this phenomenon as below:

“There are lots of drivers, economic and unemployment, young people don’t feel that they have purpose and they have a lot of energy, they are looking for something valuable to do and for their voices to be heard, to be heroes, and they don’t have these outlets sometimes. The extremist groups give them all this as well as income. Some psychological problems as well.” - Female participant from Tetouan.

“The majority of those who joined these extremist groups were already extremists in their lives, whether it’s crime or other things, they just moved their extremism from one thing to another. Our society is charged and already full of violence in our environments, it’s not about love and peace. We are raised to be defensive which promotes violence. If you don’t respond to violence with violence then you are weak. What we hear from young men especially, that we are in a jungle, it’s survival of the fittest. One of the biggest drivers is protection. They seek the extremist groups for protection. They are already violent people with criminal tendencies and now they’ve transformed their violence for the purpose of religion and God instead. Our society raises us to be violent, it is built on violence not on peace and respect for one another.” - Male participant from Tangier.

“The general national narrative, it takes away people’s confidence, it promotes hate, we raise children who do not have hope and who see that society is failing. We need to raise

children with positive ideas about society. Children don't have confidence in their families, in themselves, in the institutions, in the government. We need to promote the idea that we can tackle any challenge and any problem in society, not this idea of a lack of confidence or lack of hope. We need to be solution-driven not problem driven." - Male participant from Tetouan.

When the same question on the drivers behind violent extremism in Morocco was asked to the control group of focus group discussion members who did not participate in the program, we can see that their answers were perhaps less nuanced than the program participants. They identified poverty, a misuse of religious discourses, psychological problems, lack of economic opportunities, and violent tendencies in general as the main reasons behind violent extremism in the country, but not many were able to give a detailed understanding of all the push and pull factors involved.

Search-M noted that push and pull factors of violent extremism are not static and contextually changing. For Search, this is the main reason that participants could not clearly identify "static" push and pull factor of VE. Search explained that one take away of this project is that there is a need for constant monitoring of the push and pull factors of violent extremism and matching effective solutions to transform it. According to SFCG, CVE initiatives should not fall into the stagnation of understanding the reasons behind recruitments of youth into violent extremism they should be creative and innovative in dealing with contextual changes and narratives.¹¹

This difference between the program beneficiaries and the focus group members in their ability to name push and pull factors can further be explained by the fact that program beneficiaries were selected based on their engagement and leadership within their fields – indeed the majority of them were already engaged with transforming violent extremism projects before this program – and by the fact that program beneficiaries have taken part in this SFCG-M program. While we cannot comprehensively say that the views of the FGD members are due to their not participating in the SFCG-M program, it is likely a testament to the quality of participants who were chosen to participate in the program based on their experience and dedication to this field of work, which might be a reason for beneficiaries' nuanced understanding of this complex national challenge.

Finally, the majority of comments by Facebook users left on the three videos of the Except Me campaign and the I Want To Live campaign attempted to summarize the drivers of violent extremism in Morocco and offer commentary on solutions:

¹¹ Noted by Search-M.

“Poverty, unemployment, lack of justice and correct application of the law, the theft of the country’s resources, these are all reasons behind the envy and hate of the young people of this country towards this corrupt government, which drives young people to migrate to join extremists and fight in other countries and to move towards extremism and terrorism. They are the products of their country and not the products of themselves.” - Male commentator on the After Departure video on Facebook.

Some campaign commentators also attempted to provide ideas for solutions to this phenomenon:

“Providing work opportunities for young people is the only solution. Provision of real democracy and an economic revival is the solution. The young people of Morocco have abandoned loyalty and nationalism because their country has thrown them aside.” - Male commentator on the After Departure video on Facebook.

Program beneficiaries, focus group participants, and some Facebook users who engaged with the campaigns, all displayed an understanding of Morocco-specific drivers of violent extremism. Therefore, we can say this program was successful in developing this level of comprehensive understanding across governmental and non-governmental entities which mobilized three media campaigns as multi-stakeholder interventions. The data also shows that the program beneficiaries probably benefitted the most from all participants in this program (which includes indirect participants on Facebook) as they were able to build their existing knowledge into more nuanced insights and use their developed knowledge to build effective campaigns.

1.3 Empowerment and Resonance of Alternative Narratives

To measure the degree to which the project empowered and amplified locally credible alternative narratives to violent extremism, we looked at the levels of confidence which participants reported in their abilities to identify and combat violent extremist messaging, at the skills which the participants gained which empowered them to produce alternative narratives to violent extremism, and at the number of people who engaged with the campaigns online.

Overall, those interviewed felt that their confidence in their ability to identify violent extremist messaging had increased to a large degree, also noting to a lesser degree their increased confidence in their ability to transform violent extremist messaging. The survey data showed that

83% of respondents felt an increase in their confidence in identifying violent extremist messaging, and 74% reported an increase in their confidence in transforming violent extremist messaging.

Interview participants were able to shed some light on these numbers. Some interviewees highlighted that their ability to transform violent extremist messaging depends to a large degree on their exposure to it - those who work on a regular basis in this domain whether in civic society or academically, felt they had more opportunities to engage in and practice what they learned as ways of transforming violent extremism. However, the majority of those interviewed felt that while they can clearly identify violent extremist messaging, they are less confident in their abilities to transform it directly.

“Yes definitely, in my ability to identify, differentiate, dismantle and analyze violent extremist messaging. This was one of the most important things I learned in this project. Now I feel I really have to tools and the ability to talk about and combat VE. Especially learning about how it affects women as well.” - Female participant in Meknes.

All interviewed project beneficiaries and 96% of survey respondents reported that they learned important skills through their participation in their project. When asked to explain further, interviewees stated that the skills they gained empowered them with the tangible tools to practically work on prevention and transforming of violent extremism. They were able to use these tools to produce their alternative message campaigns targeted at Moroccan youth.

The main empowering skills that participants acquired, explained through both KIIs and survey responses, include the following:

- Social media specific skills, including how extremists use social media and new technology to recruit new people over the internet, social media strategies, and techniques for the promotion of ideas.
- Film and video production, including writing scenarios, film direction, and working with designers and video producers.
- Knowledge-based skills, including how to identify and analyze/dismantle violent extremist narratives; the different definitions of CVE, VE, E language which is audience-specific; how to communicate in a way that extremists will accept; and how to use religious information that they will be able to accept.

To measure to what degree the developed campaigns amplified alternative narratives to violent extremism targeting Moroccan youth, some insights were gathered by analyzing the reach to the number of times the videos were viewed beyond their 95% points, among other data.

Table 2: All campaign amplification and reach of posts by numbers

Indicator	Post Impressions	Post Reach	Lifetime Video Views (beyond 3 seconds)	Complete Video Views Past 95%	Target as determined by SFCG-M in Q2 Report
Except Me Campaign Total (including content posts)	826,810	637,870	158,818	12,283	10,000
Except Me Motion Graphics 1	143,676	124,850	47,590	6494	-
Except Me Motion Graphics 2	160,448	135,914	36,469	4645	-
Except Me After Departure	230,150	160,652	74,759	1144	-
I Want to Live Campaign Total	524,206	338,845	259,062	1556	50,000
Our Picture Our Unity Campaign Total (including content posts)	943,432	568,956	13,239	Data n/a	36,000

