



#DARE

TO BE

GREY

Beyond the
Black & White Fallacy

**P2P: Challenging Extremism
Utrecht University
Spring 2016**

Testimonials

“On an individual level, Dare to be Grey weakens the potential to grip the radical Islamic ideology, cleverly, without mentioning it and therefore without publicising and validating it.”¹

David Kenning, Radicalisation Expert & Adviser to the City of Amsterdam
(formerly Bell Pottinger)

“Societal resilience is the capacity of our society to overcome challenges as posed by terrorism. Dare to be Grey delivers a significant contribution to improve on this.”²

Paul Abels, Head of the Terrorism and Extremism Department at the National Coordinator for Security and Counterterrorism (NCTV)

“I am extremely impressed by the campaign and the reasoning behind it. Dare to be Grey has been a cause for optimism as it encourages people to act in a specific fashion, whereas prior to this campaign the majority of them did not know how to contribute. That is a powerful element of this campaign.”³

Senior Security Advisor, General Intelligence and Security Service (AIVD)

“The campaign approach they have developed is all their own and, in my opinion, exactly right.”⁴



“Compliments on what has been accomplished, both online and offline. I am eager to learn more about the strategies to sustain the campaign.”

Marije Breedveld, Senior Policy Advisor, Ministry of Security and Justice



“There are plenty of admirable initiatives out there which are not being recognised as such. Dare to be Grey is an excellent platform to bundle these initiatives and make them visible to everyone that a lot is being done to fight violent extremism.”⁶

Senior Terrorism Expert, General Intelligence and Security Service (AIVD)



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Research
Online
Offline
Monitoring
Access
Finance
Going Forward

On 22 March, while we had just developed our brand, ISIS was at the heart of Europe. Not 200 kilometres from Utrecht 35 people died and many more were wounded when bombs went off in the Belgian capital. Initially, we went silent. We were deeply shocked by the attacks. We wanted to express in words what we felt, but did not know how, overcome as we were by doubt. All around were aggressive and extreme reactions. But then we realised that extremism does not disappear by thinking in extremes.



Executive Summary

campaign are the potentially destructive dynamics put in motion as society is confronted with the threat of violent extremism. The distorted picture of this clash. On one side, we see terrorists of violence. On the other side, we see populists using fear and a society horrified by the ongoing onslaughts.

There is a third party far more representative of the general public caught in between on either side. Situated between the black-and-white poles is the 'grey area' with the majority of people who are clever enough to understand that you cannot fight extremism by thinking in absolutes, that you cannot build a society on suspicion and hatred and that you cannot win if you keep thinking of them as separate groups.

It makes us aware that the polar opposites have more in common than we thought. Both strive for a clear-cut break-up of society in opposing ways, but by different means. Where terrorists use violence to sow the seeds of mistrust and animosity, populists call for control and order. In the groups in society terrorists claim to be fighting for, both sides are at risk in society and thereby promote alienation and ultimately the loss of at-risk youth. By upholding the idea that this is a fight between good and evil, the media are actively promoting the societal and political divisions that is so beneficial for both extremes.

People are located in the 'grey area' that are holding our society together. They are the true heroes in our confrontation with violent extremism. Until now, they have fought in their own logic, have hardly taken notice of them. Dare to be Grey aims to put a stop to this injustice. Dare to be Grey aims to put a stop to the polarisation that is dividing our society. Dare to be Grey is the campaign where anyone's opinion can become the focal point of tomorrow's

Accomplishments

Dare to be Grey created the ultimate platform for civic-minded individuals to speak out against the extremes that are dominating our society.

Dare to be Grey has activated the silent majority by 'daring' them to speak out, positioning civic-minded individuals as frontrunners.

Dare to be Grey has offered a heroic alternative for the black-and-white fallacy, leading to doubt, debate, nuance and empathy.

Target Audience

Dare to be Grey focuses on gaining the active support from the large, silent majority who share our 'grey' ideals but have yet to show it. The campaign also aims to mobilise civic-minded individuals to distribute the campaign's vision which helps reach the silent majority.

Tactics

The video series '50 Colours of Grey' on Facebook and YouTube offers a platform for sharing stories and serves as a 'grey' alternative for the black-and-white fallacy dominating the online landscape.

The photo campaign 'I am...Grey' on Facebook, Instagram and Twitter engages people and gives them a platform to express their 'grey' opinion.

Everybody Dares functions as a hub for broadcasting grey opinions and initiatives on Facebook, Instagram and Twitter.

Offline activities like Dare to be Grey On Tour, the Generation Grey school project and the symposium 'The Breeding Grounds for Radicalisation' support the campaign by engaging people directly. The interaction between Online and Offline activities has been the backbone of Dare to be Grey's success.

Success

Dare to be Grey has changed both the online and offline landscape.

Our videos and photos have reached over 198.000 people and will reach many more. Media coverage of our campaign has reached an estimated 1,4 million viewers and 3,2 million readers. Nearly 30% of respondents to our final questionnaire will express themselves more often. Around us, we see more and more people daring to be grey.



Research Process

Research

Relevant literature and elaborate discussions in the field of counterterrorism led to a analysis of the problem and how to effectively

Building knowledge

Study on radicalisation, violent extremism, ISIS and Islam.

Discussions with academic experts, practitioners and members in our national security institutions and local government partners.

Artistic inspiration by visiting the theater play 'Jihad, de Imagining Jihad' about three adolescents joining ISIS in

Team in media awareness and presentation skills.

Activity

Focus on the creation and implementation of our campaign by publishing blogs on the University website 'Utrecht Challenging Project'.



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Academic Experts

University

..., co-author of *ISIS: The State of Terror*, on
ation of social media.

...makers on Islamic concepts in ISIS self-
n.

...ma on the history of Salafism.

University

...Hijzen, Institute of Security and Global Affairs:
...analysing ISIS propaganda and social media.

...van der Heide, International Centre for Counter-
The Hague (ICCT).



“Terrorism is theatre. It is in their interest to draw people into the conflict.”⁷

J.M. Berger



“The belief that extremism is inherent to Islam is a form of terrorism.”

Melle Lyklema



“There is a risk when the state propagates counter-terrorism.”

Constant Hijzen



“Avoid reinforcing the themes that are central in terrorism.”

Liesbeth van der Heide



“ISIS policy is founded on the teachings of Islam, but its approach goes further than even the most radical scholars are willing to go.”¹¹



Security Institutions

Ministry of Foreign Affairs

Contribution to the contribution of the Netherlands in countering violent extremism and radicalisation.

Task: Develop a social media campaign to counter Islamist extremism among adolescents in Kenya.

Intelligence and Security Service (AIVD)

Contribution to AIVD efforts in monitoring and researching violent extremism that safeguard Dutch democracy and the rule of law.

Review of the draft of our campaign.

Coordinator for Security and Counterterrorism (NCTV)

Contribution to NCTV coordination efforts in public counter-extremism awareness campaigns in the Netherlands.

Review of the draft of our campaign.



“Your concept fits right in with the rationale of Dutch government officials. We also feel that it is ineffective to challenge extremism by repeating the narrative of extremists.”¹²

al Practitioners

Abdullah Pehlivan & Loubna Adahchour (City of Utrecht)

Advisor to municipal policy on polarisation and radicalisation.
Researcher on the role of the media in polarisation and alienation.

