PEER 2 PEER (P2P): CHALLENGING EXTREMISM

Social media and propaganda by extremist groups is often targeted directly at young, impressionable youth.

Millennial students are in the best position to educate their peers about how to challenge this messaging and empower each other through the development of a social or digital initiative, product, or tool to counter violent extremism.

#ChallengeExtremism

EdVenture Partners

Global university initiative to counter violent extremism sponsored by the U.S. Department of State.

About EdVenture Partners
EdVenture Partners (EVP) is an organization dedicated to developing innovative industry-education partnership programs. These experiential learning opportunities provide hands-on, real-world experience to students in tandem with providing marketing solutions and recruiting access at colleges, universities, and high schools to clients. EdVenture Partners has designed and managed programs at over 800 schools in North America and internationally.

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PEER 2 PEER: CHALLENGING EXTREMISM

University students from around the world develop campaigns and social media strategies against extremism that are credible, authentic, and believable to their peers and resonate within their communities.

How it works

Student teams, working with their professor, review client objectives and program resources.

Teams research the target market and create a strategy designed to best reach and influence their peers.

Each team receives $2,000 (USD equivalency) to produce a real campaign that has measurable impact on their campus and in their community.

Competition between top six teams for two of each $5,000, $3,000, and $1,000 scholarship awards in Washington, D.C.

All campaign assets, resources, and results transferred to the client to be used as actionable ideas that can continue to be utilized in the effort to combat global extremism.

Media coverage

National Public Radio (NPR)
Lateline ABC
Time
Newsweek
Foreign Policy
Yahoo News
Frankfurter Allgemeine Zeitung (FAZ)

Pilot Initiative
Jan 2015 - Jun 2015
- 23 Universities
- 600 student participants
- Mobile apps, cultural activities, videos, campus movements, social campaigns

Current Initiative
Aug 2015 - Jan 2016
- 45 Universities
- 900+ student participants
- 800,000+ total campus population
- Projected to double the impact of the pilot

“Those recruiting for ISIL aren’t looking for people who are devout and knowledgeable about the tenets of Islam. They’re looking for people who are gullible enough to believe that terrorists enjoy a glamorous lifestyle…”

- Secretary of State John Kerry