Figure 2: All campaigns amplification as compared to complete video views

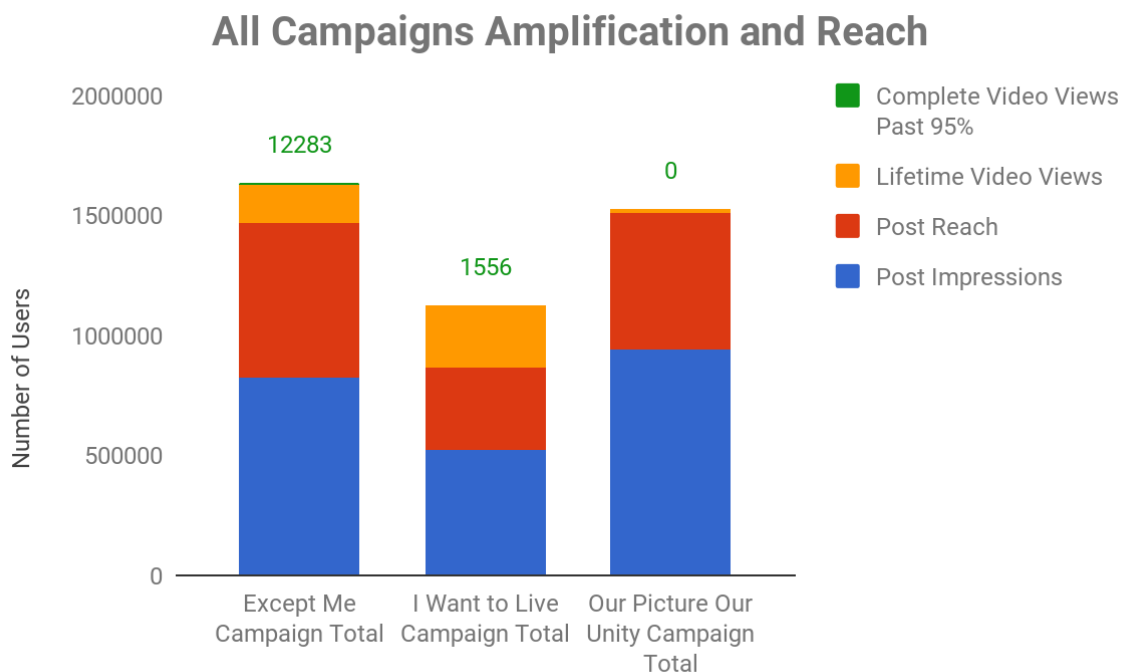


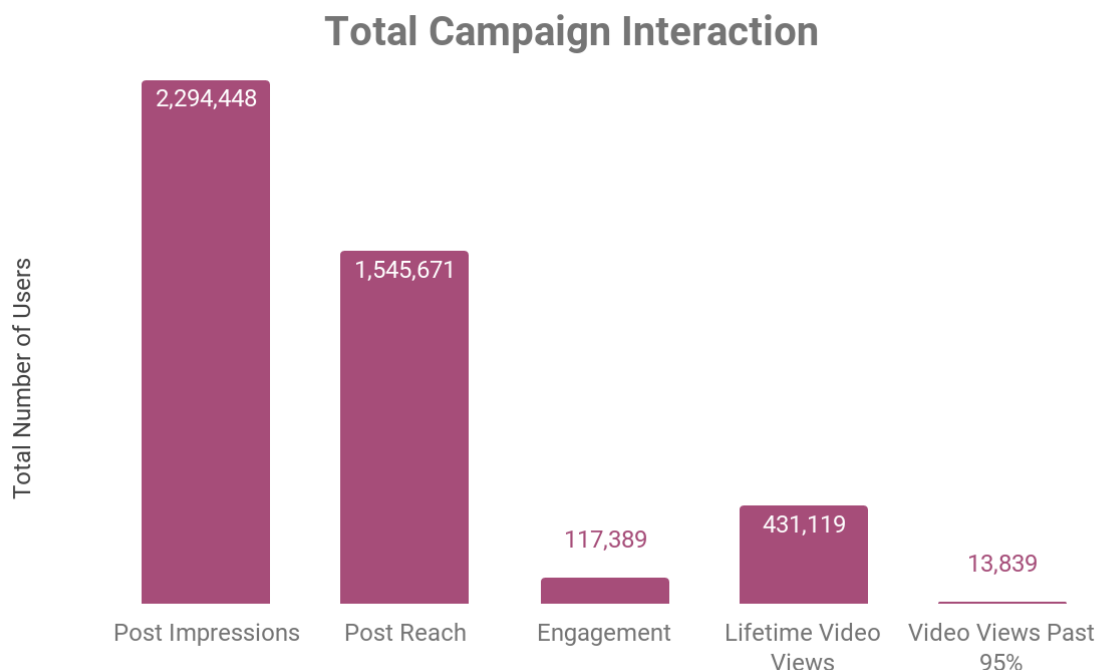
Figure 2 shows us that while the number of times the video posts shows up on someone’s timeline (impression) and the number of times a Facebook user sees the posts (reach) are relatively high, the number of people who watch the videos to the very end (beyond the 95% point of the video) is not very high. All campaign totals in Figure 2 include the reach and impressions of all campaign

content, not just video posts. Indeed, in total only 13,839 users on Facebook watched the videos in their entirety. The campaign posts were displayed well over 2 million times. This level of impressions can be considered high as it means the campaigns had the potential to resonate with that many Facebook users. As for the Our Picture, Our Unity campaign numbers, as the focus was on the competition itself, engagement data beyond the 95% point on the video was not collated and from an impact perspective we should be more concerned with its engagement numbers as explained in Figure 1 as opposed to its video views.

We can also see that the I Want to Live campaign garnered more than a quarter of a million lifetime views beyond 3 seconds (meaning the number of people who played the video), which was more than the three Except Me campaign videos combined. However, and more importantly, the number of users who viewed the Except Me campaigns, either in total or as single videos, were larger than the I Want To Live campaign. This can likely be attributed to the fact that the latter's video was lengthy (over 5 minutes), while the former's videos, particularly the animated ones, were less than 3 minutes each.

Finally, we can see in Figure 3 the total number of Facebook users who interacted with the three campaigns, disaggregated by the type of interaction (impression, reach, engagement, lifetime video views, and complete video views).

Figure 3: Total campaign interaction by Facebook users, disaggregated by type of interaction



Overall, we can see that this program has been able to empower its participants by giving them important skills and tangible tools in transforming violent extremism and by increasing their confidence in their abilities to identify and transform violent extremism. Additionally, this program was successful in amplifying locally credible alternative narratives to violent extremism by producing media which reached over 1.5 million people and had over 117,000 engagements in total. Additionally, through the number of impressions, the reach of the campaign posts, and through the qualitative data, we can see the degree to which this program resonated positively with both direct program beneficiaries as well as indirect participants with whom we spoke.

2. Program Impact

In order to assess program impact, this evaluation looked at the effect of the alternate messages on the program participants, their ability to absorb and relate to the messages, the lessons learned, and the importance they place on collaborating with others to transform violent extremism.

2.1 Broader Changes on the Participants

Overall, when asked if they now have an increased understanding of credible alternative narratives to violent extremism as compared to before their participation in the program, 91% of survey respondents and the majority of KIIs responded affirmatively. However, when probed further to give examples of an alternative message they could use to prevent or transform violent extremism, not one of the fifteen key informants could give us an example. Throughout the interviews, participants identified that they were not able to remember the alternative narratives that some experts told them about during the conferences and workshops, but that they prefer to think in terms of the alternative tools which they were exposed to using in PVE and CVE efforts, such as the use of social media. This situation could be explained by the fact that participants learned more about alternative messages during the second workshop in Khammisat and even more when they worked with other project participants to develop the campaigns, as opposed to learning these alternative messages straight from the experts who taught the program.

As one participant explained about the initial 3-day conference, “During the first conference, we were able to see lots of different ideas and alternate messaging provided from the participants and the speakers. We were shown how to combat VE messaging, for example, creating unique solutions. And that there are many different solutions depending on the problem and the

situation,” the emphasis here being that beneficiaries were exposed to the alternate messages and how to use alternate tools.

For the KIIs who were able to expand on this response, they focused their answers on the ways in which alternative messages are portrayed and communicated. They explained that in order to have as wide a reach as possible throughout all segments of society, more young people need to be trained in how to discuss this topic and on the reasons and dangers of violent extremism. Participants also explained that language use is important in creating simple messages which anyone can understand.

As one participant explained, “We were given the methodology of work and we had to create the alternate messaging. We were not given alternate messaging to use. The participants created them: the timeline, the project, and the tools to use. My understanding increased for sure, especially how to use alternate tools.” In general, informants explained that the impact of this program was to learn how to use alternative tools, including social media, to transform violent extremism.

Overall, the participants felt it was beneficial that they had to produce their own alternate messaging to produce a campaign to transform violent extremism, however, there were two main critiques on this point. First, some participants felt that in order to truly work on prevention or transforming of violent extremism, they needed to learn much more on how to dismantle and critically analyze violent extremist messaging to understand it better. Second, participants found that while the program was beneficial to them in terms of increased knowledge, that it is difficult to identify how they can pass on their knowledge to others:

“Personally, we received a level of immunity and knowledge from SFCG as participants. However, this benefit was only to the participants. We were not able to pass it on to others. For example, we all now use only the term violent extremism and not terrorism. But when we go out to the society, people use terrorism not violent extremism. There were so many different perspectives within the participants, and the more you hear and how they combat VE and the tools they use, we all learn from it and absorb them and how to use them personally in our own societies.” - Male participant from Tangier.

