

Protect our future for better tomorrows

Imagine is

- team based in Baku, Azerbaijan
- representing Khazar University
- team of 9 students
- teaching children tolerance and respect



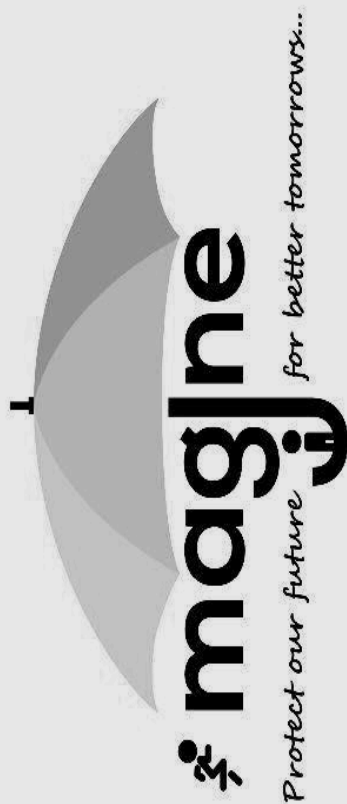
Executive Summary

Imagine Team

→ *Imagine* is a team based in Baku, Azerbaijan that is representing Khazar University in annual P2P Challenging Extremism, started by team of 9 students which is Alihuseyn Agayev, Dinara Katibli, Erlan Ismailov, Kamilla Lyatifova, Nadir Gadirli, Narmin Abbasova, Narmin Zari, Suleyman Yagizarov, and Ulviyya Azizova, supervised by Sana Imran. Our slogan states: “Protect our future for better tomorrows...” With that we believe that the best way to create a world without extremism is by teaching future generation: tolerance and value of friendship. With the help of “Book of Mankind” workshop plan we aim to reach our target audience which consists primarily of children aged from 10-14 years old, secondary audience being their parents. The whole project took around seven weeks.

→ Within seven weeks our team managed to: survey parents in order to get a better understanding of how they interact with their children; create a workshop presentation for children aged from 10-14 years old in local schools which had over 100 audience, this in turn showed what can be done; parent session that had more than 40 parents, which aimed to give some insight on what their children are capable of; attracting more than 7500 people through social media by using online contests and logs about campaign; making a video about lasting impact that parents have on their children which was used in every event; launch presentation with over 70+ audience, held in our university’s main campus and publishing the book itself. Overall the team managed to attract around 18285 people.

→ The book was our last assignment of the whole project. In order to get to this stage of our project we used \$2000 that were provided by EdVenture Partners to cover the expenses. And a support from Khazar University.



Project Plan

survey parents in order to get a better understanding of how they interact with their children

create a workshop presentation for children aged from 10-14 years old in local schools which showed what can be done

parent session that aimed to give some insight on what their children are capable of

making a video about lasting impact parents have on their children

launch presentation held in our university's main campus and publishing the book itself

attracting people through social network, by using contest

promoting our campaign through printed materials(brochures, posters, stands, bookmarks)

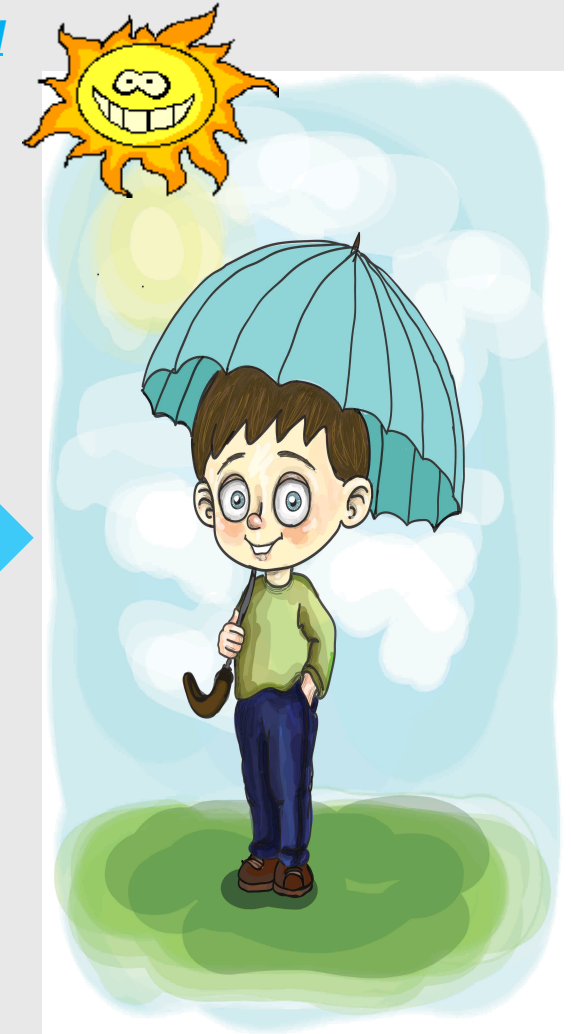
Let's no longer accept the world we live in and use such excuses as "it is just the way things are" to justify inaction. Violence is and can never be "just the way things are." Now is the time to take action...