Abdullah Kenning (Radicalisation Expert & Advisor to the City of Amsterdam)

Researcher on the psychological backgrounds of radicalisation.
Advisor on the societal and political dynamics of terrorism and counter-



Abdullah Pehlivan: “The media play an important part in amplifying segregation or to create connections between citizens. ... It is hard to attract media attention for positive events. There is room for improvement for young people to have a voice in the media. Dialogue is important.”¹³

Kenning on Jihadist ideology: “Let’s not advertise it by arguing against it. Even winning the argument does not work.”¹⁴

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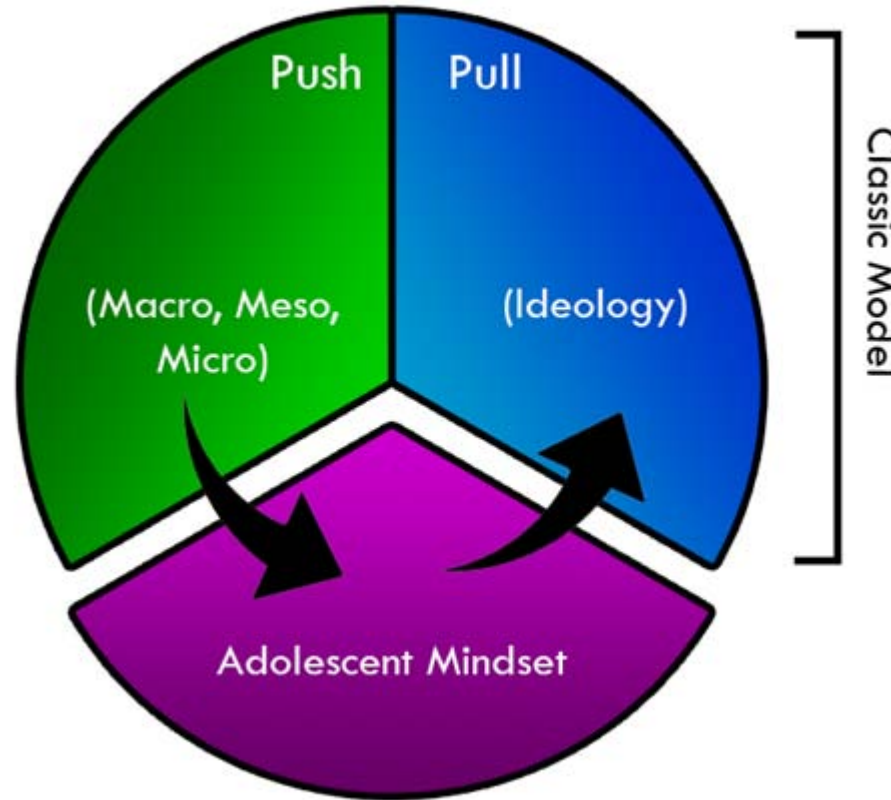
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Kenning's Model

Radicalisation Process



Factors

Islamophobia creates
tension from society
Group dynamics
Disjointed families

Adolescent Mindset

Acts as a subjective filter

Push Factors

Perceived threat of Jihadist Islam

How to Intervene

- 1) Negate the Push Factors by countering Islamophobia.
- 2) Work the Adolescent Mindset by eliminating feelings of victimhood and reassuring individuals that it is normal to have doubts and fears.
- 3) Disrupt the Pull Factors by contesting ISIS' interpretation of Islam.

Kenning: "People grip ideologies, not the other way around."¹⁵

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Research Conclusions

Research and expert meetings highlighted Islamophobia as an important factor for radicalisation.

Islamophobia

Islamophobia is the one factor that a campaign organised by students can realistically address.

Group Thinking

Islamophobia can be viewed as part of a wider societal polarisation. *Dare to be Grey* aims to put a stop to group thinking.

Isolate Islam

Placing Islamophobia within its wider societal context, isolating Islam as the problem of radicalisation as opposed to the spread of Islamophobia.

Alex Schmid: "The alternative narrative should focus not primarily on 'what we are against' but on 'what we are for' ... pluralism, non-discrimination, tolerance, freedom (including freedom of thought and expression as well as freedom of religion), equality, ... openness to argument, readiness for dialogue, the search for peaceful solutions through negotiation and compromise, and the improvement of the human condition for all."¹⁶

Target Audience

Silent Majority

The primary focus of this campaign is to activate the silent majority that shares our ideals but do not actively show it.

Civic-Minded Individuals

Civic-minded individuals fulfil an instrumental role by distributing the campaign's vision and thereby activating the silent majority.

At-Risk Youth

The campaign indirectly reaches the at-risk youth by taking away the breeding ground for radicalisation. The campaign targets the age group of 15-25 as they are most likely to be reached via social media.

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'Secret Slide'

vision that polarisation is a crucial breeding ground for violent extremism might recall ISIS' claim that the world has been divided into two camps'.

magazine they prophesise "the extinction of the grayzone"¹⁷

to turn this challenge around. But we cannot do so – hence this 'Secret Slide' –, because that would only strengthen the narrative of ISIS.

the 'grey' and present our own positive vision for society.

THE EXTINCTION OF THE GRAYZONE

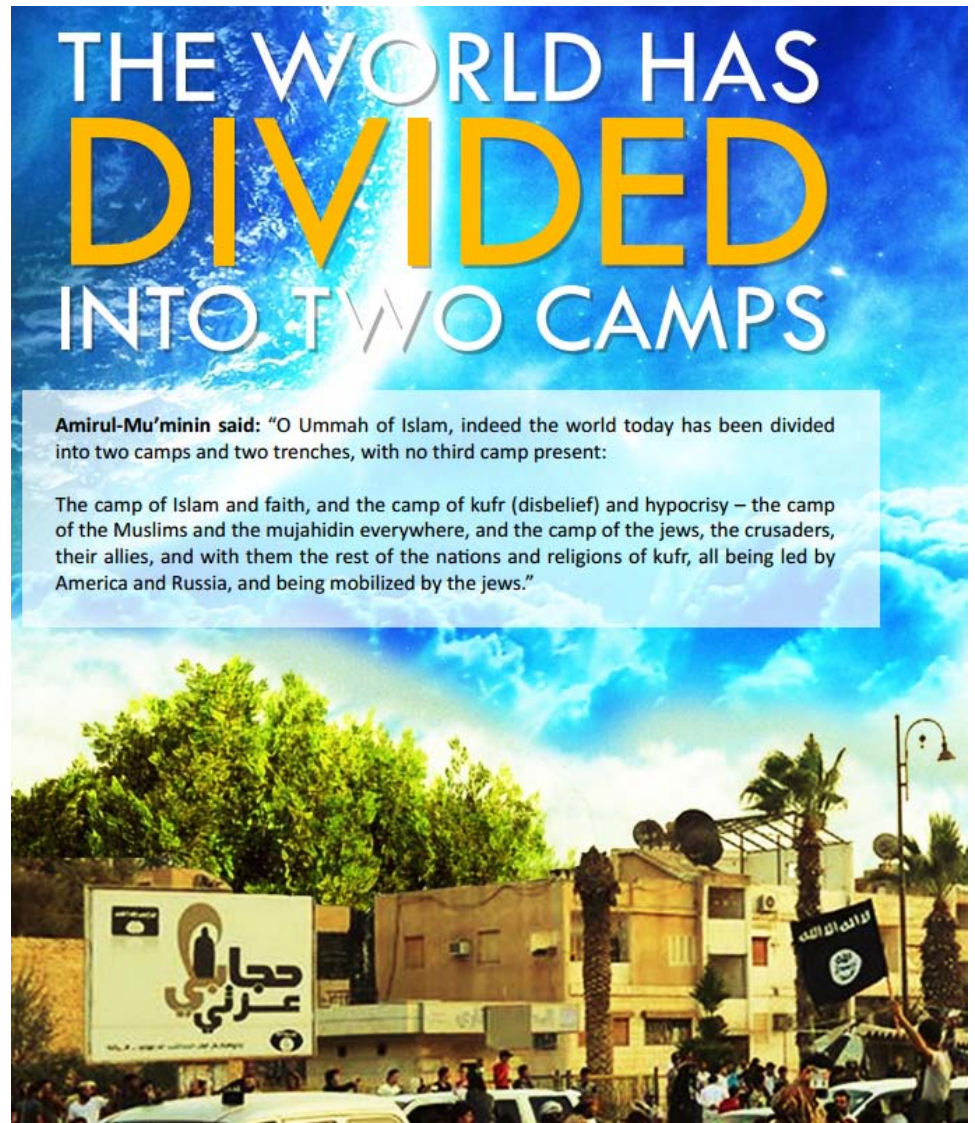
THE ENDANGERED GRAYZONE

The grayzone is critically endangered, rather than on the brink of extinction. Its endangerment began with the operations of September 11th, as these operations manifested two camps before the world for mankind to choose between, a camp of Islam – without the body of Khilāfah to represent it at the time – and a camp of kufr – the crusader coalition. Or as Shaykh Usāmah Ibn Lādīn (rahimahullāh) said, "The world today is divided into two camps. Bush spoke the truth when he said, 'Either you are with us or you are with the terrorists.' Meaning, either you are with the crusade or you are with Islam" [Interview – 4 Sha'bān 1422H].¹

The operations quickly exposed the different deviant "Islamic" movements, the palace "scholars," and the deviant du'āt, not to mention the apostate tawāghit², as all of them rushed to serve the crusaders led by Bush in the war against Islam. And so, the grayzone began to wither...