To assess some of the impact of the alternative messages portrayed through the campaigns on a wider audience, FGDs were conducted in Tangier and Tetouan.

Participants in all three FGDs were able to correctly identify the main message of the digital campaigns, which were screened before the conversation. They were able to correctly identify that the Except Me campaign focuses on the drivers and solutions of violent extremism in Morocco, that the After Departure video exposes the true reality of how an average person in Morocco could be recruited, and that the I Want to Live campaign focuses on the dangers of becoming an extremist and its subsequent effects.

FGD participants seemed to already have a good grasp of the drivers and reasons behind violent extremism, as explained above in section 1.2 of this report. This is evident by the fact that many participants within the same group would give the same answers as each other, and groups generally did not disagree with one another on these points. On the other hand, disagreements were common when attempting to negotiate the impact of the campaigns on a wider audience. These disagreements centered on the role of religious narratives within violent extremism, as well as the lack of a wider understanding of the terms extremism, violent extremism, jihad, and transforming or preventing violent extremism.

When asked if they would share these campaigns on their own personal Facebook pages, focus group discussion members mostly responded negatively. For example, one participant in Tangier explained, "People are afraid of Facebook now because of the security measures adopted by the Moroccan government. There are people who have been detained because of specific posts." Others said that they dislike interacting with comments and getting into lengthy discussions over Facebook comments, and so they might share the campaigns in a private message to a friend or two but not publicly or regularly.

Generally speaking, when it came to reflecting on the use of social media to disseminate alternative messaging, interviewees and focus group participants identified that there is likely to be a generational gap in both accessing and accepting the messages portrayed therein. Participants clearly stated that citizens outside the youth bracket are highly unlikely to use social media platforms in Morocco, and those who do, will likely have a difficult time trusting the information placed there. Young people on social media, however, were identified as potentially the best audience for alternate tools in projects which transform violent extremism. Even then, some focus group discussion members highlighted that the use of a social media is not enough if it is not coupled with a thorough understanding and use of the same other tools which extremists use to recruit, namely, religion, targeted and personalized messaging, and emotional appeal.

Additionally, some informants identified that they were also able to use the messages they learned through their participation in their personal lives. One interviewee shared how she has been able to positively impact her younger brother's understanding of his own life: "Definitely, I saw immediately how I can use it in my own life and found the importance of speaking to my younger brother and family members and friends, and how to analyze the messaging. I even showed my younger brother the video and we discussed it and analyzed it together. It was also important to explain that this is something we can counter and combat, not an impossible and scary world as the media makes it out to be. Extremism is a certain culture or understanding which can be combated and it promotes violence, if this viewpoint can be changed and people's social situations were good then they won't turn to violent ways."

Finally, we can see that there was broader impact of the alternate messages on the participants. On the program beneficiaries, they were able to identify an increased understanding of alternative messages, which came from the entire program experience, not just from what they learned in the conference. However, they were unable to see how they could pass on this knowledge to others if they are not currently working in a related field or project. On the wider audience their expressed opinions display a good level of understanding of the alternate messages which were portrayed throughout the videos shown.

2.2 Participant Ability to Absorb and Relate to the Messages

Overall, program beneficiaries who were interviewed for this evaluation found it somewhat difficult to identify whether they were able to relate to the messages imparted to them through the campaigns. Those who came from a specific civil action or academic background explained that it was relatively easy for them to absorb the information and the alternative messages. Some explained that they have, since participating in the program, been able to apply what they have learned to their own work within their communities and associations, and even disseminate what they have learned to their colleagues. There were several examples shared, including, "It was relatively easy for me to understand and absorb. Yes. On the ground in my work with civil society and with young people, I use what I learned around alternate messages, tools, the ways in which to speak to people. Regularly."

However, some interviewees highlighted that the program timespan in terms of the amount of time which they spent at the workshops and face to face with other participants was limited. They

identified that this time spent directly with others was the real opportunity to absorb the information and the messages, but the time constraints made it difficult to do so.

When it comes to the openness of Moroccan society to accepting alternative messages to violent extremism, interviewees highlighted the importance of recognizing that Moroccan society is not a homogenous group. Overall, they agreed that the more exposure someone has, or the more they are willing to listen to ideas differing from their own, the more likely they are to accept alternative messages. Participants emphasized that it is also important to remember that there is no way to satisfy everyone and as people concerned with preventing and transforming violent extremism, the focus is on finding solutions, “Yes, we will not be able to satisfy everyone. The religious people don’t agree with the human rights people, etc. It’s a sensitive topic and must use an expert who is aware of all the different perspectives and players. Satisfying everyone is not the focus, solving the problem is the focus.” The second component participants emphasized is the use of appropriate language and context. As one informant explained, “If it’s done in a positive and emotional way, yes, and if it’s done in a language that people will understand, not something that’s classical Arabic or out of their league or from up above. Simplifying and using the societal language is very important. Those who recruit, use the people’s language and play on their emotions and humor. We need to use the same techniques to reach people with alternative messages.”

The use of appropriate language is essential, as program beneficiaries and FGD participants highlighted that there are general confusions around the terms extremism, jihad, violent extremism, transforming violent extremism, and preventing extremism. Participants from both groups identified that while Moroccan society generally seeks peace and security, they also do not understand how to analyze violent messaging and its various components. For example, several participants explained that some widely accepted ideas such as religious jihad are not easily identified as potentially falling under the category of violent extremism. One interviewee summed up this view appropriately from the perspective of those working on PVE and CVE projects: “We need to be able to take apart the extremist messaging. And learn how to change that. We need to approach it from a human rights approach, as long as it doesn’t exist people will think it’s okay to force their opinion on others. VE is a result, it is a marginalized idea, due to the failure of other things. The actions are the actions of extremism even if they are normalized.”

Overall, participants were able to absorb the messages and take-home points of this program and even incorporate what they learned into their own work. Some participants however had a more

difficult time relating the information to their lives, and some cited the short time spent face to face with other program participants as a potential reason.

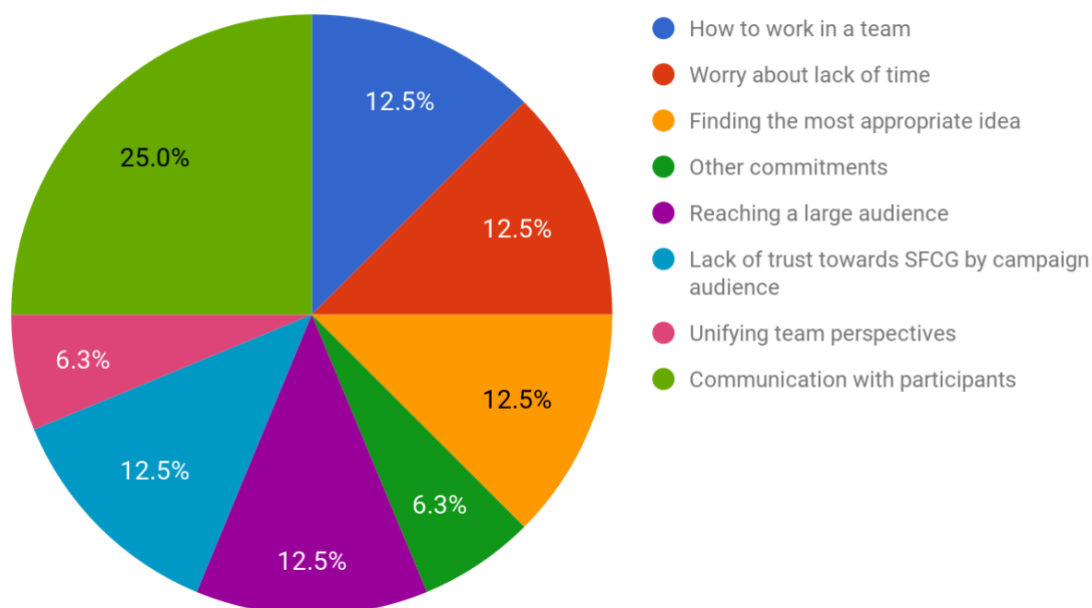
2.3 Major Lessons Learned

In order to identify the major lessons learned to inform future programming, participants were asked throughout the interviews and the surveys to identify the main challenges they faced, the lessons they learned, and the recommendations they would like to give. A full analysis of the recommendations for future programming for SFCG-M is discussed in the final section of this evaluation, titled Recommendations.