Team Imagine took this action Starting from their Imagination...





“Prevent” element is the scarlet thread of our campaign strategy.



Prevention has always been better than cure. So we took the action of prevention at the stage when the individual’s mind is developing yet he/she are able to analyze.

Children aged 10-14

ARE YOU ALSO READY?

We set to hold the hand of every child

Protect him / her from the extremist world

Promise a better and brighter tomorrow

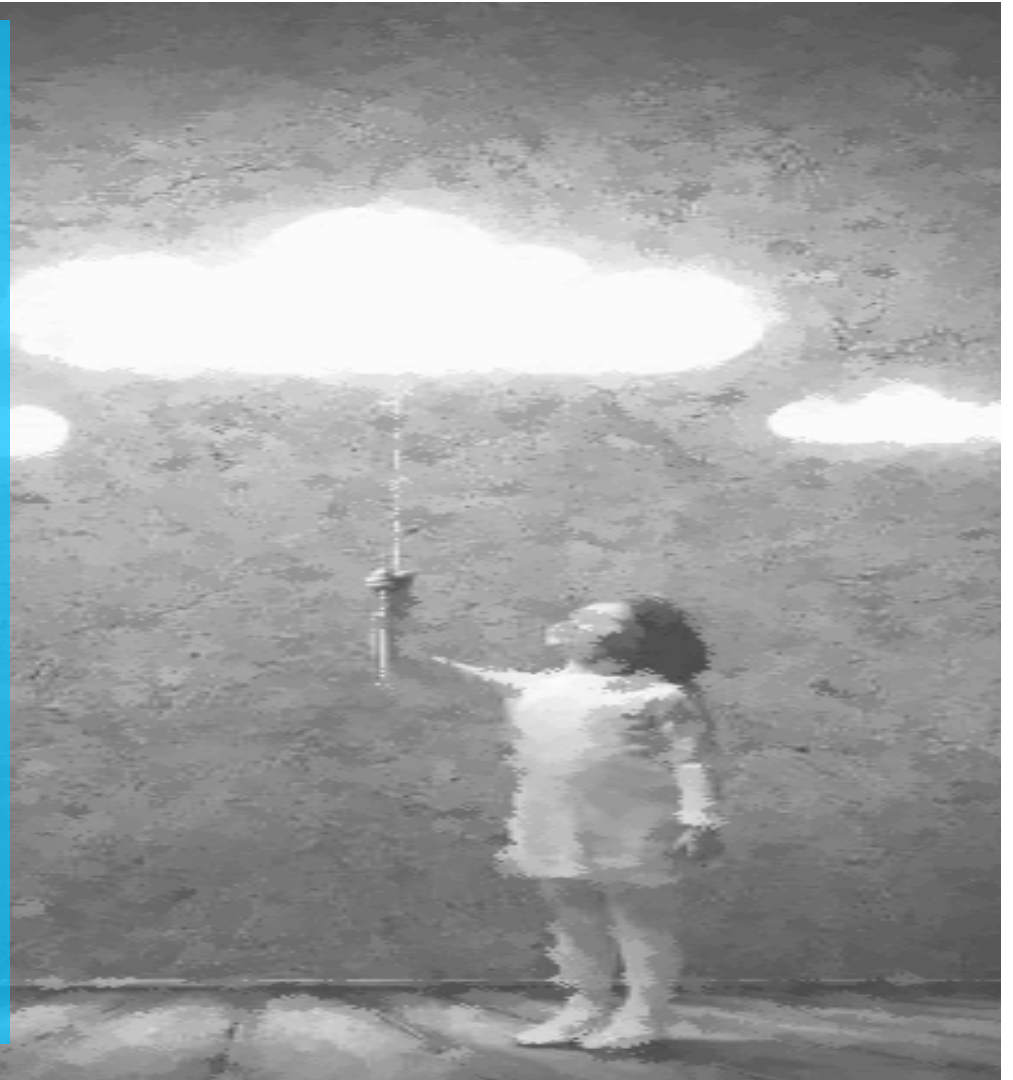


Based on the findings of the survey in the target group, the following factors were apparent:

Young minds are being used as the cannon fodder to charge the battlefield of extremism.

Children are the potential targets for implementing the strategies of radicalization.

Parents are unaware they may be fostering ideas of discrimination in their children.





Implementation tools:

Workshop with children at
Dunya school and Zakalar
Lyceum

Parents' Session

Promotion at the local mall
(Park Boulevard)

Launch at the university

Campaign Video

Social Media (Facebook Page,
Instagram) (Contest)

Printed materials

Book of Mankind

Target audience - children from 10-14 years of age bracket.

Workshop is designed to retrain children's 'muscles of perception' by various interactive and mind challenging activities.

Implementing Workshop

Content:

Activities

Games

A man with tulips story

Questions / Answers session

Awards

Book of Mankind

Aim:

Promote diversity, adaptability, equality

Develop the values of tolerance, cooperation, compassion, unity

Dunya School



41 pupils

30 creative opinions

11 awkward questions

2 hours of joyful emotions

How do I know that all people are equal if they are all different???

Zakalar Lyceum



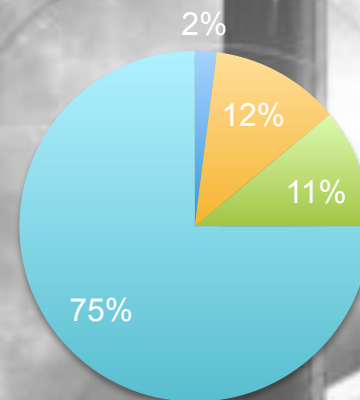
60+ pupils

40+ hyperactive kids

20 unpredictable questions

60+ pure and sincere smiles

How can I make a compliment to this guy if I don't like him???



- It was boring
- Still better than classes
- Good, but something was missing
- I liked everything



Parents' Session

1. What is the best family size that you consider can be raised effectively in today's challenging times?

0000

1-2 01-100%