¹ It is strange how 'Azzām al-Amrīkī in some of his letters criticized the Islamic State's justification for targeting the hostile Catholics of Iraq in 2010. He declared that its operation against the Catholics was based upon Bush's division of the world, when this is exactly how Shaykh Usāmah (rahimahullāh) viewed the world!

² The tawāghit had always been open apostates in the camp of kufr, but due to the support they received from the palace "scholars" and the deviant movements (the Sufis, the Surūrīyyah, the Ikhwān, etc.), many of the ignorant did not understand the blatant apostasy of these rulers. Because of this confusion, the tawāghit were only "gray" in the sight of the ignorant. Only in this sense did the events of September 11th drive the tawāghit out of the grayzone.

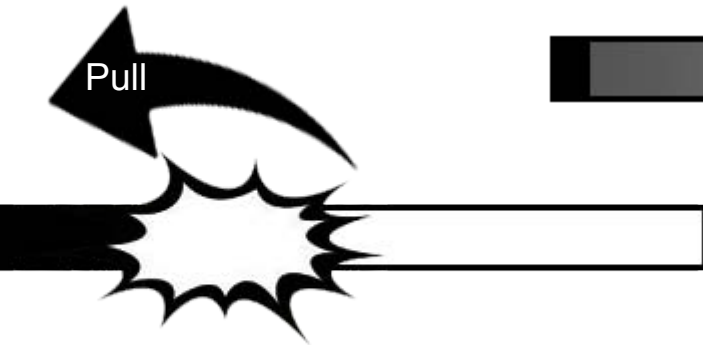


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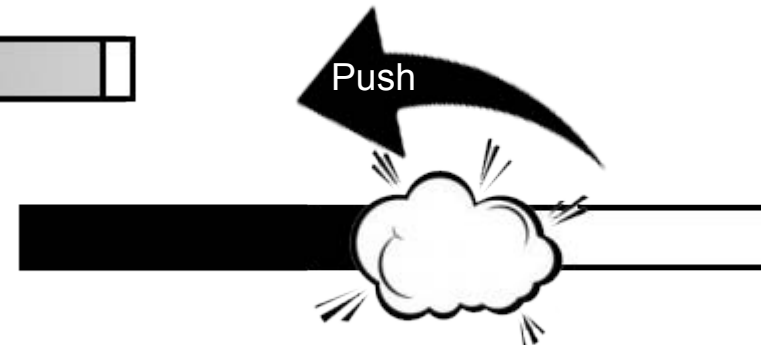
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Claiming the Grey

Society can be considered as a scale with extremes on both ends. The extremes want to broaden their grip by creating a false image of society only consisting of opposite camps, of black and white. They do this either by means of violence, or by shouting out loud.



On the extreme, Jihadi terrorists try to divide society by pulling the so-called 'true Muslims' from the non-Muslims. They claim that their view of Islam is the only one, and they try to force this view upon other Muslims.



On the other extreme, populist demagogues also drive people apart. Using fear and anger, they hold society at ransom, forcing us to repress all Muslims.



But this is not how our society works. Our society is based on free, inclusive and democratic principles, where everyone is equal and every individual has the freedom to express his or her own unique opinion. Here we find all different shades of grey, from very dark to very light, with no one falling for the black-and-white fallacy.



Watch our YouTube Animation,

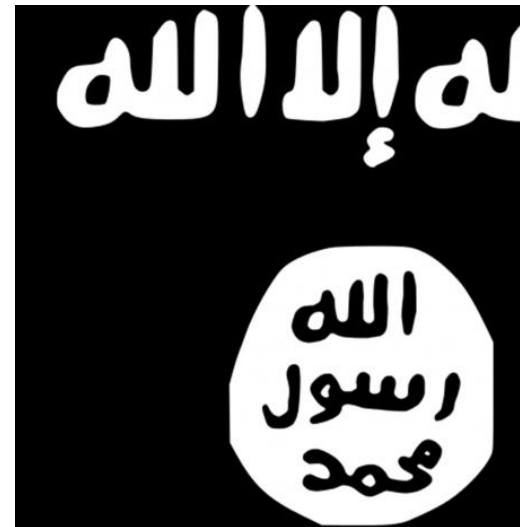


Ending the Grey

Extremes
Nobody had their
...s...



The middle ground
still needed it...



WE created it!

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Refining our Brand

The name Dare to be Grey was not enough to convey our mission on a stand-alone basis.

Since Dutch people understand English we decided on an English brand name. This appeals to our target audience, fits well in social media and gives us the opportunity to expand internationally.

We made use of an on-campus focus group of 324 students to decide which subtitle best describes our brand.

These are the options we tested: [beyond the black-and-white fallacy].

Option 1: 'Voorbij aan zwart-wit denken'

Option 2: 'Geef grijs een kleur'

Option 3: 'Beyond extremes'

Option 4: 'Stop zwart wit denken, kleur grijs'

Option 5: 'Kies je kleur tussen zwart en wit'



ision and Goals

y is becoming increasingly polarised. Fierce about the refugee crisis and Islam's place in y have become an everyday reality. The 'grey' und with its different views, room for nuance ess personalities is being drowned out by the oices of today.

e Grey aims to put a stop to the polarisation ding our society. By creating a platform with ersonal stories anyone's opinion can become oint of tomorrow's debate.

a platform for civic-minded individuals to gain against the extremes in society.

the silent majority by 'daring' them to speak the civic-minded individuals as frontrunners.

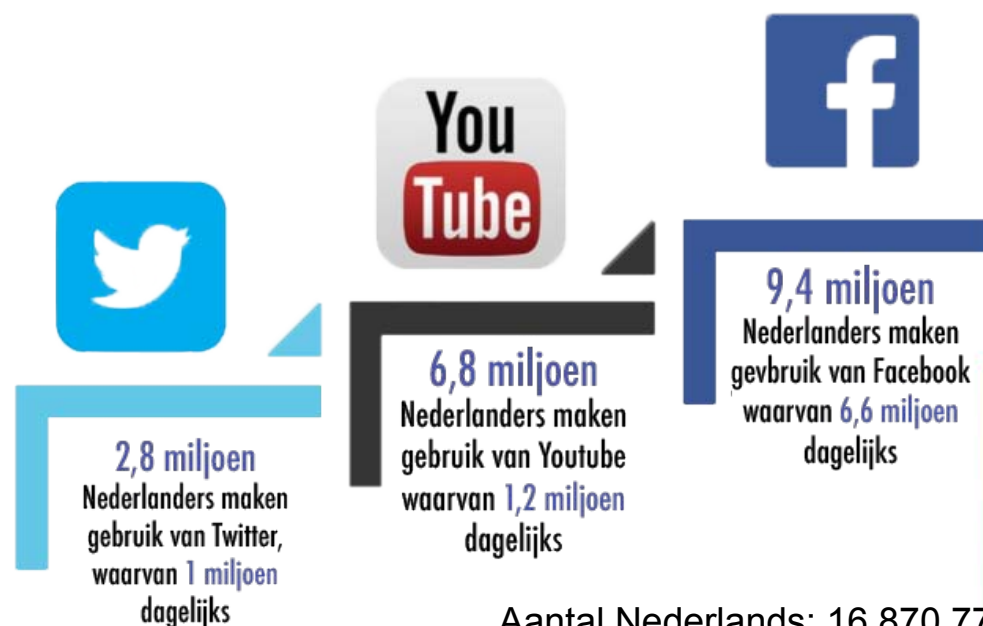
heroic alternative for the black-and-white with room for doubt, debate, nuance and

Popular Platforms

Facebook and YouTube are the two most popular So outlets in the Netherlands.

