

# AWAKE

the world

**#OPENYOUREYES**

to a world of tolerance, respect, peace and  
equality.

**Awake the World**

# HOW ARE WE DOING THIS?

- 1 EXECUTIVE SUMM
- 2 RESEARCH
- 3 Awake The World
- 4 FINANCE
- 5 RESULTS
- 6 PROSPECTS



Awake the World

# **1** EXECUTIVE SUMMARY

Mission  
Target



# 1 EXECUTIVE SUMMARY

## OUR MISSION

**AWAKE THE WORLD** is a project created with the main **purpose** of countering radical and violent extremism from different points of view:

- Encourage knowledge of groups such as Muslims and Arabs wrongly identified with extremism
- Promote tolerance and social coexistence, especially in the case of refugees coming to Spain
- Actively counter islamophobia
- Use of social networks to raise awareness of other religions and cultures

## OUR TARGET

16 to 25 years old Spanish-resident students. Silent majority. We want to communicate with people like us, so that there would be no difference between our followers and us.

**ONE**

**GOAL**

Being able to fight the extension of radicalism in social networks and raise our target's awareness levels.

**Awake the World**





**2**

# RESEARCH

Muslims in Spain  
Perception of Muslims  
Quantitative Data



## REPORT REVIEW

## OUR ANALYSIS

57% of the Spanish population believe Muslims are violent

61% of the Spanish population consider it acceptable to expel a student for wearing a veil in class

**MUSLIMS  
REPRESENT  
4% OF THE  
SPANISH  
POPULATION**

41% of Muslims are Spanish  
59% of Muslims are immigrants (with a 40% Moroccan origin)

90% of all Muslims in Spain lack Islam religion classes  
90% of Islam teachers are unemployed

\*<http://observatorio.hispanomuslim.es,estademograf.pdf>,<http://www.westinfo.eu/it/eccochisonoimusulmanichevivonoinspagna/estademograf2/>

## REPORT REVIEW

## OUR ANALYSIS

Some misconceptions that the means of communication spread about Muslim traditions.  
Lack of awareness towards Arab culture.

Negative role of mass media in the population's acceptance of other cultures and religions

**A COUNTRY OF HISTORICAL AND CULTURAL COEXISTENCE yet...**

Refugees "massive" arrival to Europe, giving a negative & generalized perception of them

Lack of communication between Muslims and non-Muslims



## INTERVIEWING EXPERTS AS A SOURCE OF INFORMATION

“I believe the means of communication are partly responsible for not informing correctly about the Muslim’s society situation in some European countries, about the DAESH threat or even about the migration crisis, and I think that the fear message is too often used. Such ignorance actually calls for attention in Spain, where we have such a broad tradition and 2 million Muslims”.

- **Ángel Martínez**, journalist

“I believe that there are many ways of raising awareness, but I would start with the heart of society, and this is the family, and afterwards, of course, education centers, but without forgetting about family as the basic and fundamental origin of raising awareness.”

-**Antonio Pastor**, International Relations professor

“Generally speaking, the Spanish society is very welcoming and integrating. Nevertheless, prejudice exists in all cultures and we have to face them. We have to work together by creating common areas of freedom, pushing democratic dialogues forward and having an attitude of acknowledgement. Once we get to know each other we combat stereotypes and prejudices.”

- **Mimoun Amiroui**, President of the Islamic Cultural Center of Fuenlabrada

“Terrorism is a tool used to achieve political ends. Terrorism is not related to religion. Arrogance that puts up even higher stereotypes and exclusion walls and works in favor of those who are truly responsible of terrorism.”

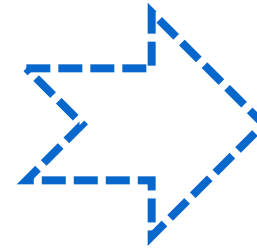
- **Pedro Baños**, Geopolitical Analyst. Army Colonel.



## QUANTITATIVE ANALYSIS

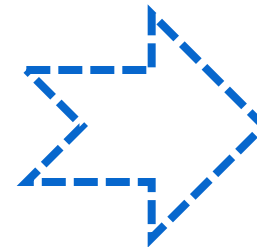
SURVEYS

**OBJECTIVE 1.** Identify young people's perceptions and attitudes towards Muslim and certain habits and stereotypes of this culture.



**RESEARCH**

**UNIVERSE & SAMPLE:** Considering AWAKE THE WORLD's main target markets being young people between the ages of 16 to 25 years of age.



**RESEARCH**



## QUANTITATIVE ANALYSIS

### SURVEYS

#### UNIVERSE & SAMPLE:

- Our main target market were young people.
- Sample size: 421 – From universities all around Spain. 91% was less than 26 y.o.

#### MAIN RESULTS:

- 53% have few Muslim friends and 43% have no Muslim friends.
- Around 50% of the participants have rarely any contact with Muslims in high school/ college/ university or practice cultural or sports activities with them and only aprox. 10% have that contact frequently.
- 43% of the participants have a positive or very positive attitude towards Muslims living in Spain.
- A statistical analysis has been made in order to identify relations among variables. The only one found, statistically significant, was that women were more positive towards the Muslim culture than men ( $\chi^2$  Pearson=27,138; P=0.007; c.c=0.253; p=0.007).



## QUANTITATIVE ANALYSIS

SURVEYS

### MAIN CONCLUSIONS:

- Young Spaniards do not have a high level of contact with Muslim people or culture.
- Stereotyping is based on lack of information and knowledge.

- Spaniards need to learn about Muslims, their culture, its relation with Spanish culture and how being Muslim is not related to violence.