First, when it came to challenges they faced, participants were hard pressed to answer this question. Overall, they stated that the logistics of the program were well planned and that they found the work itself with other participants highly motivational and passionate. From Search's viewpoint, the participants could not state challenges of this program because this is the first time participants were engaged in such innovative program. The campaign is the first of its kind, not only in Morocco, but also in the MENA region. According to Search, the challenge of this program is related, in fact, to the challenge of measuring its impact. Search mentioned that it is very challenging to measure behavioral and attitudinal change over the short term, as well as how messaging can prevent violent extremism. Search considers that participants are not necessarily well suited to state the challenges of the program considering the complexities related to evaluating the initiative in relation to behavioral change and prevention.

Figure 4: Challenges faced as reported by interview participants

Challenges Faced by Participants



[Note that percentages do not add to 100% as some participants gave more than one answer.]

Interviewees explained further that challenges faced can fall under five categories:

- Campaign time span: many felt that the time spent preparing for the campaigns was not enough, specifically the in-person time spent in Khemmisat working with the other team members was very limited. This limited timespan strained the participant's abilities to unify their perspectives on their campaigns, especially around dismantling violent extremist narratives and basing the campaigns on solid critical analysis.
- Campaign impact: participants felt that the use of a social media platform, while effective, also means that large segments of society are not reached, namely families and the older generation. Additionally, of those reached through social media, much of the wider audience did not feel that they are the relevant audience members for these campaigns, including specific women and girls who told program beneficiaries this. This challenge had to be mitigated by thorough explanations after the campaigns were launched but should have been taken into consideration in the planning stage, beneficiaries felt. Finally, the use of the SFCG-M Facebook page was identified as a potential reason for some lack of effectiveness. As a dedicated page, only those who already trust SFCG-M would be willing to trust the campaigns which it produces or advocates, and as some participants identified, hearing about preventing and transforming violent extremism measures from an American organization is likely to make some Moroccans distrust the information due to a general lack of trust in foreign organizations. On the other hand, due to security

reasons, participants are also unlikely to post campaigns of this nature through their individual accounts. A solution could be a separate and dedicated social media page (separate of SFCG-M).

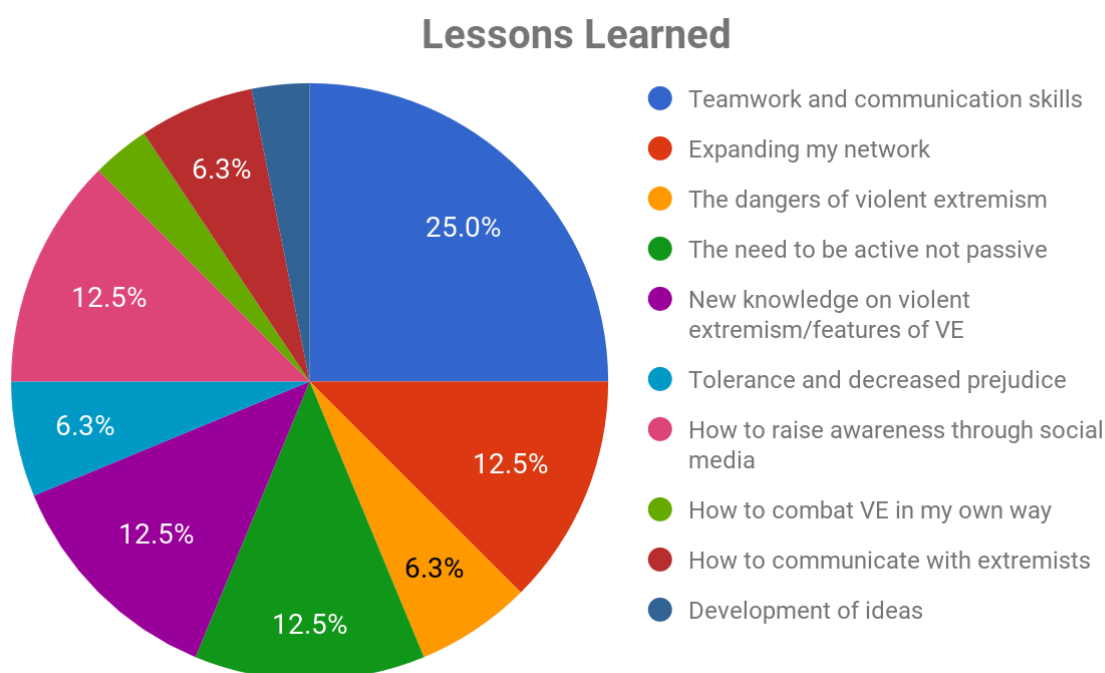
- Reaching a large audience: participants explained that while they are aware that technical expertise in the area of video and film production is costly, they still would have been able to create more impactful and effective campaigns if there were experts involved and part of their teams from the beginning of the program. Participants explained that they found the technical experts who joined the production of the campaigns to be highly valuable and would have appreciated their input from the start of the program as opposed to only in the final production stage.
- Communication and distance: some participants highlighted that the diversity of program participants was the best feature of the program; however, this came at the cost of putting serious strains on direct communication over large geographical distances, especially for participants who are not used to communicating over social media for project planning.
- Personal challenges: these included being over committed to other projects or work, trying to learn how to work within a team after normally working alone, and having to change personal perspectives and opinions on the subject matter after gaining new knowledge at the workshops and from the other participants.

Second, project beneficiaries highlighted some wide-reaching as well as some personal lessons that they learned through their participation in this program. These can be summarized according to the following categories:

- Personal: participants overall felt that they were altered through their participation in the program mainly due to an enhanced understanding of violent extremism in Morocco as well as to having gained an increased confidence in expressing themselves and in engaging with extremist messaging. Interviewees identified that the opportunity to expand and develop their own thinking around the topic made them realize that VE is a point which anyone and everyone in society can tackle if they have the right tools and knowledge. It also enhanced their ability to be more tolerant and less prejudiced towards others.
- Work ethic: most interviewees identified that they learned a lot from working with other participants including lessons learned around teamwork, collaboration, dividing project tasks, unifying perspectives to achieve project objectives, idea and project development, and communicating across distance. They felt their participation in the program enhanced their work ethic considerably.

- Use of social media: participants learned how to use social media platforms to disseminate alternative messages, how to manage and strategize a social media campaign, how to understand impact and effectiveness, how to understand audiences, how to engage with people electronically, and how to communicate with people based on the situation and context at hand.
- Lessons related to transforming violent extremism: participants learned how to differentiate between normal and extremist messaging, how to raise awareness about the associated dangers, how to combat extremist messaging, how to communicate with an extremist or anyone with a differing ideology than their own, how to dismantle extremist religious narratives, how to listen to ex-extremists and learn from their experiences, and the drivers behind extremism in Morocco.

Figure 5: Summary of lessons learned as reported by interview participants.



[Note that percentages do not add to 100% as some participants gave more than one answer.]

“I am now more free in my expression and I feel that I can express myself more and better even if I think someone might disagree with me. I learn more about myself now through my communication with others, I learned when I speak with others they can improve my own ideas and expand my thinking and receive advice.” - Female interviewee from Meknes

“It was very helpful to participate in the project as it really showed me that extremism isn’t just words, it’s a mentality which needs to be dismantled and we need to bring people out of this.” - Male interviewee from Tetouan

Overall, this program was successful in impacting the participants by ensuring there were lessons learned throughout the program. This was captured in the participant’s abilities to identify the challenges they faced and how they have been able to explain their growth as compared to before their participation.

2.4 Importance of Collaboration

Overall, all program beneficiaries placed a high level of importance on cooperating and collaborating with each other to target the root of violent extremism in Morocco. 100% of all survey respondents reported an awareness of the necessity to work with others on transforming violent extremism projects to target the roots of violent extremism in Morocco.