Dare to be Grey on Social Media

- Facebook and YouTube will become the two pillars s our social media campaign.
- Twitter and Instagram will play a secondary role.
- The website www.daretobegrey.org will bring al activities together.



Aantal Nederlanders: 16.870.773¹⁸

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e to be Grey

...not just a social media campaign

to be Grey uniquely incorporates both **online** and **offline** strategies, making it an **all-encompassing** campaign that effectively combats violent extremism.

Social media campaign

50 Colours of Grey
I am... Grey
Everybody Dares



Sharing expertise about polarisation

School project: Generation Grey
Symposium 'The breeding grounds for radicalisation'
Advisory role in other CVE campaigns

Website www.daretobegrey.org

Do you Dare to be Grey?



Hub for social initiatives

10+ joint ventures & partnerships

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Colours of Grey

... on Facebook and YouTube


... inspiring portraits of a large variety of
... ended individuals who are impacting our
... in a positive way.

... grey' alternative to the black-and-white
... y in the media.


... people reached: 105.821
... al views: 28.817
... agement: 2.036


- 1  Aflevering 0: Zwart-Wit
door Dare to be Grey


- 2  50 KLEUREN GRIJS - Aflevering 1: Saman Amini
door Dare to be Grey


- 3  50 KLEUREN GRIJS - Aflevering 2: Frans van Heezik
door Dare to be Grey

- 4  50 KLEUREN GRIJS - Aflevering 3: Beatrice de Graaf
door Dare to be Grey


- 5  50 KLEUREN GRIJS - Aflevering 4: Jean Janssen
door Dare to be Grey

- 6  50 KLEUREN GRIJS - Aflevering 5: Karima Daoudi
door Dare to be Grey

- 7  50 KLEUREN GRIJS - Aflevering 6: Nabil Ibirane
door Dare to be Grey

- 8  50 KLEUREN GRIJS - Aflevering 7: Carolien Peters
door Dare to be Grey

- 9  50 KLEUREN GRIJS - Aflevering 8: Sjors van Beek
door Dare to be Grey

- 10  50 KLEUREN GRIJS - Aflevering 9: Maryam El-Rahmouni
door Dare to be Grey

 (Clickable Links)



Colours of Grey

 56 SU
1.100

ersion with **core message** on Facebook

 Extended edition offering more **depth** on YouTube

Diversity of speakers:

- Amini (Actor)
- van Heezik (Volunteer and Creator of Social Projects)
- de Graaf (Terrorism Expert and Professor at Utrecht University)
- Janssen (Supporter of Wilders' Freedom Party)
- Daoudi (Director of Bureau of Social Recovery and Rehabilitation)
- Ibrane (Social Worker at Bureau of Social Recovery and Rehabilitation)
- Peters (Teacher)
- van Beek (Independent Journalist)
- El-Rahmouni (Bureau Diversion)

Panel:

- van der Heijden (Writer and Historian)
- van der Laan & Jeroen Woe (Well-known Comedians and TV hosts)
- van Hantali (Concerned Citizen)
- van der Mijker (Volunteer at a Church Society)
- van der Hofman (Police Officer)

#DARE TO BE GREY Dare to be Grey
Gepubliceerd door Sam van Grondelle (P) · 7 april om 15:00 · 

"Libanon leeft op een hele dunne draad. Laat jezelf eens overtuigen van wat daar aan de hand is."

Terwijl in het Limburgse Brunssum gedebatteerd werd over de komst van een opvangcentrum voor vluchtelingen, kreeg de zeer kritische Jean Janssen het aanbod om de situatie in Libanon daar met eigen ogen te aanschouwen. De reis leverde hem vele nieuwe inzichten op en maakte Jean tot de positieve, maar nog evengoed kritische, man die hij tot op de dag van vandaag is.

Bekijk het volledige portret op: <https://www.youtube.com/watch?v=x32Jv4TLT6M>



4.569 bereikte personen Bericht promoten

1K weergaven



50 KLEUREN GRIJS - Aflevering 6: Nabil Ibrane

#DARE TO BE GREY Dare to be Grey
✓ Gesubonneerd  54

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n... Grey

ies on Facebook, Instagram and

ersonal stories tailor-made for the
nature of social media.

anced picture by showing powerful
about the importance of the grey

people by giving them a platform to
their opinion.

People reached: 92.742

Engagement: 1.650



Dare to be Grey

Gepubliceerd door Netsanet Gubena [?] · 23 april om 12:02 ·

Behn is de eigenaar van restaurant Pampalini aan de Wittevrouwenstraat in Utrecht. Door middel van eten en gezelligheid hoopt hij mensen dichter bij elkaar te brengen: "ik ben zelf iemand die graag eet en met eten bezig is. Ik wil mensen laten genieten van wat ik doe en daarom heb ik ook een open keuken. Zo kunnen de gasten mij zien wanneer ik iets voor hen bereid. Het is de combinatie van aanbieden en verkopen, en mensen blij maken met eten, wat mijn hobby is."

"Iedereen moet zich allereerst welkom voelen, alle afkomsten, er is niet een bepaalde nationaliteit of doelgroep die hier welkom is. Iedereen is welkom en daarom probeer ik mijn kaart ook zo divers mogelijk te houden. Ik serveer English breakfast, broodjes gezond, wat heel Nederlands is, maar ook Perzische specialiteiten. Niet helemaal Oosters, maar ook niet helemaal Westers. Het is een mix van beide, zodat iedereen sporen terugziet van waar zij vandaan komen."

Contact met mensen vervult daarnaast een belangrijke rol bij Pampalini: "ik maak graag een praatje met de gasten, maar daar is niet altijd tijd voor. Als ik twee mensen alleen zie zitten, probeer ik hen met elkaar in gesprek te laten gaan en daar komen soms leuke gesprekken uit voort."



15.258 bereikte personen

Gepromoot



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Everybody Dares

Everybody Dares functions as a **hub** that hosts grey opinions and initiatives.

Everybody Dares can send in their **own** column, video or contribution and make use of Dare to access its large network.

Everybody Dares connects Dare to be Grey to other **initiatives** to help build towards a just society.