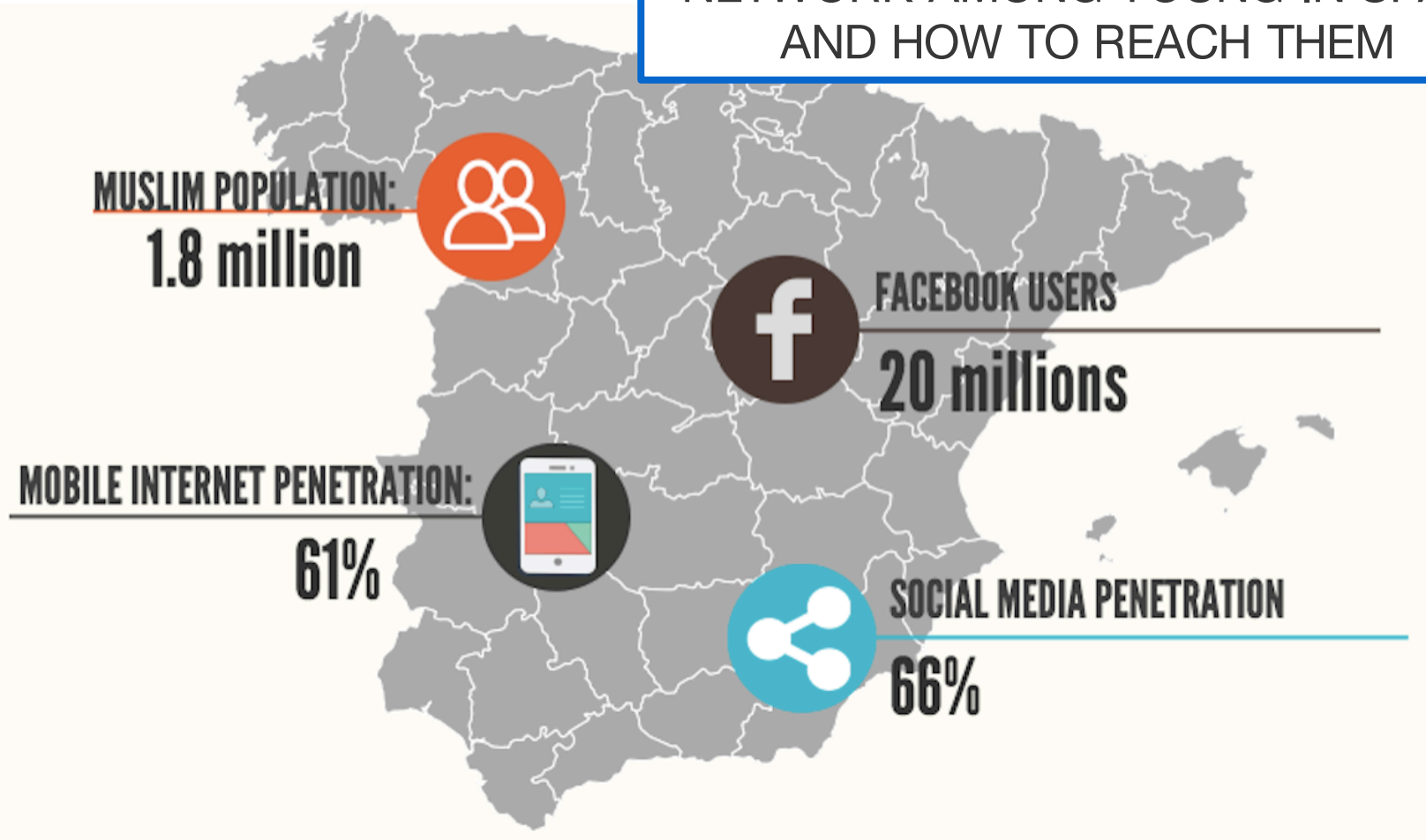
After carrying out all our research and analyzing our own surveys we realized the reality of the situation around us and we agreed on the **TARGET** and started creating our campaign:

**AWAKE THE WORLD**



## INVESTIGATION

DATA DEMONSTRATES THE #1 SOCIAL NETWORK AMONG YOUNG IN SPAIN AND HOW TO REACH THEM





# 3 Awake the World

Overview

Team

Project

Support



# 3 AWAKE THE WORLD

## OVERVIEW

WHY WE  
CHOOSE  
THIS  
PROJECT

VIOLENT EXTREMISM  $\neq$  DEMOCRATIC SOCIETIES  
EMPHASIZE **TOLERANCE** AND COMMON **VALUES**  
POSITIVE CHANGE

WHY  
AWAKE  
THE WORLD

THE IGNORANCE OF THE SPANISH POPULATION  
TOWARDS OTHER CULTURES SUCH AS THE  
MUSLIM CULTURE CREATES A BREEDING GROUND  
FOR IDENTITY CRISIS AND RELATIVE DEPRIVATION  
LEADING TO THE RADICALIZATION OF INDIVIDUALS