3-4 01-100%

5-6 01-100%

None 01-100%

2. Who do you think has the most influence in shaping up a child's personality?

00000

Family Members

Teachers

Friends

Religious Teachers

Other, please specify _____

3. Generally, how much of your time do you spend with your child?

00000

01-100%

01-100%

01-100%

01-100%

4. How often do you watch a movie, read a book or discuss characters that inspire your child?

00000

Always

Frequently

Sometimes

Rarely

Never

5. Please rate the following statements.

	Yes	No	Maybe
• I think Parental involvement is essential in child's education.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• I trust my kids completely.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• I know my children's friends very well.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• I am aware of my children's social activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• I believe it is important to interact with my children's friends.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• I believe it is important to set rules to maintain discipline in my family.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• I believe it is alright to use physical force to solve a problem.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• I like to maintain connections of my children to Identity Group (Gender, Race, Nationality, Religion).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• I like my family to be involved in Community Cultural and Religious Activities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• I like my child to participate in activities related to other cultures and religions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please fill in your following particulars.

Number of Kids _____

Age _____

City/Country _____

AIM

Introduce the best ways to raise a tolerant child

Learn more about each persons parenting experience

Suggestions for dealing with children

Urge them not to use wait and see approach

Activities:

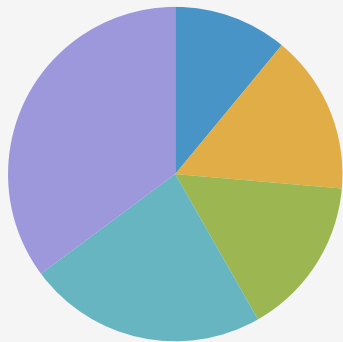
Questionnaire

Questions/Answers Session

Activities

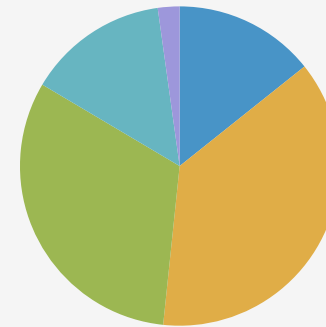
Discussion

How much of your time do you spend with your child?