Everybody Dares narrative becomes **bigger** and

Joint ventures & Partnerships:



Whocares

Battles indifference
44k+ followers



RNW Media

NGO for social change in countries with limited rights and freedoms



Think GreyT

Trains to think 'grey'



Stay West

A City of Amsterdam project against radicalisation and polarisation



Justice & Peace

Supports and protects defenders of human rights



Utrechtse Studenten

Author of 'Grey', a song about the search for identity



City of Utrecht

Challenges radicalization on a municipal level



Horizons

Strives for just societies based on values fostered by intercultural understanding



De Bijbal

Offers a nuanced and humorous view on the refugee crisis



Denkkracht Utrecht

Realises new ways of thinking for social dilemmas

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Website

unites all elements of the campaign:
for offline events - Facebook feed - Twitter feed

Dare to be Grey?:

enables people to share the grey story on their own

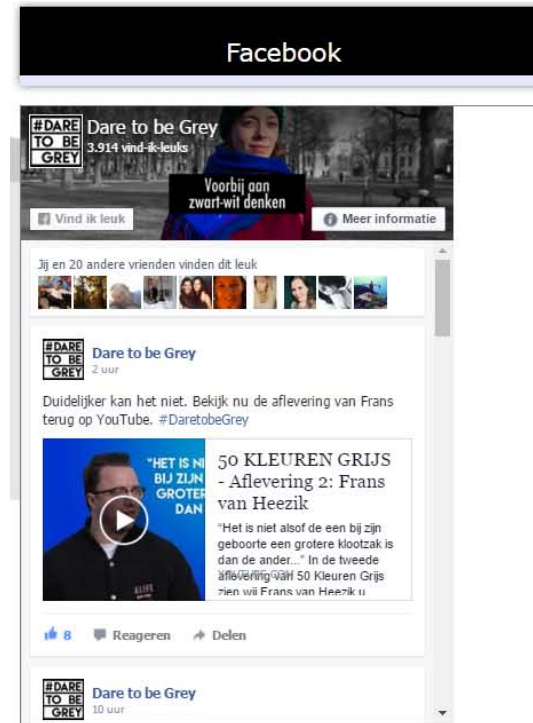
Facebook keeps track of how many times our page has
been shared.

and counting! The grey community is expanding
on all platforms!

enables all the **online** campaigns of Dare to be Grey:
grey photo series - 50 Colours of Grey video series

Dare to be Grey:

enables for donations that help sustain the campaign.



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Campaign Launch

Dare to be Grey goes Live!

Both the online and offline aspects of the campaign launched successfully.

from '50 Colours of Grey' accessible via social media platforms.

Dare to be Grey: On Tour! takes the campaign to the streets of Utrecht: photos taken for our 'I am... Grey' campaign discussions discussed Utrecht with Dare to be Grey



Official kick-off on-air in Radio 1 'De Nieuws BV'



RTV Utrecht covered our launch day on television



Live interview on Business Nieuws Radio



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e to be Grey: On Tour

be Grey went on tour for
s!

fully **transferred** buzz
ed on the streets to
al **momentum** on social

ged people to make a
gainst polarisation.

mpilation videos on
ok keep our following
d.



860 additional likes
5.000 flyers dispersed
5.000 stickers distributed

2 newspaper articles
1 TV appearance
5 radio appearances



'The Breeding Grounds for Radicalis



David Kenning

Radicalisation expert
Delivered the theoretical framework



Karima Daoudi

Director of Bureau Social Recovery and Rehabilitation (MHR), The Hague
Drew from her personal experience of working with radicalised youths



200 Attendants

Participated in an active discussion

Goals

Educate our audience about how a polarised society lead to radicalisation.

Let the audience participate in an active discussion both lectures.

Inspire them to become 'grey'.



Generation Grey

Project

Generation Grey lets high school pupils (ages 15-19) participate in an **in-class discussion** about black-and-white

It enables them to think critically about polarisation in their **own close environment** and about their **own opinions**.

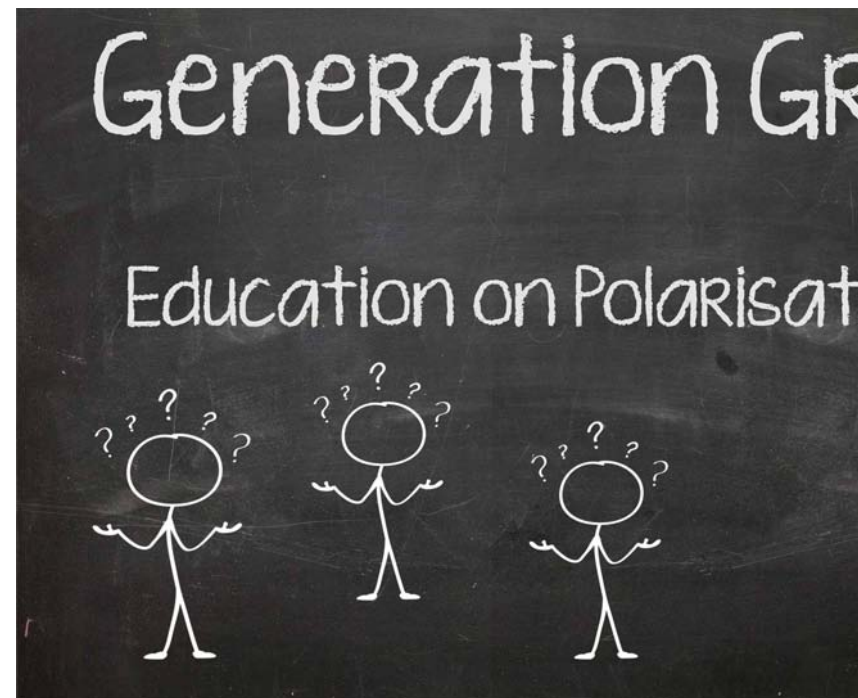
Generation Grey

A short introductory video that explains how the extremes influence society.

An interactive quiz where pupils use their smartphones to fill out a questionnaire.

The results are projected on a whiteboard.

The video concludes with a set of questions for discussion that requires pupils to voice their opinions.



Generation Grey Worksheet

1. Preconceptions

Preconceptions

• Can you name an example of an incorrect preconception about yourself?

• Have you had any preconceptions about someone?

• How do you try to find out whether your preconceptions are correct?

• Have you seen black-and-white thinking on the news?

• Can you name examples of black-and-white thinking in the news?

• Do you think there is a difference between what you see on the news and what happens in real-life? If so, why do you think that is?

• How does the news often ignore stories that are not thrilling? What is your take on this?

3. Islam

• Have you had any preconceptions about Islam?

4. Grey

• How would you describe the grey area?

• Would you describe yourself as 'grey'?



Naam: _____

Datum: _____

Testnaam: DARE TO BE GREY

1. Heb je weleens vooroordelen over iemand of een groep mensen?

- A Ja
 B Nee

2. Kloppen die vooroordelen vaak?

- A Ja
 B Nee

3. Doe je moeite om te kijken of die vooroordelen kloppen?

- A Ja
 B Nee

4. Heeft iemand weleens een verkeerd vooroordeel over jou gehad?

- A Ja
 B Nee

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Generation Grey

Progress

Created an **interactive quiz** using www.socrative.com.
The outline and discussion questions have been developed with a teacher's input.
Had a **successful pilot** with two classes in Elst.
Another workshop scheduled 13 May at a high school in Nijmegen.
Advanced talks with Utrecht City Council about implementing our project on a **municipal level**.
Agreement with Diversion, an organisation with experience in school projects, to **train volunteers** for our project.



ring Expertise

to be Grey has started to fulfil an **advisory role** in challenging
nt extremism by **sharing its expertise** and impacting the
e of CVE projects on an organisational level.

Focus group hosted by the Research and Documentation Centre (WODC)

and the Ministry of Safety and Justice

Radical Reframing by No Academy

Expert meeting at Ministry of Foreign Affairs

Expert meeting at Tilburg City Council about challenging extremism

May Strong Cities Network Global Summit in Antalya, Turkey

Presentation at the US Embassy, The Hague

Euroclio Teaching for Peace aimed at students from Korea and Japan



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Monitoring Success

to be Grey sets out to **activate** the silent majority by daring to speak out, using civic-minded individuals as frontrunners.

Value of Dare to be Grey cannot be expressed in numbers:

How many people react to the campaign is ultimately more important than **how many** react.

Therefore we have developed a two-fold approach to monitor our success:

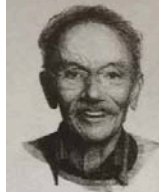
Quantitative approach

- Developing baseline
- Statistics from social media
- Results from focus groups

Qualitative approach

- Evaluating the tone in reactions on social media, i.e. do they approve of the campaign?
- Attention for the 'grey' story in the media
- Comments and feedback provided by our focus groups

John Jansen van Galen



Durf grijs te zijn

Dare to be grey! Toen ik ervan hoorde, dacht ik meteen: jottem, daar word ik lid van. Maar lid worden van iets is niet cool meer, je kunt je via Facebook aanmelden. Ik deed dat en klikte meteen daarna de button 'meer informatie' aan die mij echter naar een site bracht onder de afschrikwekkende naam Python Anywhere. Echt welkom leek ik, als grijze medemens, bij deze club niet.