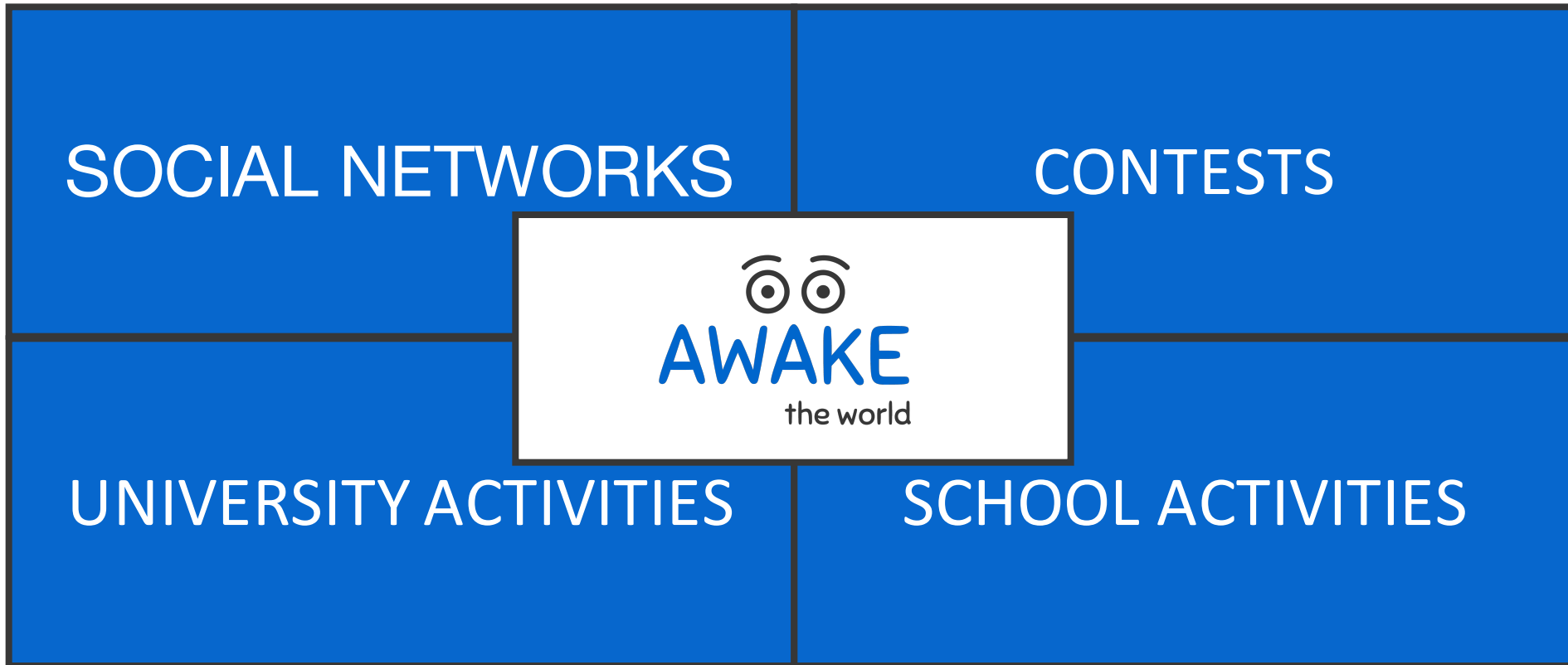
# 3 AWAKE THE WORLD

## THE TEAM



# 3 AWAKE THE WORLD

## THE PROJECT



# 3 AWAKE THE WORLD

## THE PROJECT

## WEBSITE

Meeting point of all our campaign

AWAKE THE WORLD's website collects all the information about the project:

ABOUT US

Would you like to know more about  
Awake the World?

This is your page!

PROJECTS

What do we do and how is in the  
PROJECTS section. But, most  
importantly...

This is where you can participate  
and join us!

BLOG

Thanks to our investigation  
department, we have written  
articles and interviewed experts.  
Click here to read them all...

CONTACT

Thought about something, had an  
idea or simply wish to get in touch  
with us?

Contact us here!

IN FIVE LANGUAGES: ENGLISH, SPANISH, ITALIAN, GERMAN AND  
FRENCH

[www.awaketheworld.org](http://www.awaketheworld.org)

Awake the World



# 3 AWAKE THE WORLD

## THE PROJECT

### SCHOOL ACTIVITIES

LET US TALK ABOUT  
TOLERANCE

**AWAKE THE WORLD** project decided to go to high schools all over Spain to give some informative and eye-opening talks to 16, 17 and 18 year old students.

We talked about the following topics:

- Perception and Reality
- Refugees and Immigration
- The European Union and Middle East
- Integration and Racism  
(Islamophobia)
- Final thoughts: Are we tolerant?



# 3 AWAKE THE WORLD

## THE PROJECT

UNIVERSITY ACTIVITIES

TOLERANCE WEEK

**Our country has received an enormously valuable inheritance of its Arabic past and is an example of multiculturalism and tolerance, values we wish to spread.**

**Awake the World** decided to organize a 4 day Tolerance Week with the aim of informing people through conferences about religion, culture, tolerance, integration, terrorism and much more. Misinformation is what we believe causes stereotypical thinking and ignorance. In addition to the conferences, a Debate Tournament took place where people discussed a topic and shared others points of view to open their mind to new opinions that they didn't have in the first place. A football tournament put an end to this week because, in Spain, there's nothing that brings people together than football. In the field, no judgments are made.

**HOT SPOT:**

**176 tweets + 37.306 impressions**

**ATW in "El País"**

**Biggest newspaper in Spain**

**EL PAÍS**

**Awake the World**





# 3 AWAKE THE WORLD

## THE PROJECT

From April 06 to April 10, 2016  
Rey Juan Carlos University

## UNIVERSITY ACTIVITIES

### TOLERANCE WEEK

#### CONFERENCES:

- "REFUGEES, WELCOME?"
- "PRESS AND OTHER CULTURES"
- "TERRORISM AND RADICALIZATION"
- "INTEGRATION"
- "ISLAMOPHOBIA"

#### FOOTBALL TOURNAMENT

#### DEBATE TOURNAMENT

Does the Schengen treaty give effective solutions to terrorism?



TOLERANCE  
WEEK VIDEO

SENTENCES FOR  
TOLERANCE



Awake the World





# 3 AWAKE THE WORLD

## THE PROJECT

### UNIVERSITY ACTIVITIES

#### MEETING OF CULTURES

**Interculturality** is the **coexistence** that wishes to **mix cultures** in a peaceful dialogue and coexistence, in a search to eliminate prejudice and develop respect between people to reach an understanding in a tolerant relationship. In society, communication and mutual learning should be encouraged in an effort to motivate the acceptance of different cultures, on a basis of respect, with positive attitudes that maintain the importance of cultural values.

#### INTERRELIGIOUS DIALOGUE.

##### TALKING ABOUT RELIGIOUS COEXISTENCE IN SPAIN

- José Antonio Rodríguez García.** Ecclesiastical law professor at Rey Juan Carlos University
- Francisco Sigüenza.** San Antón Church Director. NGO Mensajeros de la Paz Director.
- Mohamed Ajana El Ouafi.** President of the Union of Islamic Communities in Spain.
- Juan Sánchez Núñez.** Professor of Systematic Theology. Evangelic Christian.



# 3 AWAKE THE WORLD

## THE PROJECT

## UNIVERSITY ACTIVITIES

## MEETING OF CULTURES

### MOROCCAN HAND PAINTING WITH "HENNA"



**FB HOT SPOT:**  
**30K PEOPLE**  
**REACHED**

### ARABIC TAPAS TASTING



### NAME WRITING IN ARABIC



**DJ STAND**



**MEETING OF CULTURES DAYVIDEO**

**Awake the World**



# 3 AWAKE THE WORLD

## THE PROJECT

Tolerancia 100

SOCIAL NETWORKS

CONTESTS

“**TOLERANCE 100**” Facebook and Instagram Photo contests. Both consist on uploading a photo or image related to tolerance and the objectives of our project. Both planned to be a platform for displaying images of tolerance between cultures and religions.