Interview participants identified this with a wider ethos of teamwork and collaboration in general as a methodology of creating projects with a higher level of societal impact. Some interviewees who came from a civil society and activism background emphasized that tackling this sensitive topic demands the active work of all institutions together across Moroccan society. For example, one participant told us, “All social phenomena are complicated, and we have to tackle them from all perspectives. Even the security institutions. We need to be able to really work with all institutions, academics, civil society actors, social workers, security, education, everyone needs to work together to tackle the topic from all sides. There can’t just be one institution working on this.”

A smaller number of participants, those who tend to work only within their own sectors or who are academics, identified that through participating in this project, they were able to identify the necessity of working with others as they experienced the positive outcomes for themselves: “I was working with this topic academically and from a legal and religious perspective. Here I learned how personal the topic is and how dangerous extremism really is. I really realized the extent of the problem and the necessity to be active not passive about it and that it affects me and every person in society, that it’s not just a theoretical issue and that we all must work on it.”

Participants interviewed identified three main reasons for the importance of collaboration on this topic. First, they explained that for this topic and other topics, it is important to collaborate with others to make a greater impact, bringing together others across different perspectives and areas of society to work together to focus on the same goal. Mainly, they identified that collaboration is the way to reach a larger number of Moroccans, especially in difficult to reach neighborhoods and marginalized villages. Second, participants identified that collaboration also alters the participants themselves as well as the project outcomes. By working together, participants learned to listen to each other, develop their own opinions and ideas, learn from each other, absorb different perspectives, compromise and accept others' ideas, discover where they might be wrong, and ultimately, produce a project or outcome which is as well rounded as possible. Finally, participants cited that by collaborating with others, they learned that the project objective which they are producing takes precedence over their own individual ideas.

While the majority of program beneficiaries did agree with the importance of collaboration on this topic, the number of those actively participating with other program beneficiaries beyond the end of the program is not very high. In fact, overall, the number of program beneficiaries who are currently working on any projects related to transforming violent extremism in Morocco is only 56% of those who responded to the survey. While the data does not reveal why this is, there can be three potential reasons. First, participants did identify that one of the main challenges throughout the program was working with participants who are located in various parts of the country, and as such, geographical distance could be the same reason that project beneficiaries have not continued to work together. Second, participants potentially have not been able to identify or create suitable project opportunities to continue collaborating with other participants or other individuals in general on this topic. Finally, some participants identified that the topic at hand itself is a difficult one to work on from a security perspective, as one interviewee told us, "CVE is very important to work on but very difficult to work on. The security issues in the city make it difficult to do civil society work on this matter, for example talking to extremists or recruits is difficult. I think preventative work is very important."

What is reassuring is that all program beneficiaries identified that they would be interested and willing to collaborate in the future with other beneficiaries or other participants in general on projects looking at transforming violent extremism. As one key informant told us, "The most important lesson for me was that we can now work on this topic. It was always taboo to even talk about violent extremism. It was only allowed for the secret services. Then onto the Awqaf [Ministry of Islamic Affairs], and some religious leaders. But now this SFCG project has brought

about leaders who can and do talk about this topic and brought it out onto the public space. Now we know and believe that all of society has a role to play. It was a new kind of project and no one touched this topic before. So it has become a lighthouse beckoning the way forward for other organizations.”

When asked if they are currently working on any other prevention or transforming violent extremism projects (whether with program beneficiaries or on their own), 8 out of the 15 interview participants provided information on their current projects, however they were all with individuals who did not participate in the SFCG-M program. These projects included writing a book on religious narratives to transform violent extremism, organizing of workshops and activities for women and mothers on transforming violent extremism, providing creative activities for violent prisoners as a preventative measure, preparation of a national conference for next year looking at violence within the educational sector, a public roundtable meeting with some policy makers from Tangier and young people in the city to discuss local policies on the topic, an academic study with a Spanish partner organization looking at extremism in Moroccan societies locally and in the diaspora, and the planning of a conference in Tetouan to address this topic for a young audience. Additionally, some participants are continuing their work within their women’s organizations and youth empowerment associations tackling domestic violence and addiction-related topics as preventative violent extremism measures. What is more interesting to note is that all key informants identified that they now have a framework of transforming violent extremism within which they feel they can apply any of their academic and civic society work and 100% of survey respondents stated that they would be willing in the future to collaborate with others on similar projects.

As such, this evaluation shows that the broader implications on participants collaboration with each other is that it has confirmed to them what the majority already believed in before this project, namely that active collaboration between individuals and institutions is necessary whatever the topic may be so that the impact on society may be larger. Interview participants who were not accustomed to collaborating with others were perhaps the most altered from their participation in the program in this aspect as they were able to clearly express that their opinions changed on teamwork from before and after the program duration. Overall, this program reached this indicator successfully but can continue to work on increasing the number of active collaborations between program participants.

3. Summary of Results

Tables 3 and 4 below summarize the findings of this evaluation by comparing the project outcomes and outputs to their initial targets as set by the SFCG-M team and reported on in initial reports. Overall, the project reached or surpassed all targets which it placed for itself except for one output and that is the total number of program participants.

Table 3: Project Outcomes by Indicator

Indicator	Achieved in the Project	Project Target (as identified in Q1 report)	Comments on % of Target Achieved
Project Goal 1: Develop a comprehensive, nuanced understanding of Morocco-specific drivers of violent extremism across governmental and non-governmental entities and mobilize effective multi-stakeholder interventions.			
Objective 1: How effective has the project implementation been in achieving its objective of developing greater understanding of Morocco-specific drivers of violent extremism?			
Expected Result 1: Project implementation is effective in developing greater understanding of Morocco-specific drivers of violent extremism by developing media campaigns			
Indicator 1.1 % of target participants who took action on the online portal	100%	50%	Target surpassed
1.2 % participants report increased understanding of Morocco specific drivers of violent extremism	83%	70%	Target surpassed
1.3.1 % of participants that demonstrate skills to identify and respond to extremist narratives and messaging	96%	80%	Target surpassed
1.3.2 % participants that report increased confidence in their ability to identify and combat violent extremist messaging	83% (identify) 74% (combat)	20% decrease in lack of confidence	Target met
Project Goal 2: Empower and amplify locally credible alternative narratives to violent extremism that resonate with vulnerable Moroccan youth.			
Objective 2: How have participants been impacted by their participation in the program?			
Expected Result 2: Program participants have been positively impacted by their participation			
2.1 % of participants that report increased understanding of credible alternative narratives as identified by project stakeholder	91%	80%	Target surpassed.
2.2 Participants report their ability to absorb and relate to the messages	-	n/a	Indicator fulfilled (see qualitative data)
2.3 Participants provide suggestions on what went best and what can be improved in future programming	-	n/a	Indicator fulfilled (see qualitative data)
2.4.1 % of participants report awareness to work together on a CVE campaigns to target the roots of violent extremism in Morocco	100%	70%	Target surpassed.
2.4.2 % of active cooperation/collaboration between participants in each project location.	56.5%	n/a	Target surpassed.

Table 4: Achieved outputs against target outputs

Achieved Output	Target Output	Comments
One 3-day conference held for 32 beneficiaries	One 2-day conference held for 40 beneficiaries	Target surpassed for conference days Target not met for number of beneficiaries
3 transforming violent extremism campaigns implemented	2 transforming violent extremism campaigns implemented	Target surpassed
Program beneficiaries re-convened in 3-day meeting and campaign planning workshop in Khammisat	n/a	Additional conference proved to be beneficial for participants
40 stakeholders re-convened in 1-day meeting	32 stakeholders re-convened in 1-day meeting (Iftar meeting pre-launch of campaigns)	Target number of stakeholders not met

Conclusions

The conclusion of this evaluation highlights that this project achieved the two objectives it set out to accomplish. Project beneficiaries attended two 3-day conferences and workshops and worked with each other to produce three social media campaigns comprised of 5 short videos and one visual art competition, which were all launched on Facebook. In total, these campaigns reached over 1.5 million Facebook users, the videos of which garnered over 400,000 lifetime views, and which were in total engaged by 117,389 users.

Project beneficiaries were able to identify several challenges which they faced throughout this program and major lessons learned, partially upon which the recommendations of this report are built.

