

EU Knowledge Hub Stratcomms Meeting on: “Cooperation and coordination between local actors with key strategic partners”

28-29 November 2024 – Granada, Spain

Topic of the event

This 2024 EUKH Stratcomms meeting aims to create a collaborative environment where national P/CVE efforts can support local actors and key strategic partners to jointly develop and implement innovative strategic communication to prevent radicalisation.

By fostering the cooperation between policy-level planning and local execution, we seek to ensure that strategic communication efforts are aligned with the specific needs and priorities of local communities. Through open dialogue and knowledge sharing, participants will explore strategies for tailoring strategic messages to resonate with diverse audiences and leveraging local expertise to maximise campaign impact. Key discussion topics will include collaboration between planning and execution, coordination across sectors, engaging specific audiences, ensuring cultural relevance, selecting effective channels, and measuring impact.

Thus, this Stratcomms meeting seeks to equip participants with the tools and strategies needed to develop and implement effective strategic communication campaigns that can make a tangible difference in preventing radicalisation at the local level.

Therefore, this meeting goals will be focused on addressing the following questions:

- 1. How can we enhance collaboration between policymakers and local practitioners to ensure that strategic communication initiatives are effectively implemented at the grassroots level?*
- 2. What are the key challenges and opportunities in coordinating strategic communication efforts across government, industry, and civil society organisations?*
- 3. How can we foster stronger public-private partnerships to develop more effective and innovative strategic communication campaigns for local actors?*

4. *What are the most effective channels and tools for disseminating strategic messages to diverse local communities in a culturally relevant and engaging manner?*
5. *How can we evaluate the impact and effectiveness of strategic communication initiatives at the local level to inform future planning?*

Participants

The target audience for this Stratcomms meeting are:

- MS representatives: Officials responsible for designing and implementing strategic communication campaigns related to P/CVE.
- Local authorities and EU platforms: Representatives from local governments and EU-level initiatives involved in implementing P/CVE programs at the local level.
- Non-governmental organisations and civil society platforms: Non-profit organisations working on local cooperation for P/CVE and/or strategic communication campaigns with a local focus.
- Private industry and media platforms: Representatives from private companies or media outlets that can provide tools and expertise to expand the reach of P/CVE campaigns and understand public opinion.

Format

The meeting is organised under the framework of the EU Knowledge Hub and will be held in Granada, Spain on 28–29 November 2024.

The proposed venue is the University of Granada– Faculty of Law’s Main Hall.

Participants are strongly encouraged to come to the event ready to engage, ask questions, and discuss key ideas.

Travel requirements

Please do not make any travel and accommodation arrangements on your own. Once registered, the EU Knowledge Hub team will get in touch to arrange your travel and accommodation (if required and pending confirmation from the Commission).

We will arrange for participants, where possible, to travel in the day before the event and return after the end of the event, the same day.

Please note that if your travel and accommodation will be above the budgets set by the Commission, we will not be able to accept your registration.

Please fill out the form below to provide us with all the relevant information needed to arrange your travel and accommodation.

Registration form

Please note that by registering, **you commit to participating in the event**. If for any reason you are unable to attend, we would kindly ask you to notify us as soon as possible. We strongly discourage participant cancellations once the travel and accommodation arrangements have been made (unless exceptional circumstances require it).

Click here to register



EU Knowledge Hub on
**Prevention of
Radicalisation**