- 91-100%
- 81-90%
- 71-80%
- 51-70%
- 31-50%

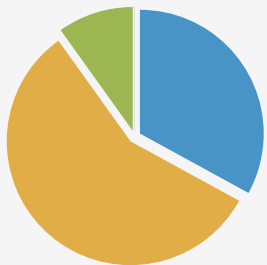
How often do you watch a movie, read a book or discuss characters that inspire your child?



- Always
- Frequently
- Sometimes
- Rarely
- Never

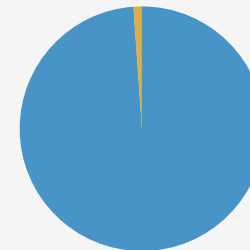
Statistics at Parents' Session

What is the best size consider can be raised effectively in today's challenging times?



- 1- 2
- 3- 4
- 5- 6
- None

Who do you think has the most influence in shaping up a child's personality?



- Family Members
- Teachers
- Friends
- Religious Teachers

Promotional Campaign at Park Bulvar

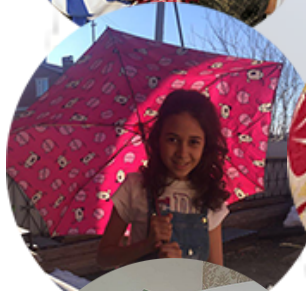
300+ people reached

Promotional tools: brochures, posters, bookmarks



'Protecting the Future' Photo Contests

One of the ways to create the
better awareness of our
campaign



«Protecting the Future» Contest

We are pleased to announce a photo contest.
Three pictures with the most 'likes' will be
announced as winners.

Send us your creative photo with umbrella to
team.imagine.az@gmail.com
and do not lose your chance to win the following prizes:

1st Place - «Movie Ticket for Two», popcorn and soft
drinks

2nd Place - Two Starbucks Coffee

3rd Place - Printed Mug

Contest ends on April 30, 2016.

Winner will be announced on May 01, 2016.

Send your entries soon. Team Imagine is waiting!

join us on [facebook.com/imagine.az/](https://www.facebook.com/imagine.az/)
follow us on [instagram.com/imagine.az/](https://www.instagram.com/imagine.az/)





→ These are some of the backstage highlights from our video production day. It took us around 4-5 hours to get the required footage, but in the end it was worth it.

→ <https://youtu.be/ESsVukrz9l4>



Campaign launch at Khazar University

April 29, 2016

Marble Hall of Khazar University



Information about the goal of the program

Team Imagine introduction

Launch of "Book of Mankind"

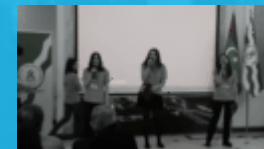
Informative parts of presentation

Dance performance on "Imagine" by John Lennon

Imagine Video Screening

Imagine's role in Challenging Extremism

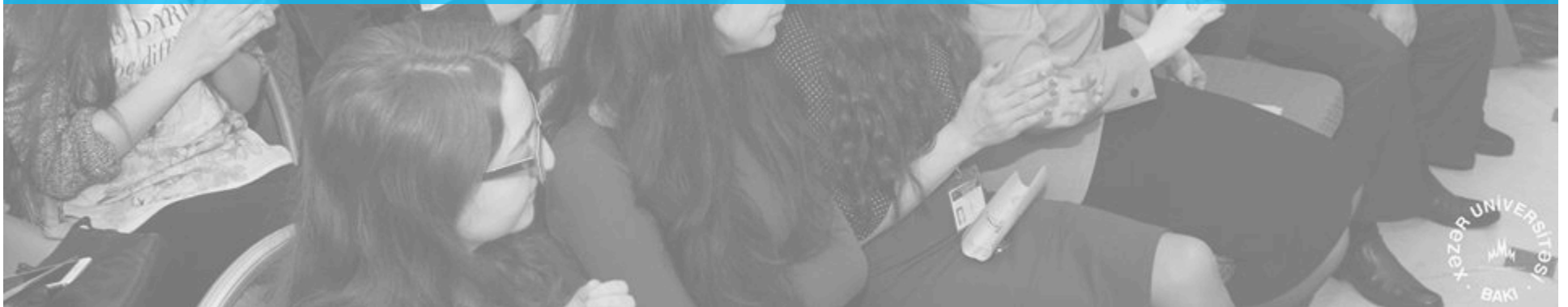
Song "We are the World"