Volwassen geworden in de jaren zestig keek ik er vreemd van op dat de jonge oprichters hun idee niet van zichzelf blijken te hebben maar via een docent op de Utrechtse universiteit van het Amerikaanse ministerie van Buitenlandse Zaken! Moest je toen mee aankomen! Wat docenten aanprezen, sloegen we in de wind en we waren allergisch voor elke schijn van beïnvloeding door 'de CIA'.

Maar de tijden zijn veranderd en de grondgedachte van de groep is oké, dus ik geef haar graag de wind in de zeilen. Sterker, ik zou de jongelui willen aanmoedigen het net wijder uit te werpen. Het gaat hun om het

bestrijden van de zwart-wit tegenstelling tussen aan de ene kant religieus fundamentalisme en aan de andere kant rechts extremisme. Daartussen wil ze de nuance in ere herstellen. Mooi, maar volgens mij is het probleem breder.


Het hele publieke debat wordt namelijk vergiftigd door de neiging steeds de meest radicale stellingen te betrekken. Je zag het al bij *Charlie Hebdo*: wie het recht van dat blad verdedigde om elke denkbare cartoon te publiceren, maar erbij zei dat de tekening die tot de aanslag leidde hem persoonlijk te grof was, gold prompt als een verrader van de vrijheid van meningsuiting.

Hetzelfde doet zich voor in de Böhmermann-crisis. Als je Jan Böhmermann en Hans Teeuwen van harte het volste recht gunt op hun uitingen, maar het niet kies en ongeestig vindt om Erdogan een 'geitenneuker' of een 'jongenshoer' te noemen (Indien hij dat niet is of was), capiteuleer je volgens moderne geestdrijvers al voor de krachten des kwaads. Terwijl de oprechtste verdedigers van vrijheid van meningsuiting nu juist diegenen zijn die daarvoor opkomen

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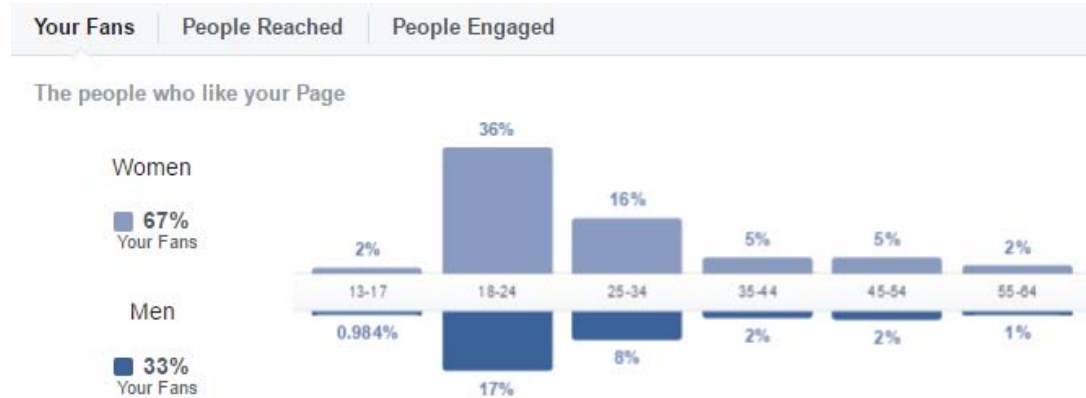
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Facebook Success

4,240 
 5 continents
 45 countries
 465,967 people reached
 71,077 video views
 56% likes from target audience (ages 15-25)

38 Total Facebook Posts

Engagement numbers show that Dare to be Grey did not only reach a large audience, but also **triggered** them to like, comment and share our story!



Average Facebook reach and engagement per post:


Type	Reach	Engagement
Video	12,254	182
Status	4,236	108
Link	3,561	76
Foto	3,425	78



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ebook Success

1

Animation 
Reach: 114k+
Likes: 450
Shares: 175



Dare to be Grey
Gepubliceerd door Vita van Hall [?] · 5 april om 12:43 ·
Grijs zijn? Een cursus in 95 seconden.
Grijs te zijn! Volg onze campagne op: www.daretobegrey.org
Instagram jouw grijze verhaal met #DaretobeGrey. Geef g
www.daretobegrey.org... Meer weergeven

Iedereen die het niet met hun geschreeuw eens is zien zij als een tegenstander. #DARE TO BE GREY

42 921 bereikte personen

11K weergaven

Leuk Reactie Delen

Ilse Schuurmans, Sam van Grondelle en 222 anderen Chronologisch

97 keer gedeeld

Nog 5 reacties weergeven

Beheerder Novib Wat een prachtig initiatief. Kinderen kunnen ons er aan herinneren hoe belangrijk 'grijsdenken' is - goed dat jullie dat hier duidelijk maken!
Vind ik leuk · Beantwoorden · 4 · 29 maart om 11:50

Ylvi Floor Wat een prachtig filmpje is het geworden en de kinderen hebben het mooi verwoord.....vooral die zucht op het eind aaaaah
Vind ik leuk · Beantwoorden · 1 · 1 april om 19:50

2

Intro 50 Colours of Grey
Reach: 43k+
Likes: 224
Shares: 105



Dare to be Grey
Gepubliceerd door Dorine Van de Klashorst [?] · 22 maart ·

In eerste instantie word je stil, de aanslagen schokken je diep. Je wilt vatten in woorden wat je voelt, maar je weet niet hoe, je twijfelt. Om je heen zie je harde en extreme reacties. Maar extremisme verdwijnt niet door in extremen te denken. #DaretobeGrey

18.886 bereikte personen

359

3 reacties 42 keer gedeeld

3

Brussels
Reach: 18k+
Likes: 359
Shares: 42



#DARE TO BE GREY Dare to be Grey
Gepubliceerd door Dorine Van de Klashorst [?] · 22 maart ·

In eerste instantie word je stil, de aanslagen schokken je diep. Je wilt vatten in woorden wat je voelt, maar je weet niet hoe, je twijfelt. Om je heen zie je harde en extreme reacties. Maar extremisme verdwijnt niet door in extremen te denken. #DaretobeGrey

18.886 bereikte personen

359

3 reacties 42 keer gedeeld

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ial Media Success

4.2k+ 
465.967 people reached



Utrecht University

Utrecht University Blog
1,042 unique visitors

105k+ views
300+ followers
400+ tweets



Daretobegrey.org
42k+ hits

56 subscribers
1.100+ views

160+ followers
475+ likes received

Posts after the Brussels attacks performed well

times:  A need for the 'grey' story in difficult times: [Dare to be Grey @DaretoBeGrey](#) [Durf grijs te zijn. Juist nu! #DaretobeGrey #Bruxelles #zaventem #Belgium #BrusselsAttacks #maalbeek pic.twitter.com/vaCjyFIFwV](#)

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Final Results

Results (March)

... respondents out of which 90% belonged to Target Audience (ages 15-25).

... familiarity with Dare to be Grey was measured on a 5-point scale.