The photographs or posters shall display the vision of the creator on ways of coexistence in relationship to the following topics:

- ❖ Promoting solidarity and tolerance and the universal principles of coexistence
- ❖ Promoting tolerance, respect and coexistence between religions and cultures, and coexistence of people from different origins.
- ❖ Showing the negative side of violence, terrorism and injustice as global menaces to the universal values of humanity





# 3 AWAKE THE WORLD

## THE PROJECT

SOCIAL NETWORKS  
CONTEST WINNERS

1



2



3



FACEBOOK

1



2



3



INSTAGRAM

Awake the World



# 3

# AWAKE THE WORLD

## THE PROJECT

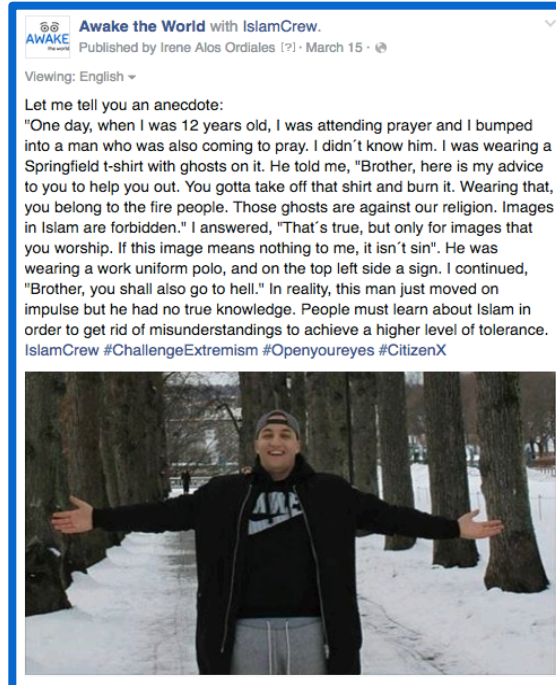
## SOCIAL NETWORKS

### CITIZEN X

### FACEBOOK



**FB HOT SPOT:**  
**28K PEOPLE REACHED**



**FB HOT SPOT:**  
**15K PEOPLE ENGAGED**

#CitizenX, on Facebook, is a global platform where everyone can share their story of tolerance, cultural and religious exchange with positive messages.

**FB HOT SPOT:**  
**1106 LIKES**



# 3 AWAKE THE WORLD

## THE PROJECT

## SOCIAL NETWORKS

### INTERVIEWS

### FACEBOOK

 **Awake the World**  
Published by Squarespace [?] · April 14 at 2:00am · 🌐

<http://www.awaketheworld.org/.../entrevista-a-borja-fernandez...>  
<facebook.com/awaketw2016>



Entrevista a Borja Fernandez, colaborador en ACNUR, por Awake the World

Entrevista a Borja Fernandez (B) , colaborador en ACNUR, por Awake the World (ATW) (Todos los comentarios que aparecen en esta entrevista son OPINIONES...)

[WWW.AWAKETHEWORLD.ORG](http://WWW.AWAKETHEWORLD.ORG)

**BORJA FERNANDEZ**  
UNHCR

**LEILA NACHAWATI**  
Communications professor at the Carlos III University of Madrid



Interviewing journalists, university professors, NGO employees...

Sharing different points of views from experts. Promoting knowledge.





# 3 AWAKE THE WORLD

## THE PROJECT

DAILY CONTENT

## SOCIAL NETWORKS

FACEBOOK



MORE THAN MEETS THE EYE



POSTERS



MORE THAN MEETS THE EYE



"In principle, all Islamic polities were (and are) required by Quranic injunction not to harm the dhimmi, to tolerate the Christians and Jews living in their midst."

### THE ORNAMENT OF THE WORLD

How Muslims, Jews, and Christians Created a Culture of Tolerance in Medieval Spain

M<sup>a</sup> Rosa Menocal

Undoing the familiar notion of the Middle Ages as a period of religious persecution and intellectual stagnation, Maria Menocal now brings us a portrait of a medieval culture where literature, science, and tolerance flourished for 500 years. The story



CULTURAL RECOMENDATIONS

Awake the World  
Published by Squarespace  
<http://www.awaketheworld.org/>  
[facebook.com/awaketw2016](https://www.facebook.com/awaketw2016)

**FB HOT SPOT:**  
**65 LIKES**



### ISLAMOFOBIA: UNA VICTORIA PARA DAESH

Hay una ola de personas que ya se está expandiendo por Occidente y que es más peligrosa que los tan temidos refugiados: la ola de la islamofobia. La...

WWW.AWAKETHEWORLD.ORG

BLOG ARTICLES

## THE PROJECT

**ESSENTIAL FOR  
THE PROJECT AND  
FOR IT'S FUTURE  
CONTINUITY**

Dean & Management Team. Faculty  
Social Science and Law. URJC.



## INSTITUTIONAL SUPPORT

### RELEVANT SPEAKERS AND PARTICIPANTS IN OUR EVENTS

- ❑ **Mauricio Valiente Ots.** City Councilor of Ahora Madrid. Third Deputy of the Mayor of Madrid. Member of the Government Council.
- ❑ **Rafael Osorio de Rebellón.** United Nation and International Policy Subdirector. Spanish Ministry of Foreign Affairs and Cooperation
- ❑ **Vicente Garrido Rebolledo.** Member of the Advisory Board on Disarmament Matters of the United Nations Secretary General
- ❑ **Beatriz Quintana.** Spanish General Law Council consultant
- ❑ **Mariángela Paone.** El Español (national newspaper)
- ❑ **Carlos Echeverría.** International Relations professor. Sociology and Political Science Faculty. UNED University of Madrid.
- ❑ **Pedro Baños.** Geopolitical Analyst. Army Colonel
- ❑ **Rita Gomes.** Pluralism and Coexistence Foundation. Ministry of Justice
- ❑ **Mimoun Amiroui.** President of the Islamic Cultural Center
- ❑ **Houda Arkez.** Muslim Women's Association
- ❑ **Leila Nachawati.** Communications professor at the Carlos III University of Madrid