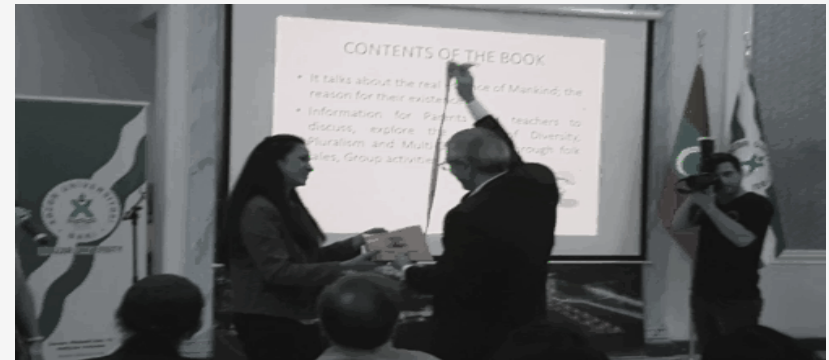


→This event has...

- Engaged the interest of 70 guests attended Marble Hall of Khazar University on April 29, 2016.*
- United 4 university faculties together*
- Tried more than 50 Imagine Lottery players' luck*
- Made happy 7 winners of lucky draw*

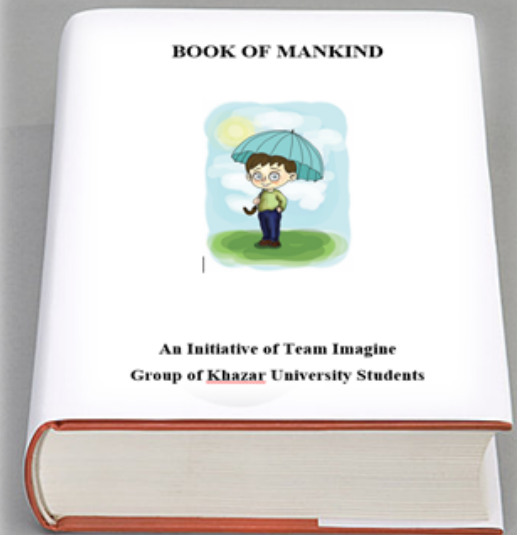


Book of Mankind



The “*Book of Mankind*” provides sufficient information for parents and teachers on how to discuss, expand and explore the issues of diversity, pluralism and multi- culturalism in the classroom and at home through folk tales, group activities and discussions.

The first edition of the “ *Book of Mankind*”- original basement of our workshops was presented during launch at Khazar university. We are planning to make a PDF version and publish it online and make it available globally in variety of languages.





Facebook



20,230 total impressions

1500+ total page likes

7000 people reached

50+ countries reached

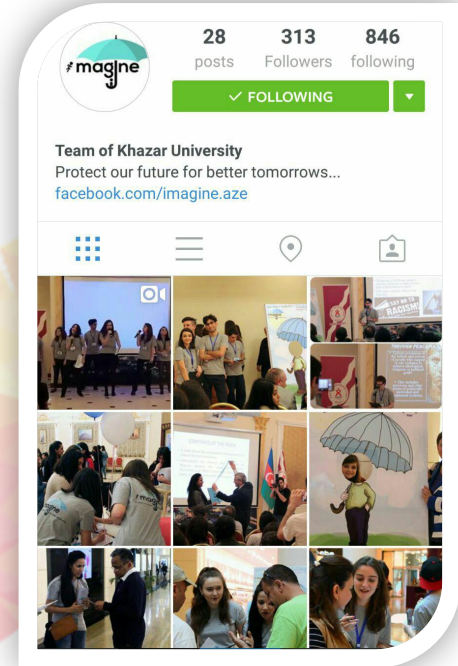
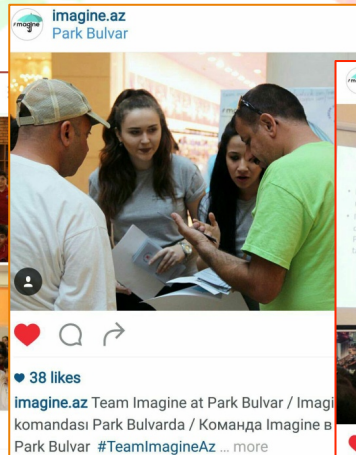
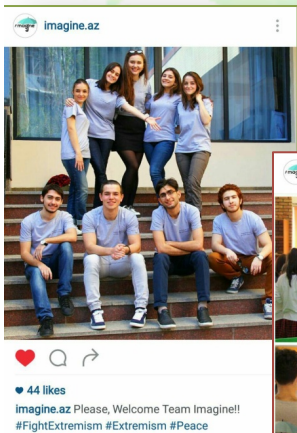