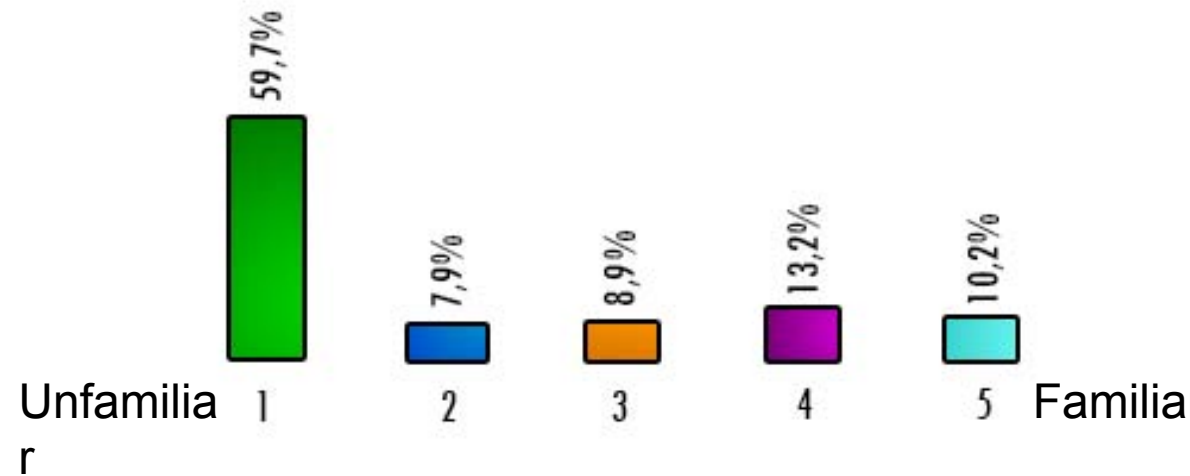
Results (May)

... respondents out of which 82% belonged to Target Audience (ages 15-25).

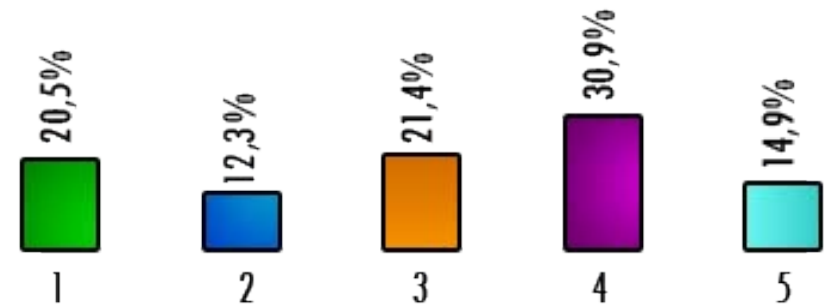
... familiarity with Dare to be Grey was measured on a 5-point scale. An increase of **20,4%** in 2 months!

How familiar are you with Dare to be Grey?

Baseline (303 responses)



Final Results (669 responses)



al Results

Results (May)

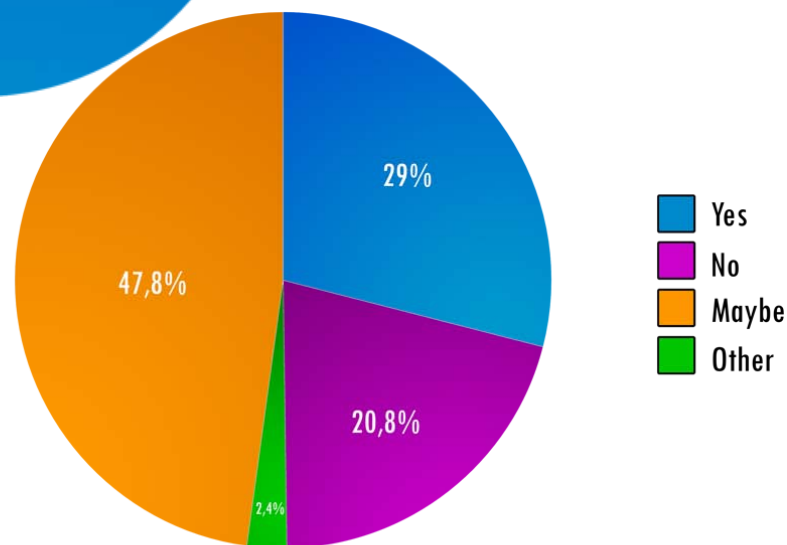
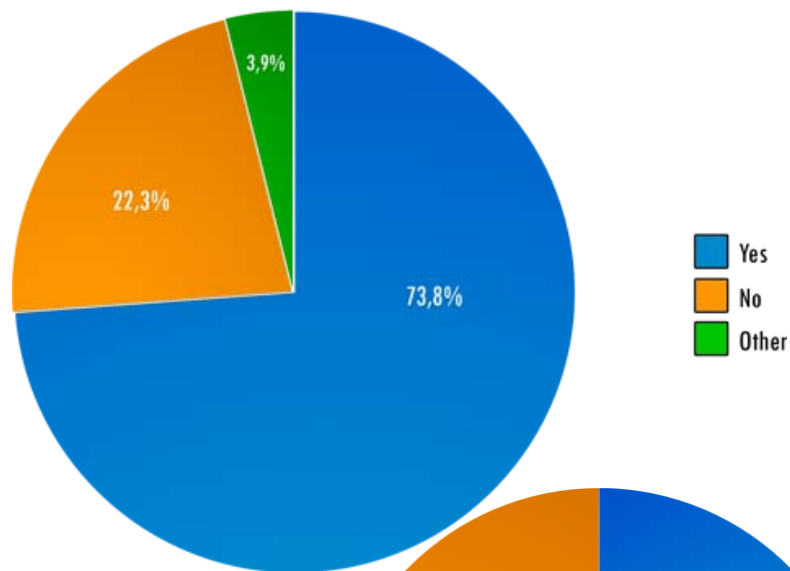
569 respondents 73,8% identified themselves with the 'grey area'.

569 respondents 29% have stated to become more and commit themselves more to the 'grey area'.

47,8% highlighted that they might

be Grey has influenced the attitude and behaviour of respondents and has made a contribution into activating the silent

Do you identify yourself with the 'grey centre'?



In the future, are you going to express yourself for the 'grey centre'?

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al Results

to be Grey is attempting to activate
nt majority and civic-minded
als to engage in debate, the
ns that the project has sparked are
ive measure of success.

ated Pieces

has Dare to be Grey facilitated
discussions on its own social media
, civic-minded individuals have
quired to send in columns about the
e to be Grey put forth.



Bij intolerantie is er geen ruimte voor grijs

dinsdag 26 april 2016 - 16:59

Het idee van de campagne Dare to be Grey luidt: 'waar twee vechten hebben twee schuld'. Filosoof Floris van den Berg verzet zich tegen deze gedachte. Bij bepaalde thema's is een zwart/wit mening noodzakelijk.



Roozbeh Tavakoli Alexander Vermolen How is it clearly referring to terrorists and demagogues? It doesn't seem clear at all. I don't claim to know what the black and white stands for and that is the problem: the video is too simplistic and fails to define what the black... [See more](#)

[Like](#) · [Reply](#) · [Message](#) · 30 April at 17:39



Alexander Vermolen The note on the punctuation was in no means meant as a shot on your arguments, which is why I separated it from the rest of the text. I apologize sincerely if it was taken as an offense, probably I was a bit too blunt there, but I still stand for what ... [See more](#)

[Like](#) · [Reply](#) · [Message](#) · [👍 3](#) · 30 April at 18:08 · Edited



Roozbeh Tavakoli Dear Alexander Vermolen I actually like your last comment very much I agree with most your points in fact I think I haven't put my argument forward as well as I should've. I wasn't trying to be rude in fact I think we'd have a lot more in common than it may seem! Having said that I still think the video is very simplistic and I would recommend more detailed creative paths to demonstrate such matters. I wouldn't call what I wrote an essay either man haha. Believe me I would put a lot more time into an essay.

[Like](#) · [Reply](#) · [Message](#) · [👍 1](#) · 30 April at 18:36

James Kennedy



Tijd dat het 'grijs' weer terugkomt in de politiek



Henk Hagen Lees ook de Volkskrant van 23 april, de bijlage V Samuel Huntington wordt geciteerd. Deze Amerikaan spreekt verontrustend over de blanke onder- en middenklasse en zag in de multiculturele samenleving. Het is nogal riskant de dominantie laten, waarbij de individuen van de samenleving van lieverlede verliezen. Net als Tarik zou ik willen dat het zo zou zijn of worden beschrijft, ik vermoed dat het helaas niet gaat lukken, mede geaangehaald artikel.