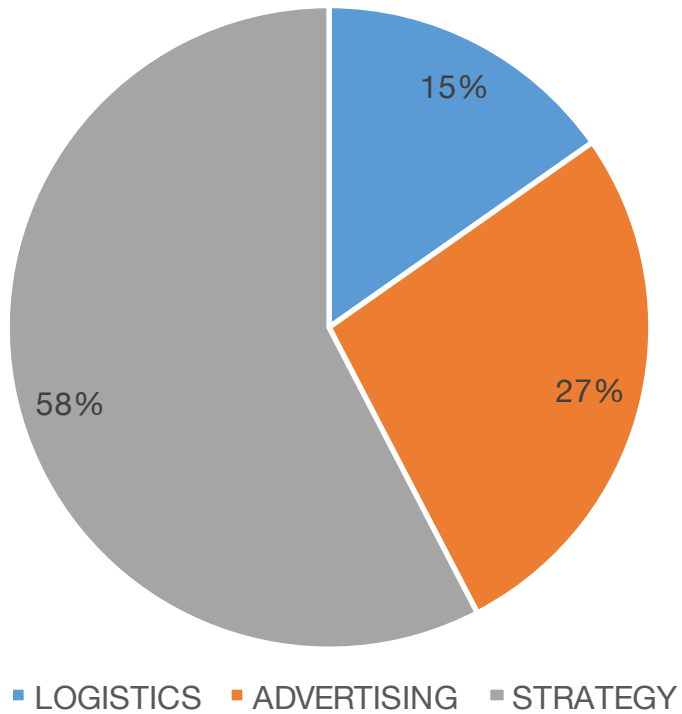
4

# FINANCE

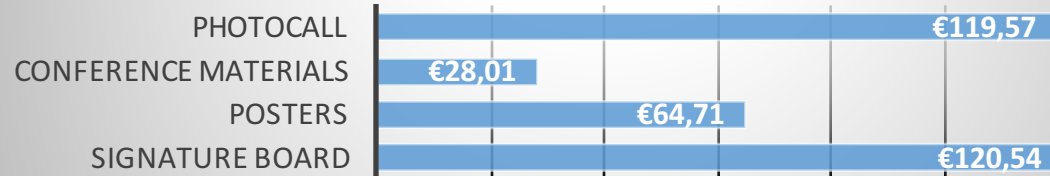
Budget  
Donations



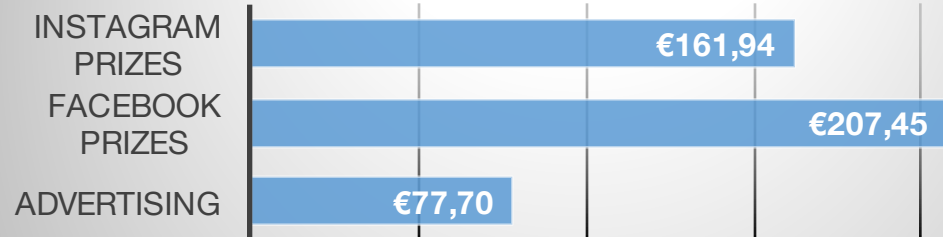
## BUDGET



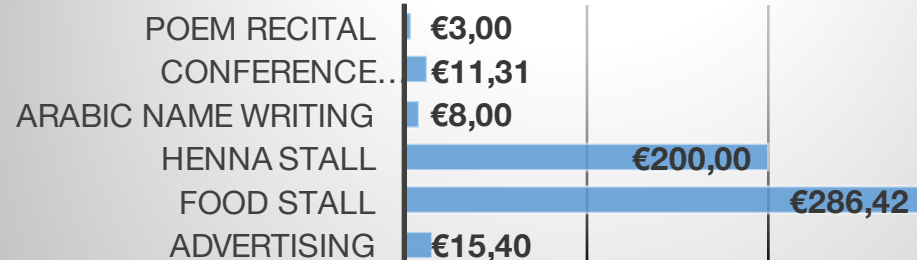
### Tolerance Week Spendings



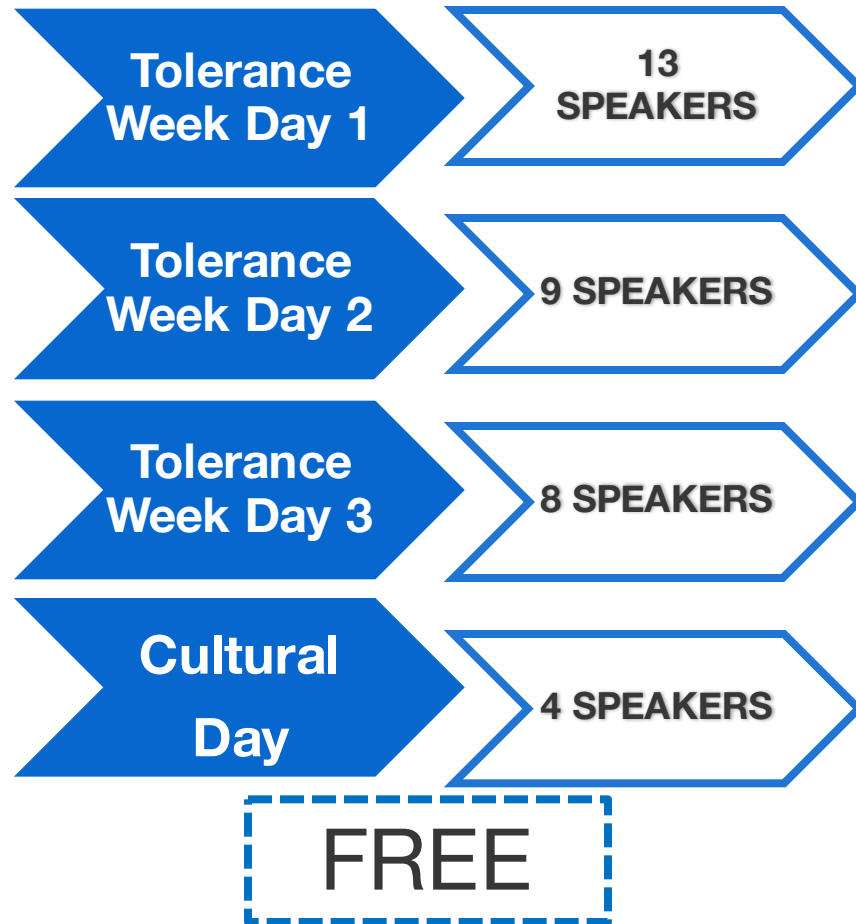
### Social Media Contest Spendings



### Cultural Day Spendings



## CONFERENCE SPEAKERS



We wished to manage our budget in the best way possible in order to accomplish the best campaign we could with it.

Therefore, we invited a total of 34 speakers from different backgrounds to participate in our events. All our speakers visited us for free. This helped us to develop a better campaign and use all that budget wisely.