Instagram

30 posts

500 followers

201,025 potential reach





Twitter

505 total impressions

7 tweets

38 followers

Protect our future for better tomorrows..



Imagine
@TeamImagineAz

TWEETS	FOLLOWING	FOLLOWERS
7	9	38

Imagine @TeamImagineAz · 1h

We Imagine no #Extremism



Imagine @TeamImagineAz · Apr 29

we are team IMAGINE and we came to #challengeextremism for #nextgeneration



Imagine @TeamImagineAz · Apr 27

#TeamImagineAz #ImagineAZ
#FightExtremism #Extremism #Peace
#Radicalization #NextGeneration

**"I BELIEVE THAT CHILDREN ARE OUR FUTURE.
TEACH THEM WELL AND LET THEM LEAD THE
WAY. SHOW THEM ALL THE BEAUTY THEY
POSSESS INSIDE."**

WHITNEY HOUSTON



Supporters:

International affairs office of Khazar University

“Park Bulvar” mall

Park Cinema

“Starbucks” coffee shop

Mayki.az t-shirts

“Ayris” balloons and event organizing

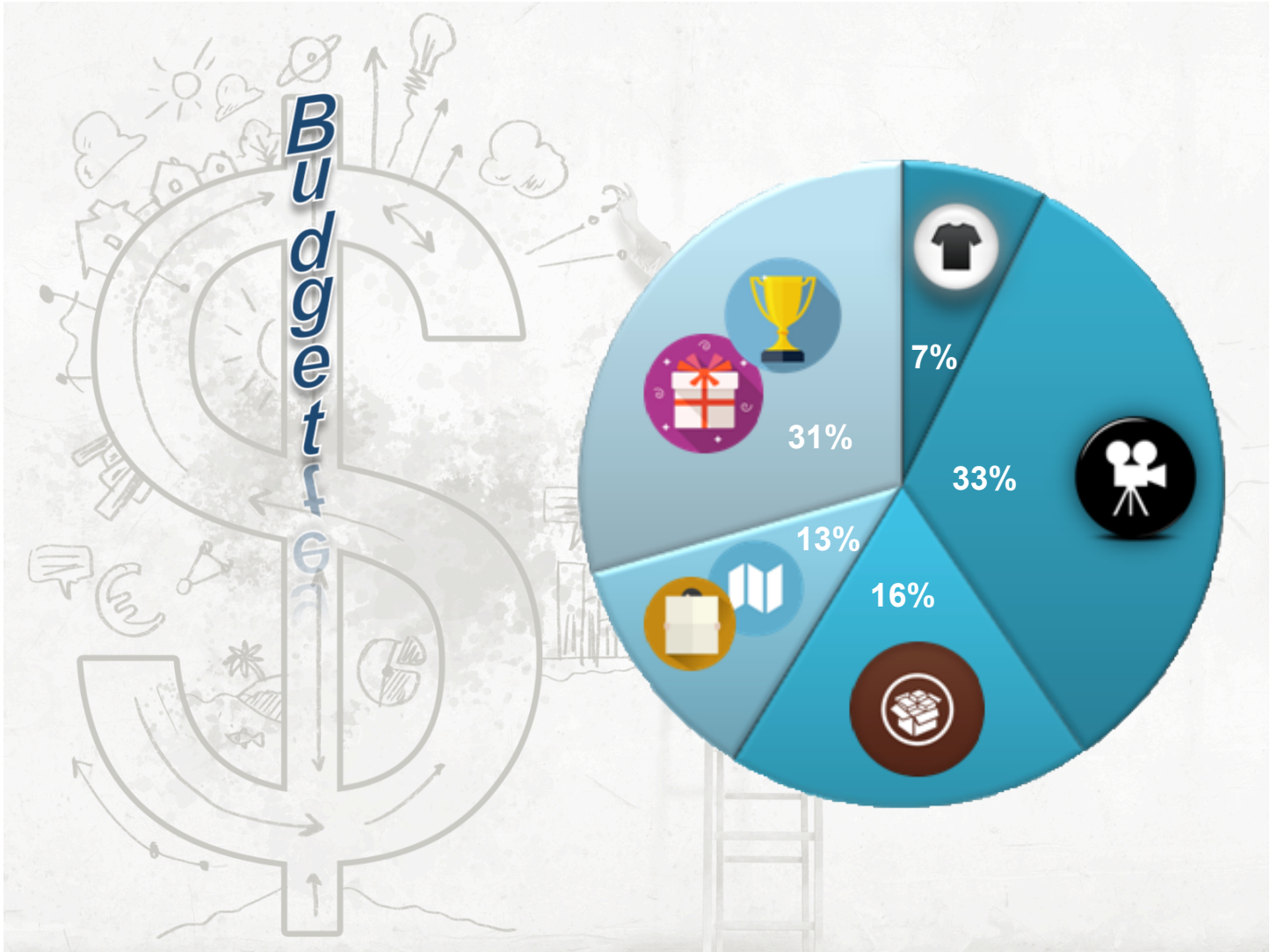