Overall, participants were pleased with the logistics of the program found the work itself with other participants highly motivational and passionate. Challenges faced fell under the following main categories. First, there was some communication problems between the participants due to the limited time span of the program as well as the geographic distance between the participants. Second, participants felt that only a specific segment of society was reached through this program as there is still a large segment which does not engage with social media platforms. Third, participants had to find ways to overcome their various commitments to other projects. Finally, participants highlighted that working with technical expertise from the beginning of the program – not only at production stage – would have been more beneficial.

When it came to the major lessons which they learned by participating in this program, project beneficiaries highlighted some wide-reaching as well as some personal lessons that they learned through their participation in this program. First, participants highlighted the skills they gained in terms of teamwork and communicating with others helped them develop their work ethic further. Second, participants were able to enhance their own thinking around violent extremism by gaining new knowledge on violent extremism and the ways in which they can raise awareness around this topic. This also enabled them to take further what they learned throughout the program and apply it in their work with other people, especially within a new framework of tolerance and decreased levels of prejudice towards others. Finally, participants emphasized that the development of social media campaigns empowered them to be able to use these platforms in the future.

The most important result of this program on the participants would be the skills they learned in terms of the ability to use social media as a tool and platform to create and disseminate alternative messages to violent extremism to better identify and transform violent extremism. Additionally, their participation has increased their confidence in their abilities to identify and combat violent extremist messaging. These skills and their increased confidence also has the potential to expand the impact of this program beyond its finishing point, if participants are able to identify ways to use them in future projects.

The main empowering skills that participants acquired include the following:

- Social media specific skills, including how extremists use social media and new technology to recruit new people over the internet, social media strategies, and techniques for the promotion of ideas.
- Film and video production, including writing scenarios, film direction, and working with designers and video producers.
- Knowledge-based skills, including how to identify and analyze/dismantle violent extremist narratives; the different definitions of CVE, VE, E language which is audience-specific; how to communicate in a way that extremists will accept; and how to use religious information that they will be able to accept.

In conclusion and in response to the first key objective of this evaluation, this project achieved the following:

- Reached its main objective of increasing understanding of Morocco-specific drivers of violent extremism for project beneficiaries;
- Produced three online campaigns with medium to good levels of engagement with the wider audience. Not all campaigns reached the video view targets which were initially determined by SFCG-M in Q2 reporting, although engagement targets were reached successfully.
- Resulted in increased project beneficiaries' confidence in identifying and transforming violent extremist messaging;
- Empowered project beneficiaries with the skills needed to produce CVE campaigns, including the use of social media as a tool;
- And worked with project beneficiaries to amplify credible alternative narratives through the produced media campaigns

This evaluation holds that the program has been successful in its implementation which developed a comprehensive and nuanced understanding of the drivers of violent extremism in Morocco, and has empowered and amplified locally credible alternative narratives in the process. The most important result of this program on the participants would be the skills they learned in terms of the ability to use social media as a tool and platform to create and disseminate alternative messages to violent extremism to better identify and transform violent extremism. Additionally, their participation has increased their confidence in their abilities to identify and combat violent extremist messaging.

To summarize this project's fulfillment of its second key objective, this evaluation shows that participants have been positively impacted in a multitude of ways which go beyond what the team originally set out to do. The main impact has been on their persons, their confidence and abilities to now communicate with a large variety of people, their willingness to collaborate with others on projects which transform violent extremism, and the nature in which they now tackle violent extremism around them on a personal and professional basis. They have been enhanced as locally credible voices of change through their abilities to absorb and relate to the messages which were imparted to them, creating alternative messages which are locally appropriate, and using new tools in the process. Additionally, this evaluation shows that participants continue to explore ways to collaborate with each other on similar projects and are willing to continue their work in this area.

Recommendations

Taking into consideration the results and conclusions of this evaluation, a close reading of project documents and discussions with SFCG-M staff, as well as the recommendations which the program beneficiaries provided, the following points can be taken into account for future SFCG programming:

- **Program preparation:** Allowing sufficient time to plan and execute the program is essential. Additionally, the participant selection process should be made transparent and could be made open for applications from the public. Participant selection should also ensure that participants have a full understanding of the time commitments required so as to not witness dropouts and additions in the middle of the program.
- **Program implementation:** The addition of more face-to-face contact between participants would decrease the reliance on online communication during the production of the campaigns. This would ensure that all participants are thoroughly integrated into the program, regardless of access to social media and internet costs. Additionally, technical expertise in video and film production should be included in the program from the beginning as participants to ensure that the final products portray the full knowledge which participants gained throughout the program. Finally, dedicated social media community managers would enable a true wider reach and engagement with the online audience, and would decrease the workload of SFCG staff. They could be integrated into the program from the beginning as program beneficiaries. This would include the use of a dedicated Facebook page for the campaigns which is not affiliated with SFCG(-M).
- **Knowledge-base:** Greater attention is needed to ensure that beneficiaries are using what they learn effectively, especially in the realm of complex ideas such as existing alternative messages and their development into locally appropriate products. Closer monitoring and the collection of thorough baseline data will enable SFCG-M in clearly measuring development of knowledge.
- **Sustainability:** Suggestions made by evaluation participants for follow-up programs include projects which provide opportunities for participants to continue applying what they learned, the facilitation of further collaboration between participants; and the facilitation of opportunities for participants to teach others what they have learned and widen the direct impact of the knowledge contained in the program. Currently, the most

visible form of sustainability of the program outcomes will be related to the ways in which members of the Young Leader's Council continue to use this knowledge in projects focusing on transforming violent extremism in Morocco. Search-M notes that this project is a continuation of their previous collaboration with the Rabita to address violent extremism through social media. Search-M partnered with the Rabita in developing an online youth platform, <http://www.chababe.ma/>. This platform is able to take the project beyond its current lifetime by including members of youth councils and young Moroccan scholars to provide alternative messaging.¹²

- The use of social media: It would be essential to continue conducting programs which include a digital or social media-based component. The ability to reach and engage with young Moroccans – the largest demographic in the country – has been proven throughout this program. SFCG-M could explore the addition of this component in other peace-building programs as both a tool to engage with the external audience, increase credibility and trustworthiness, and as a tool for developing and promoting knowledge-based materials (such as these campaigns to transform violent extremism).
- Transforming violent extremism: Most participants highlighted that SFCG-M is one of the very few organizations working actively on programs which transform violent extremism in Morocco. Participants recommended that SFCG-M continue work similar to this media training program, alongside the organization's work on the Young Leader's Council. Additional programs which also focus some more on the theoretical aspect of understanding, dismantling, and critically analyzing violent extremist messaging in Morocco would be beneficial to consider.

In conclusion, this program has successfully completed its first objective of developing a comprehensive, nuanced understanding of Morocco-specific drivers of violent extremism across governmental and non-governmental entities and mobilize effective multi-stakeholder interventions. This program has also achieved its second objective and empowered its beneficiaries as locally credible alternative narratives to violent extremism in Morocco. Finally, it has attempted to amplify these alternative narratives to resonate with vulnerable Moroccan youth to a medium level of success. The program participants themselves - their diversity, their increased knowledge and confidence in identifying and combating violent extremism in Morocco, their newly gained abilities in using social media to disseminate credible alternative narratives, and their passion to continue their work in this challenging topic are the true success stories of this program.

¹² Noted by Search-M.