**5**

# RESULTS

## Social Networks Overview



## SOCIAL NETWORK

TWITTER

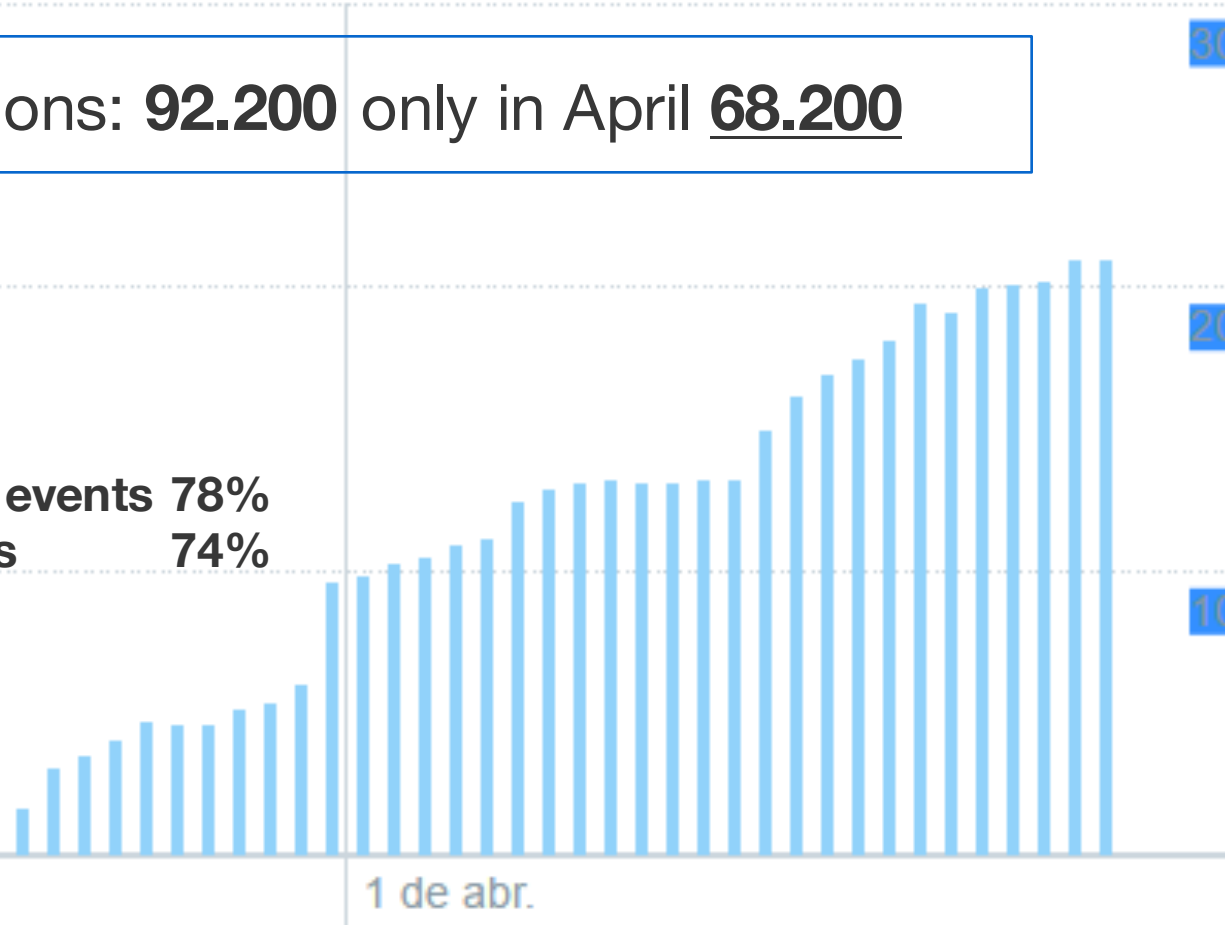


Total Impressions: **92.200** only in April **68.200**

Profile Visits: **5.000**

Followers: **209**

- Our followers interests:
  - **Politics and actual events 78%**
  - **Business and News 74%**