Facebook

Media support

Khazar.org, Khazar University website posted activity articles of team

Short story at “Dunya” school’s site

AzTv, local TV channel invited us as a guest to a program





Letting people know who we are



Showing people how they affect other's lives by trying to be good actors



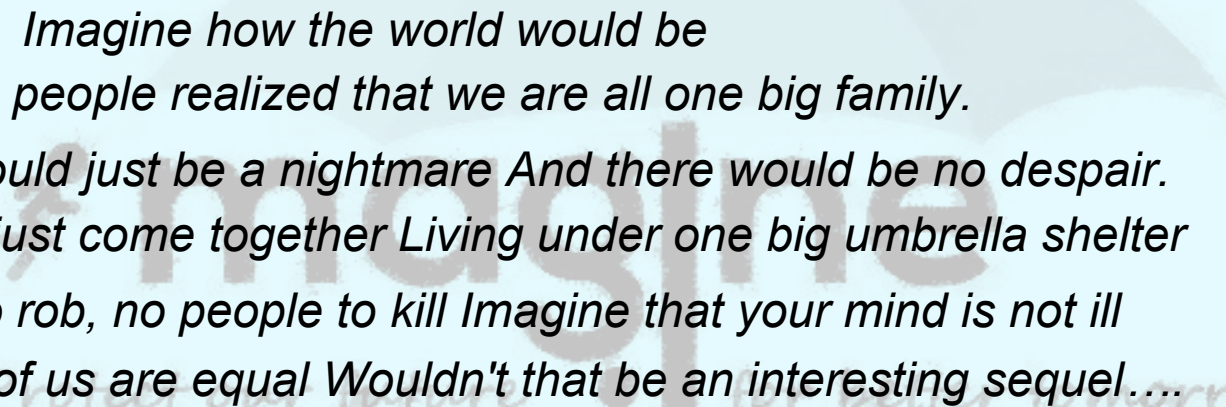
Giving people more information about extremism and how we try to challenge it



Putting smiles on people's faces



All other stuff that helped us follow this path of success



*Imagine how the world would be
If all the people realized that we are all one big family.
Extremism would just be a nightmare And there would be no despair.
People would just come together Living under one big umbrella shelter
No people to rob, no people to kill Imagine that your mind is not ill
For, all of us are equal Wouldn't that be an interesting sequel...*