[Like](#) · [Reply](#) · [Message](#) · 24 April at 20:54 · Edited



Tarik Osman Dank voor uw reactie Mr. Hagen. Uiteraard is Hagen zeer gewaardeerd politicoloog met analyses die we inderdaad zomaar aan de kant kunnen schuiven, maar dromen van een samenleving die te bereiken is nooit weg, nietwaar?

[Like](#) · [Reply](#) · [Message](#) · [👍 3](#) · 25 April at 08:06

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Campus Success

Questionnaire

A questionnaire among 44 randomly chosen students of Utrecht University.

Students were interviewed afterwards to elaborate on their

Results

Students said to be aware of the problems of black and white thinking.

Students vowed to speak out more against black and white thinking.

Students were extremely positive and highlighted the need for our campaign.



“I think it is important that the grey group finally has a

“I will make a conscious effort to speak out more for the grey area.”

“I will try my utmost to leave room for nuance in discussions about Islam.”

“Dare to be Grey has made me aware of the problems in our society.”



Media Exposure

4 television appearances (including De Wereld Draait Door: University and De Nieuwe Maan)

Estimated viewers: 1.4 million

7 newspaper articles (including Algemeen Dagblad, Trouw and Het Parool)

Estimated readers: 3.2 million

10 radio appearances (including BNR Nieuwsradio, NPO FunX and De Nieuwe Maan)

30 internet articles (including De Volkskrant, Algemeen Dagblad and Het Parool)

Het Parool ▾

MEEST GELEZEN

- 1 Ook Amsterdamse...
na Knokpartij motie
- 2 Studenten strijden...
to be Grey voor nu...
diversiteit
- 3 'Nederlandse hulpe...
Solidaridad heeft...
brievenbusfirma in
- 4 17 jaar cel voor bor...
Wormer
- 5 Hoogleraar vaders...
Renske Keizer: 'Ha...
vrouwen van hun v



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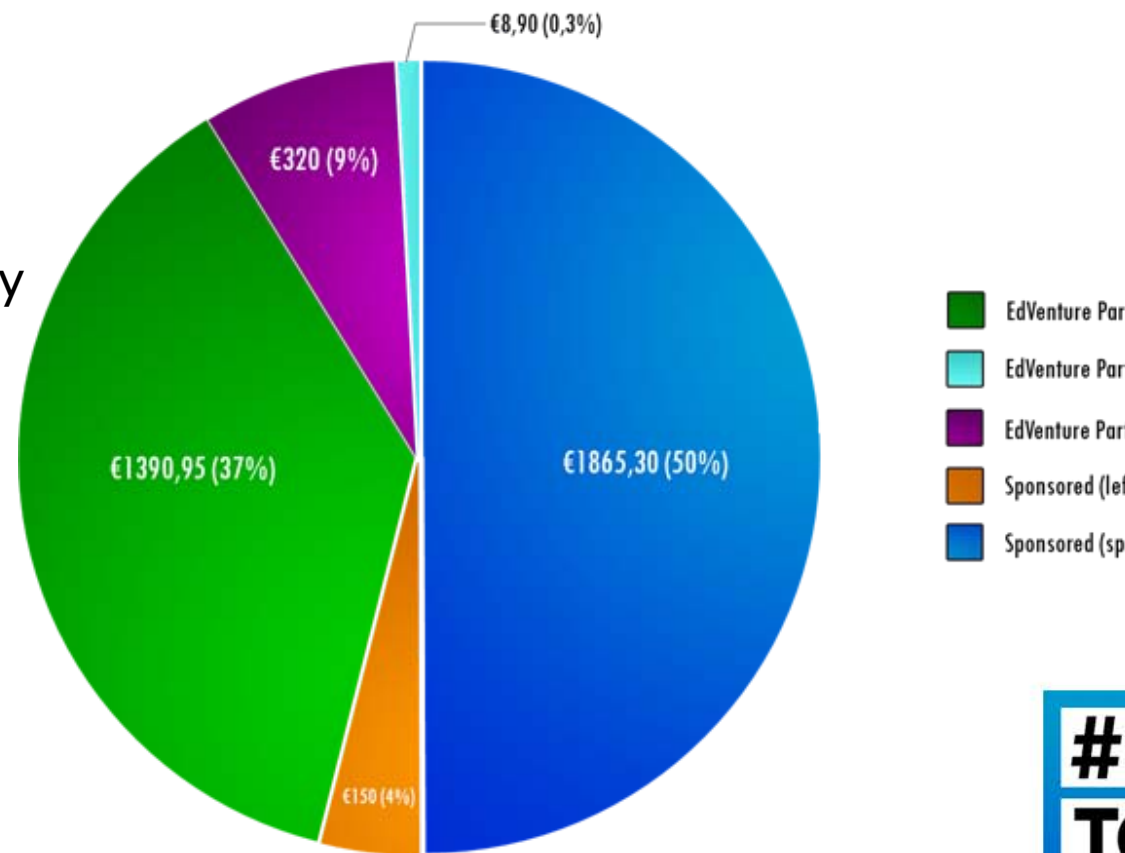
Financial Overview

Contributions from Dare to be Grey supporters increased our total budget to **€3.734,95!**

A total of **54%** of our budget was acquired by sponsoring.

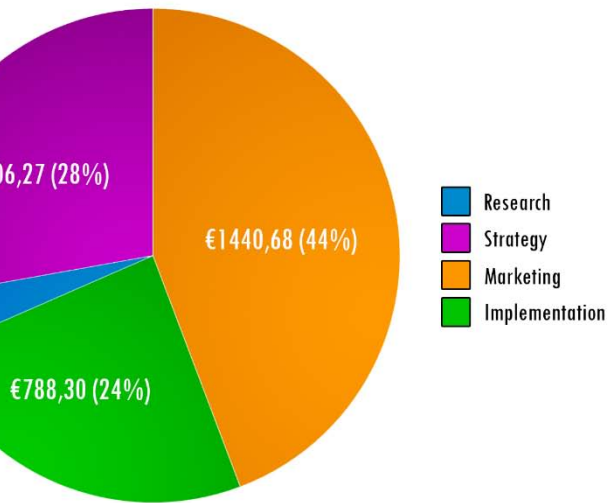
The remaining **13%** of our budget will help sustain Dare to be Grey going forward.

Total Budget



Financial Overview

Total budget per category



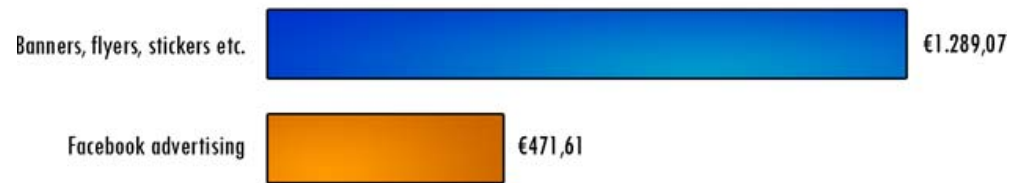
Research



Strategy



Marketing



Implementation



ng Forward

be Grey is here to last!

ment project structure
on more and more
rships
ative workshops on schools
age teenagers directly



Sustainability

- Utrecht University wants to create additional spots for new in our organisation.
- Cities of Utrecht, Amsterdam and Tilburg are using Dare to be Grey to combat polarisation and radicalisation.
- The National Coordinator for Safety and Counterterrorism (NCS) the Ministry of Foreign Affairs and the US Embassy are using Dare to be Grey network to help sustain the campaign.

Ongoing and Future Events

- Showing all '50 Colours of Grey' episodes in Utrecht City Hall
- Three debate nights about 'fear' with District West of the city of Amsterdam.
- Stand at Liberation Day Festival in The Hague.
- Presentation at the Strong Cities Network Global Summit
- Host workshops for refugees with the Utrechtse Studenten Bigband.