

Hedayah is a

*Non ideological*

**“THINK**

*Apolitical*

*International*

*Independent*

**”DO”**

Tank

## HEDAYAH

### VISION

A cohesive community of Counter Violent Extremism (CVE) actors sharing good practice and implementing increasingly effective evidence based responses to counter the threat of violent extremism.

### MISSION

Hedayah aims to be the premier international center and operational platform for expertise and experience to counter violent extremism by promoting understanding and sharing of good practices to effectively serve as the true global center to counter violent extremism.

### PROGRAM DEPARTMENTS

- Dialogue and Communications
- Capacity Building Programs
- Research and Analysis

### PRIORITIES

Communications & Counter-Narratives

Foreign Terrorist Fighters (FTF)

Education & CVE

National CVE Strategies

De-Radicalization, Disengagement & Reintegration

Community Engagement

### ABOUT HEDAYAH

During the ministerial-level launch of the GCTF in New York in September 2011, the UAE stepped forward and offered to serve as the host of the International Center of Excellence for Countering Violent Extremism and provided significant funding to support its initial stand-up and outreach. In December 2012 Hedayah was inaugurated with its headquarters in Abu Dhabi, UAE.

Hedayah was created in response to the growing desire from the GCTF members and the wider international community for the establishment of an independent, multilateral center devoted to dialogue and communications, capacity building programs, research and analysis to counter violent extremism in all of its forms and manifestations.



Hedayah  
countering violent extremism

## STRIVE

Strengthening Resilience to Violent Extremism Program  
(2015-2019)

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Project funded by the European Union

## The STRIVE program aims

“To build the capacity of state and non-state actors to effectively challenge radicalization and recruitment to violent extremism while continuing to respect human rights and international law.”

**TOTAL BUDGET: 5 MILLION EUROS**

## IMPLEMENTATION

In STRIVE program implementation, Hedayah coordinates with various international partners with the aim of fostering more effective global CVE efforts.

## KEY OBJECTIVES

- Work with local partners to design, implement and develop approaches, that have a demonstrable impact on the threat posed by radicalization and recruitment to terrorism.
- Promote effective non-coercive responses to terrorism, with the understanding that traditional coercive approaches could be ineffective and even counter-productive.
- Widen the pool of people involved in Preventing/Countering Violent Extremism (P/CVE) activities by raising the awareness of state and non-state actors; and building the capacity of credible voices within communities.

## KEY STAKEHOLDERS

CIVIL SOCIETY ORGANIZATIONS (CSOs)

POLICYMAKERS

RESEARCH ORGANIZATIONS

PUBLIC BODIES

## KEY STRANDS

### RAISING AWARENESS OF & BUILDING SUPPORT FOR CVE

- Develop a multi-media training package for front-line officials.
- Adapt the training package into sub-products to different locations.

### CIVIL SOCIETY EMPOWERMENT

- Support design & implementation of civil society initiatives to P/CVE.
- Build capacity of local actors to design & implement funded CVE interventions.

### MEDIA IN CVE

- Engagement with governments & media to raise awareness on the role of media in radicalization.
- Support several projects, including workshops with journalists, code of conduct proposal.

### RESEARCH RESOURCES - AN EVIDENCE BASE FOR CVE INTERVENTION

- Development of a global CVE web portal.
- Research on: drivers of terrorism; impact of journalism on violent extremism.
- Development of counter-narratives online collection

## GOALS

1

Increased engagement of government, security sectors & law enforcement authorities in countering violent extremism & in applying effective non-coercive responses to terrorism.

2

Strengthened resilience of civil society organizations to CVE, with increased engagement with governments.

3

Strengthened capacity of media & governments to communicate on terrorism in a way that reduces the threat.

4

Increased understanding, locally & globally, of the drivers of radicalization among vulnerable groups.

## FINAL BENEFICIARIES

The EU STRIVE program will aid communities where there is a significant threat of:

- Individuals who are most susceptible to being drawn into violence.
- Individuals being radicalized and recruited to terrorism.