Appendices

Appendix 1: Evaluation Matrix

Key Question 1: How effective has the project implementation been in achieving its main objectives of developing greater understanding of Morocco-specific drivers of violent extremism and in empowering and amplifying locally credible alternative narratives?						
No.	Sub-Questions	Measure/Indicator	Main Sources of Information	Data Collection Methods	Data Analysis Methods	Evidence Quality (TBC)
1.1	To what degree has the project produced engaging online and offline media based on localized assessments of push and pull factors of violent extremist groups?	% of target participants who took action on the online portal	Interviews with participants Survey Digital campaigns Focus groups	Field interviews by consultant Digital survey Digital campaign analytics	Qualitative thematic analysis Quantitative analysis	
1.2	To what degree was the project successful in developing a comprehensive, nuanced understanding of Morocco-specific drivers of violent extremism across governmental and non-governmental entities and mobilize effective multi-stakeholder interventions?	% participants report increased understanding of Morocco specific drivers of violent extremism	Interviews with participants Survey Focus groups Social media discourse analysis	Field interviews by consultant Digital survey Social media discourse analysis by consultant	Qualitative thematic analysis Quantitative analysis	
1.3	To what degree did the project empower and amplify locally credible alternative narratives to violent extremism that resonate with vulnerable Moroccan Youth	% of participants that demonstrate skills to identify and respond to extremist narratives and messaging % participants that report increased confidence in their	Interviews with participants Survey Digital campaigns	Field interviews by consultant Digital survey Digital campaign analytics	Qualitative thematic analysis Quantitative analysis	

		ability to identify and combat violent extremist messaging				
Key Question 2: How have participants been impacted by their participation in the program?						
No.	Sub-Questions	Measure/Indicator	Main Sources of Information	Data Collection Methods	Data Analysis Methods	Evidence Quality
2.1	What are the broader changes, positive or negative, intended or unintended, of the alternate message on the participants? To what extent are these changes desirable?	% of participants that report increased understanding of credible alternative narratives as identified by project stakeholder	Interviews with participants Focus groups Survey	Field interviews by consultant Digital survey	Qualitative thematic analysis Quantitative analysis	
2.2	To what degree did the participants absorb and relate to the messages?	Participants report their ability to absorb and relate to the messages	Interviews with participants	Field interviews by consultant	Qualitative thematic analysis	
2.3	What are the major lessons learned that would help inform future similar programs?	Participants provide suggestions on what went best and what can be improved in future programming	Interviews with participants	Field interviews by consultant	Qualitative thematic analysis	
2.4	To what degree do participants understand the importance of collaborating with each other to target the root of violent extremism in Morocco?	% of participants report awareness to work together on a CVE campaigns to target the roots of violent extremism in Morocco % of active cooperation/collaboration between participants in each project location.	Interviews with participants Survey	Field interviews by consultant Digital survey	Qualitative thematic analysis Quantitative analysis	

Appendix 2: Evaluation Tools

Interview Guide

Introduction to self, to the purpose of the interview and confidentiality clause. Explanation of verbal informed consent of participation in the evaluation: by participating in this interview, you give your consent for the data collected to be used anonymously in the final evaluation of The Morocco Countering Violent Extremism Media Training Program. Yes No

Section 1

Effectiveness of project implementation

First, we would like to start by discussing the project details to get a better understanding of your opinion on its implementation and its objectives.

1. Could you briefly tell me about the project campaign(s) which you worked on producing for this project? What was its initial objective?
2. How effective do think the campaigns were in engaging with online audiences? Did you have to adjust your initial plan to make the campaign more effective? (Probe further on how participant feels the general public received the campaigns)
3. What do you make of the comments which were left on your campaign online?
4. Do you feel that your understanding of Morocco-specific drivers of violent extremism has increased by participating in this project?
 - a. And what would you say are the top Morocco-specific drivers of violent extremism?
5. Would you say that you are now more confident or less confident in your ability to identify and combat violent extremist messaging?
 - a. If yes, can you give me an example of a time outside this project where you were able to use this confidence in identifying or combating violent extremist messaging?
6. What would you say were the most important skills you learned by participating in this project?
 - a. Are there other skills which you feel would have been important to learn as well?

Section 2

Impact of project on participants

Throughout the project, you learned about a variety of alternate messages which can be used to counter violent terrorism. Now we would like to understand more about the impact of these messages on you.

7. Do you feel that you now have a greater understanding of alternate messaging for CVE? Please explain why/why not.
8. How easy or difficult did you find it to understand and absorb the alternate messages which you learned about?
 - a. How easy or difficult do you think the general public would find the same?
 - b. What degree of resistance to accepting these alternate messages do you think exists in Morocco?
9. And were you able to relate to the alternate messages which you learned about throughout the project?
10. What do you think were the most important lessons you learned as a participant in this project?

Section 3

Broader implications of project

Now we would like to discuss some of the broader implications of your participation in the project from your perspective.

11. Can you tell me briefly about your experience working with other project participants on the CVE campaigns?
12. Do you think it is important to collaborate with others to target the roots of violent extremism in Morocco? Why/why not?
13. Are you currently working with others on any CVE projects?
 - Yes
 - No

Please elaborate on what kind of CVE project you're working on - what is its focus? How did the project come about happening? Did it expand your network? (Gage how participant defines CVE-related project)
14. How willing would you be in the future to collaborate with others on CVE campaigning?
15. What were the biggest challenges you faced as a participant during the project?
16. Would you like to provide recommendations on how future SFCG-M programming could be improved?

Interview Guide - Arabic

Introduction to self, to the purpose of the interview and confidentiality clause. Explanation of verbal informed consent of participation in the evaluation: by participating in this interview, you give your consent for the data collected to be used anonymously in the final evaluation of The Morocco Countering Violent Extremism Media Training Program. Yes No

أولاً، نود أن نبدأ بمناقشة تفاصيل المشروع للحصول على فهم أفضل لرأيك حول تنفيذه وأهدافه.

1. هل يمكن أن تخبرني عن الحملة\ الحملات الإلكترونية التي عملت على إنتاجها لهذا المشروع؟ وما كان الهدف الرئيسي للحملة في البداية؟
2. ما مدى فعالية الحملات في التفاعل مع الجماهير عبر الإنترنت؟ وهل اندترتم على تغيير خطط المشروع لتزودوا الفعلية؟
3. وما رأيك في النقاش الذي دار حول الحملة عبر الfacebook؟
4. هل تشعر أن فهمك لمسببات التطرف العنيف في المغرب قد ازداد من خلال المشاركة في هذا المشروع؟
a. وفي رأيك ما هي أقوى مسببات التطرف العنيف في المغرب؟
5. هل تستطيع أن تقول أنك الآن أكثر ثقة أو أقل ثقة في قدرتك على تحديد ومكافحة الرسائل المتطرفة العنيفة؟
a. إذا كان الجواب نعم، هل يمكنك أن تعطيني مثالاً على وقت خارج هذا المشروع حين كنت قادرًا على استخدام هذه الثقة في تحديد أو مكافحة الرسائل المتطرفة العنيفة؟
6. ما هي أهم المهارات التي تعلمتها من خلال المشاركة في هذا المشروع؟
a. هل هناك مهارات أخرى تشعر أنها كانت من المهم تعلمها؟

لجزء الثاني

طوال المشروع، تعلمت مجموعة متنوعة من الرسائل البديلة التي يمكن استخدامها لمكافحة الإرهاب العنيف. الآن نود أن نفهم المزيد عن تأثير هذه الرسائل عليك.

7. هل تشعر أن لديك الآن فهم أكبر للرسائل البديلة لمكافحة التطرف العنيف؟ يرجى توضيح السبب إذا كانت الإجابة نعم أو لا.
8. ما مدى سهولة أو صعوبة فهمك واستيعابك للرسائل البديلة التي تعلمتها؟
a. في رأيك، ما مدى سهولة أو صعوبة أن يفهم عموم الجمهور نفس هذه الرسائل؟
b. ما هي درجة مقاومة قبول هذه الرسائل البديلة تعتقد أنها ستكون موجودة في المغرب؟
9. هل كنت قادرًا على بناء علاقة بين حياتك وبين ما تعلمته خلال هذا المشروع؟
10. ما هي أهم الدروس التي تعلمتها كمشارك في هذا المشروع؟

الجزء الثالث

الآن نود أن نناقش بعض التأثيرات الأوسع نطاقًا لمشاركتك في المشروع من وجهة نظرك.

11. هل يمكن أن تخبرني عن تجربتك في العمل مع المشاركين الآخرين في مشروع حملات مكافحة الإرهاب العنيف؟
12. وفي رأيك، ما مدى أهمية التعاون مع الآخرين لاستهداف جذور التطرف العنيف في المغرب؟ لماذا؟
13. هل تعمل حاليًا مع أشخاص آخرين على أي مشاريع مكافحة التطرف العنيف؟

نعم \ لا
هل تود ان تشرح لي أكثر عن هذا المشروع - ما هدفه؟ كيف تعرفت على أعضاء المشروع الآخرين؟ هل توسعت شبكتك من حيث الناس المهتميه بهذا الموضوع؟

14. ما مدى استعدادك في المستقبل للتعاون مع أشخاص آخرين في حملات مكافحة التطرف العنيف؟

15. ما هي أكبر التحديات التي واجهتها كمشارك خلال المشروع؟

16. هل ترغب في تقديم توصيات بشأن كيفية تحسين برمجة SFCG-M في المستقبل؟

Focus Group Discussion Guide

Introduction to self, to the purpose of the discussion and confidentiality clause. Explanation of verbal informed consent of participation in the evaluation: by participating in this interview, you give your consent for the data collected to be used anonymously in the final evaluation of The Morocco Countering Violent Extremism Media Training Program.
Yes No

Participant details:

Discussion Guide

Topics

Ice breaker: Ask each person to tell us their name, age, profession, and in one sentence tell us about the most recent video they saw on Facebook. Consultant to introduce self and objectives of the focus group.