## SOCIAL NETWORK

+ 45 COUNTRIES REACHED

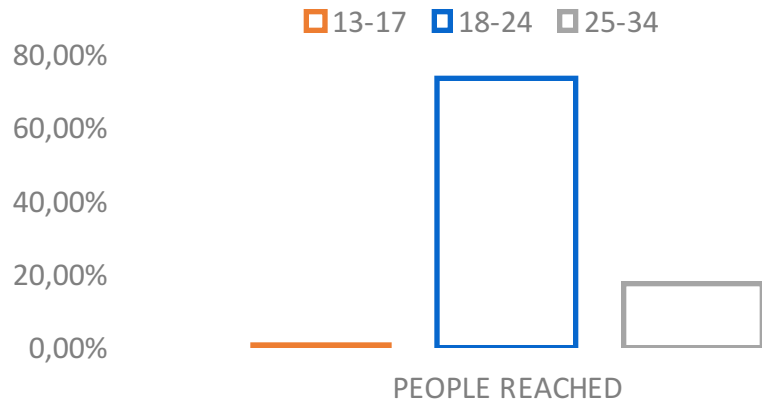
+ 2k LIKES on FACEBOOK

FACEBOOK

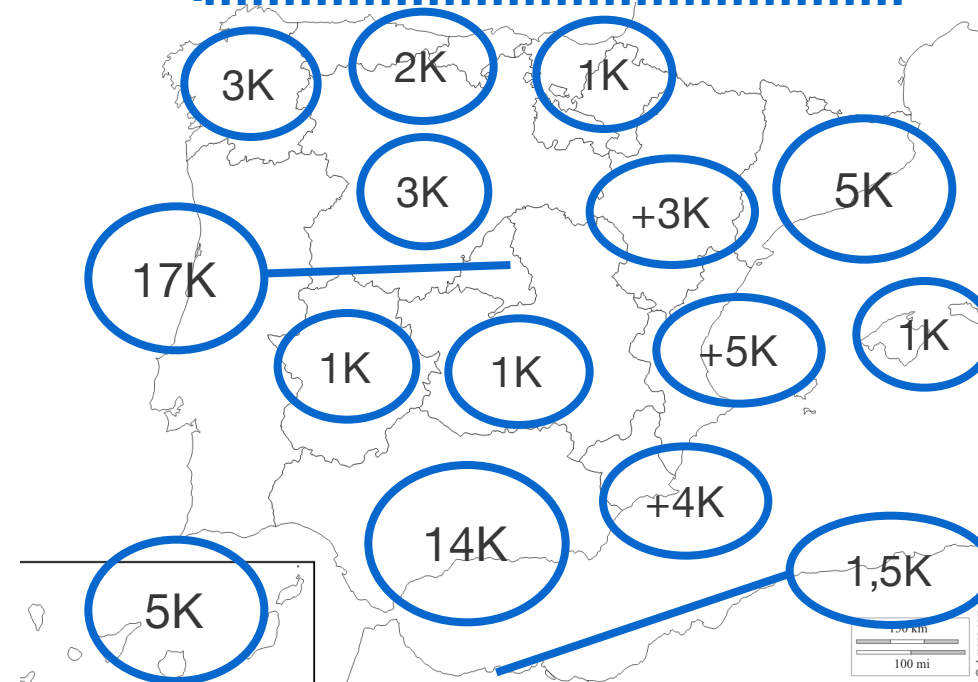
ALL SPAIN REACHED

+160K PEOPLE REACHED

People Reached by AGE



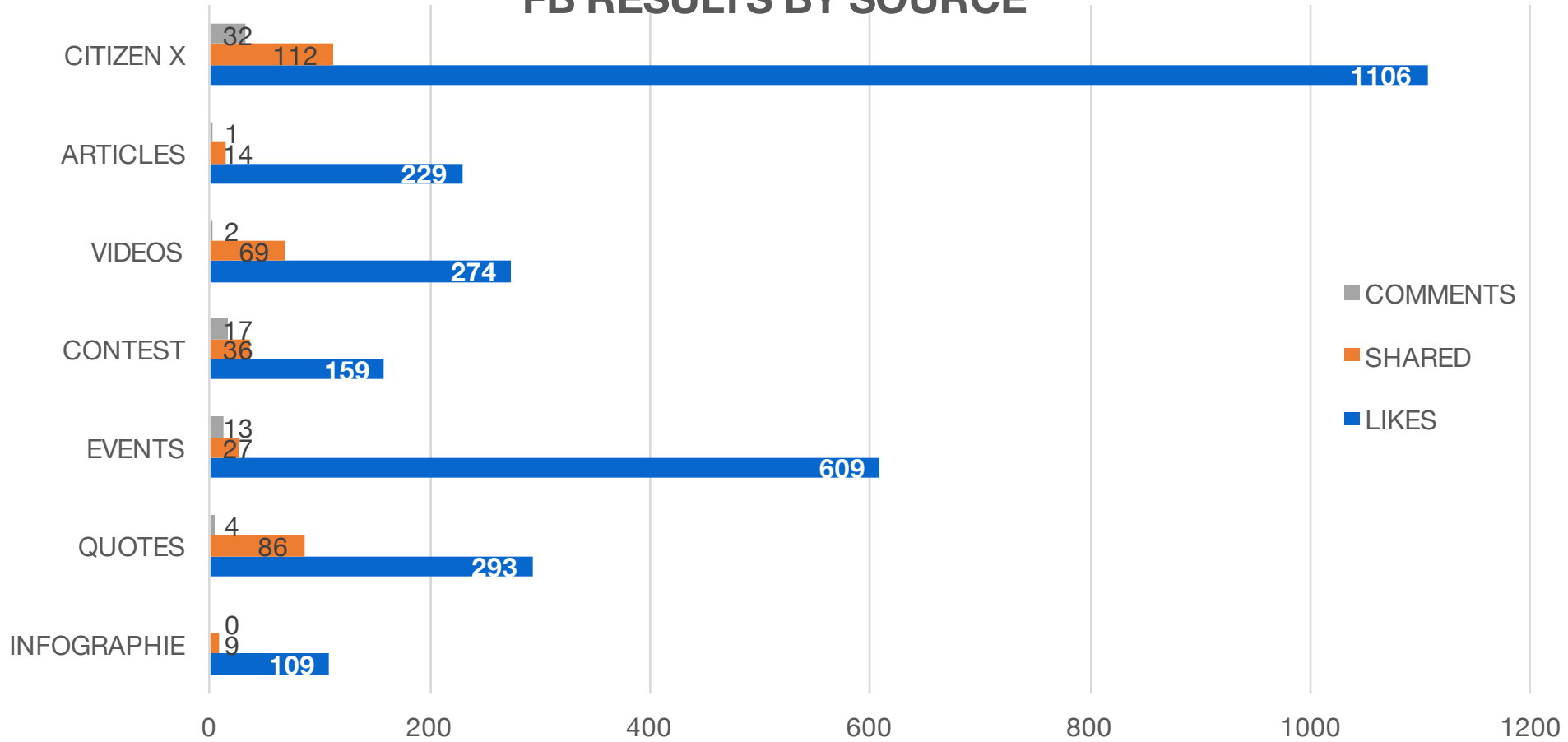
TARGET ADDRESSED



SOCIAL NETWORK

FACEBOOK

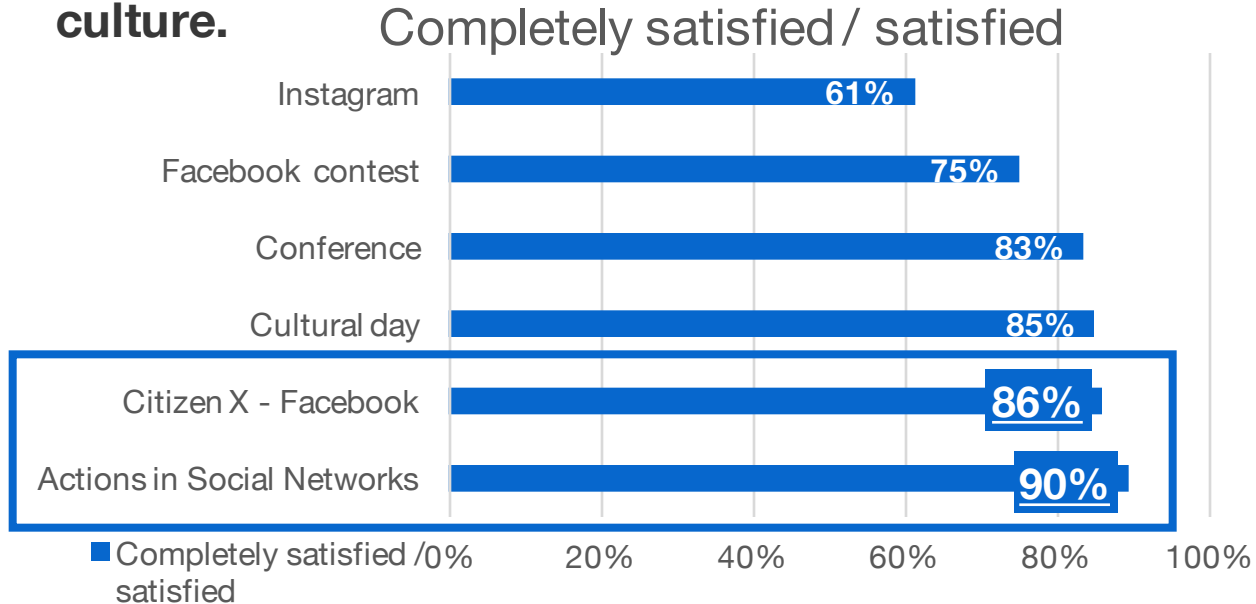
FB RESULTS BY SOURCE



## SOCIAL NETWORK

### SURVEYS: OBJECTIVE 2 RESEARCH

**OBJECTIVE 2.** Analyze the impact of AWAKE THE WORLD activities towards the dissemination of information and knowledge regarding Muslims and their culture.



**\*UNIVERSE & SAMPLE:**

- Universe: Participants in all the AWAKE THE WORLD activities
- Sample size: 125 participants

**High level of satisfaction in all the activities.**

Highest level of satisfaction in Social Networks, specifically in Citizen X (Facebook). Combination of activities seem more effective.

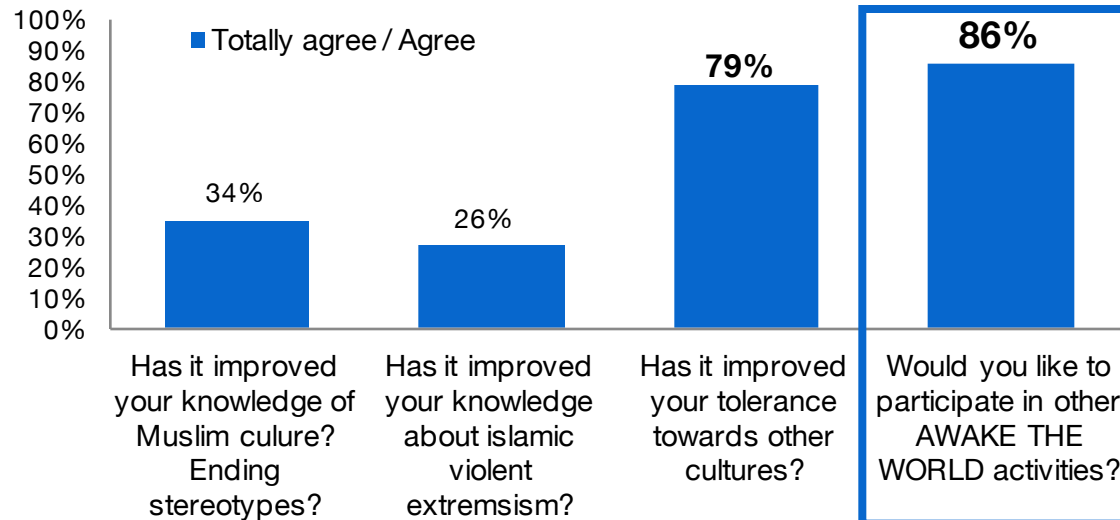
**Activities where people share their experiences and culture are the most effective – Facebook is a KEY social network**



# SOCIAL NETWORK

## QUESTIONARIES OBJECTIVE 2 RESEARCH

**OBJECTIVE 2.** Analyze the impact of **AWAKE THE WORLD** activities towards the dissemination of information and knowledge regarding Muslims and their culture.



Awake the World had important challenges.  
More than 1/3 of our participants learned about false stereotypes and how violent extremism is not directed related to Muslims.  
3 / 4 of our participants have become more tolerant towards Muslims, as they know them better.

**BIG SUCCESS:** 86% of the participants want **AWAKE THE WORLD** to continue their activities and want to be part of it.

**\*UNIVERSE & SAMPLE:**

- Universe: Participants in all the AWAKE THE WORLD activities
- Sample size: 125 participants

**6**

# PROSPECTS

FUTURE



## NEXT

Young European online  
activist Conference “Positive  
Alternatives Online”