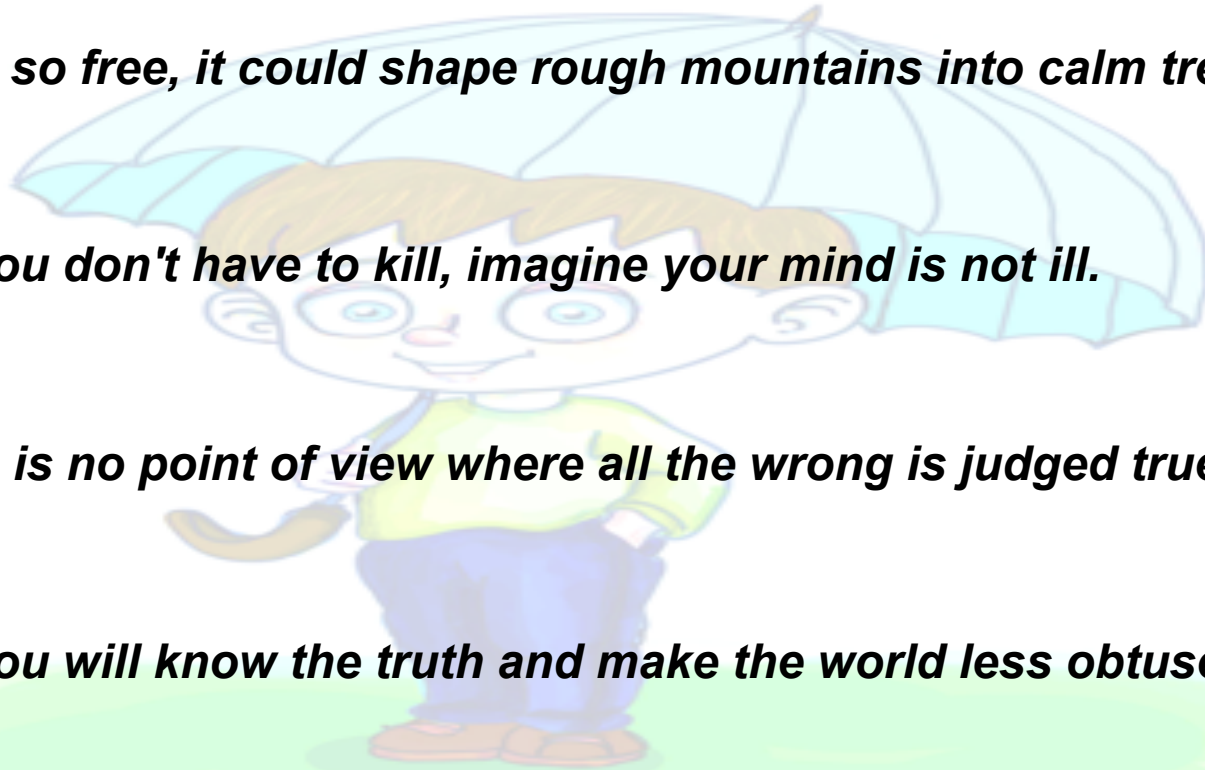
Imagine mind so free, it could shape rough mountains into calm tree.

Imagine you don't have to kill, imagine your mind is not ill.

Imagine there is no point of view where all the wrong is judged true.

Imagine you will know the truth and make the world less obtuse.

Protect our future for better tomorrows...





<https://www.facebook.com/imagine.aze/>



<http://instagram.com/imagine.az>



<http://twitter.com/TeamImagineAz>



<https://youtu.be/ESsVukrz9l4>



http://www.khazar.org/news/2016/Students-of-Khazar-University-Challenge-Extremism_7689.html



http://www.khazar.org/news/2016/P2P:-Challenging-Extremism-Program--Imagine-Team-of-Khazar-University-Challenges-Extremism-One-Step-at-a-Time_7838.html



http://www.khazar.org/news/2016/P2P:-Challenging-Extremism--Imagine-Team-visits-Zakalar-Lyceum_7855.html



http://www.khazar.org/news/2016/P2P:-Challenging-Extremism--Promotional-Activity-of-Khazars-Imagine-Team-at-Park-Bulvar_7863.html

http://www.khazar.org/news/2016/P2P:-Challenging-Extremism--Imagine-Team-of-Khazar-University-Launches-Marketing-Campaign_7845.html

http://www.khazar.org/news/2016/P2P:-Challenging-Extremism-program--Meet-the-Imagine-Team-of-Khazar-University_7864.html#2