Has everyone here heard of SFCG-M before?

Would someone like to give us an explanation of what SFCG does in Morocco? Ask Field Coordinator to introduce himself and give a good brief explanation of the work of SFCG-M.

Display videos and photo competition. After each one, discuss 3-4 of the following questions.

Campaign Impact

1. What do you think is the main message of this video/photo?
2. Discuss the terms: Terrorism, extremism, violent extremism, countering violent extremism. Which term is most used in Moroccan society?

3. Who do you think is the target audience of this campaign? Do you think this video would reach this target audience? How effective do you think it would be on changing their mindset?

Social Media Use

4. Have you seen videos on social media with a similar message to this? Explain.
5. Have you come across violent messaging on social media? Explain. How did you respond? Gage how people try to combat VE.
6. If you had seen this video on Facebook, would you have shared it with your contacts? Why/why not?

Morocco-specific VE

7. What do you think are the main drivers behind VE in Morocco?
8. Can we brainstorm together some alternative messages which can be used to combat VE in Morocco?
9. What ways do you think are best to respond to VE messaging? Discuss using different tools such as social media and interactive digital campaigns.

Project Participant Survey

Reason for the question	Question type	Question number		Matrix indicator being measured	Arabic
			Introduction		المقدمة
			Thank you for taking the time to complete this survey.		نشكرك على تخصيص الوقت لاستكمال هذا الاستطلاع
			The survey should take no longer than 5 minutes to complete. You may refrain from answering any question by leaving it blank. All findings and data will be made anonymous.		يجب ألا يستغرق إكمال الاستطلاع أكثر من 5 دقائق. يمكنك الامتناع عن الإجابة على أي سؤال من خلال تركه فارغاً. سيتم جعل جميع النتائج والبيانات مجهول الهوية.
			By completing this survey, you are helping Search for Common Ground evaluate The Morocco Countering Violent Extremism Media Training Program and improve future programming.		من خلال استكمال هذا الاستطلاع، أنت تساعد البحث عن أرضية مشتركة لتقييم المشروع وتحسين البرمجة في المستقبل.
			Please click 'Next' to begin		يرجى النقر فوق "التالي" للبدء
Demographics		Q1	Please start by telling us a little about yourself. We will not use these details to identify your responses, just to understand a bit more about you.		يرجى البدء باخبارنا القليل عن نفسك. لن نستخدم هذه التفاصيل لتحديد ردودك، فقط لفهم المزيد عنك.
	Literal response	Q1a	Name		اسم
	Single response	Q1b	Age bracket		الفئة العمرية
			< 20 years old		أقل من 20 عاما
			20-29		20-29
			30-39		30-39
			40-49		40-49

			Over 50		50 فوق ال
	Single response	Q1c	Gender		الجنس
			Male		ذكر
			Female		أنثى
			Prefer not to disclose		أفضل ألا أقول
	Literal response	Q1d	Job title		المسمى الوظيفي
	Literal response	Q1e	Organization you work for		المؤسسة التي تعمل بها
Project effectiveness	Single response	Q2a	Did you participate in creating the digital campaigns at the end of the project?	% of target participants who took action on the online portal	هل شاركت في إنشاء الحملات الرقمية الإلكترونية في نهاية المشروع؟
			Yes		نعم
			No		لا
		Q2b	If so, which campaign did you participate in?		إذا كانت الإجابة نعم، ما هي الحملة التي شاركت فيها؟
			1 Our Picture Our Unity		1
			2 Except Me		2
			3 I Want to Live		3

Project effectiveness	Single response	Q3	Compared to before participating in the project, how confident do you feel in your ability to identify violent extremist messaging?	% participants that report increased confidence in their ability to identify and combat violent extremist messaging	بالمقارنة مع ما قبل المشاركة في المشروع، ما مدى شعورك بالثقة في قدرتك على تحديد الرسائل المتطرفة العنيفة؟
			More confident		أكثر ثقة
			The same as before the project		مشابه لما قبل المشروع
			Less confident		أقل ثقة
Project effectiveness	Single response	Q4a	Compared to before participating in the project, how confident do you feel in your ability to combat violent extremist messaging?	% participants report increased understanding of Morocco specific drivers of violent extremism	بالمقارنة مع ما قبل المشاركة في المشروع، ما مدى شعورك بالثقة في قدرتك على مكافحة الرسائل المتطرفة العنيفة؟
			More confident		أكثر ثقة
			The same as before the project		مشابه لما قبل المشروع
			Less confident		أقل ثقة
Single response	Q4b	Compared to before participating in the project, how do you feel in general about your level of understanding of Morocco specific drivers of violent extremism?			بالمقارنة مع ما قبل المشاركة في المشروع، ما هو شعورك بشكل عام حول مستوى فهمك لمسببات التطرف العنيف في المغرب؟
		I feel I have an increased understanding		أشعر أن لدي تفهما متزايدا	
		I feel that my level of understanding is the same as before		أشعر أن مستوى تفهمي هو نفسه كما كان من قبل	
		I feel that my level of understanding has decreased		أشعر أن مستوى فهمي قد انخفض	

Project effectiveness	Single response	Q5a	Compared to before participating in the project, do you feel that you now have a greater, the same, or a decreased understanding of alternative narratives to violent extremism?	% of participants that report increased understanding of credible alternative narratives as identified by project stakeholder	بالمقارنة مع ما قبل المشاركة في المشروع، هل تشعر أن لديك الآن فهم أكبر أو أقل للروايات البديلة للتطرف العنيف أو أن الوضع كما هو؟
			Greater understanding		فهم أكبر
			The same		نفس الشيء
			Decreased understanding		فهم أقل
Project effectiveness	Single response	Q6a	Do you think this project has increased your skills in responding to extremist narratives and messaging?	% of participants that demonstrate skills to identify and respond to extremist narratives and messaging	هل تعتقد أن هذا المشروع قد زاد من مهاراتك في الاستجابة للروايات والرسائل المتطرفة؟
			Yes		نعم
			No		لا
	Literal response	Q6b	If yes, please list the skills you feel you have gained through participating in this project		إذا كانت الإجابة بنعم، يرجى ذكر المهارات التي تشعر أنك اكتسبتها من خلال المشاركة في هذا المشروع

Implications on collaboration	Single response	Q7	How important do you think it is to work with others on CVE campaigns?	% of participants report awareness to work together on a CVE campaigns to target the roots of violent extremism in Morocco	في اعتقادك، ما مدى أهمية العمل مع الآخرين على حملات مكافحة التطرف العنيف؟
			Very important		مهم جدا
			Somewhat important		مهم نوعا ما
			Neutral		محايد
			Somewhat no important		إلى حد ما لا أهمية له
			Not important at all		ليس مهما على الإطلاق
Implications on collaboration	Single response	Q8a	Are you currently collaborating with other project participants on any new CVE projects?	% of active cooperation/collaboration between participants in each project location.	هل تتعاون حاليًا مع المشاركين الآخرين في المشروع على أي مشاريع جديدة لمكافحة التطرف العنيف؟
			Yes		نعم
			No		لا
	Single response	Q8b	How willing would you be in the future to collaborate with others on CVE projects?		ما مدى استعدادك في المستقبل للتعاون مع الآخرين في مشاريع مكافحة التطرف العنيف؟
			Very willing		على استعداد تام
			Neutral		محايد
			Not willing		لست على استعداد
	Literal response	Q9	Comments		تعليقات

Appendix 3: Evaluator Biography

Souzan Mansour is an independent social researcher specializing in research methods for the development sector. Currently based in Egypt, she has worked across the subsectors of development, has led on research projects in 7 countries in the Middle East and North Africa, and previously worked within academic institutions in the UK and Canada. She holds an MSc in Social Research Methods from the London School of Economics (UK) and an Hon. BA in Communication Studies and French Language from McMaster University (Canada).