Amsterdam 20-23 May 2016 -> Conference for young European online activist. The goal of the conference is to create a strong positive message online, as an alternative to jihadist peer-recruitment and violent, extremist messages.

Celebrate more tolerance  
events + culture exchange  
days in other cities of Spain

-We are attending UNLEASH event. <http://unleash.website/>  
-Application send to participate in NANTES FORUM 2016: Have an idea or project for “living together”, which promotes solidarity, fosters cultural exchanges and encourages greater respect for and openness towards others.

Seeking funding and  
partners to expand to  
other cities and countries

<http://www.nantescreativegenerations.eu/en/forum/calls-for-application/> AND Creative Europe - Cross-sectoral - Refugee Integration Projects 2016: The aim of the call is to support cultural, audio-visual and crosssectorial projects aiming at facilitating the integration of refugees in the European environment, enhancing mutual cultural understanding and fostering intercultural and interreligious dialogue, tolerance and respect for other cultures. <https://eurodesk.eu/program/creative-europe-cross-sectoral-refugee-integration-projects-2016>

## NEXT

**“COUNTERING AND PREVENTING SPREAD OF VIOLENT EXTREMISM: A VIEW FOR THE U.S.”**

**12 OF MAY 2016**

**Conference by ATW**

- **Alejandro Beutel.**  
Researcher for Countering Violent Extremism, Study of Terrorism and Responses to Terrorism (START)

<http://www.start.umd.edu/people/alejandro-beutel>



**Casa Árabe**  
**البيت العربي**

**NON-STOP  
SOCIAL  
NETWORK  
CAMPAIGN**

**ALREADY SIGNED FUTURE  
COLLABORATION WITH  
CASA ARABE:**

A Spanish public consortium headed by the Ministry of Foreign Affairs and Cooperation. It is **operated as a strategic center for Spain's relations with the Arab world**, a meeting point where different role-players and institutions, both private and public, from the worlds of business, education, academia, politics and culture can dialogue, interact, establish lines of cooperation and undertake joint projects.

<http://en.casaarabe.es/p/about-us>

