



Funded by
the European Union



RELEASE DATE:

JUNE 2022 | 1ST Press Release of LEAD-Online Project

CONTACT INFORMATION:

Future Needs Management Consulting Ltd.

Lina Giannivasili

Lina@futureneeds.eu

LEAD-Online PROJECT (Funded under CERV-2021-EQUAL)

“Learn, Engage, Act: Digital Tools to Prevent and Counter Hate Speech Online”

The EU funded **project LEAD-Online** addresses the need to strengthen critical thinking and digital & media literacy skills in young people, as causally linked to the low levels of reporting and the “normalization” of **hate speech online (HSO)**. The project started in March, the kick off meeting took place in Sofia on 7th of April 2022 and will end in February 2024.

The project will empower youth, teachers, media and social media activists in **7 countries** (Austria, Bulgaria, Cyprus, Croatia, Italy, Greece, Romania) to become agents of change by training them to recognize hateful discourses and underlying forms of intolerance, prejudices and discrimination, using a rights-based approach, providing them with innovative digital tools to classify, decode and counter HSO, and opening up spaces for discussion of HSO, promoting attitudes and behaviour that respect human rights and values. The project includes **empirical research**, co-creation of **online tools**, **in-person** and **online training**, and **outreach activities**.

Target groups are young people aged 14-19, educators, journalists, social media activists, b/vloggers; civil society, Internet service providers. Through **online self-assessment tools** we

will produce **hate speech ontologies**, which will be used to develop and test an interactive **online game, Hate Out!** with resources in 7 languages to identify and counter HSO.

Partners will run a series of events (**LEAD-Online Talks**) and an **online creative campaign** to reinforce the awareness of the chilling effects of hate speech in society.

Facts & figures:

- **Over 4000 young people** and **educators** will participate in interactive learning formats on human rights-based activism against HSO.
- **Through Hate Out! over 3500 users** will learn to denounce hate messages in an online environment. Students, youth leaders, journalists, and educators will become co-creators of proactive narratives against HSO.
- **Over 1400 participants** in more than 20 public LEAD-Online Talks will gain new awareness of the wide implications of HSO and will get access to international networks and resources for countering hate speech.
- **More than 35,000 people** will be reached through online information.

LEAD-Online Partners are:

[ASSOTSIATSIA ZA RAZVITIE NA SOFIA](#) | Bulgaria

[FORMA.AZIONE SRL](#) | Italy

[UDRUGE CENTAR ZA MIR, NENASILJE I LJUDSKA PRAVA - OSIJEK](#) | Croatia

[Asociatia Divers](#) | Romania

[FUTURE NEEDS MANAGEMENT CONSULTING LTD](#) | Cyprus

[HELLENIC OPEN UNIVERSITY](#) | Greece

[ZARA - ZIVILCOURAGE UND ANTI-RASSISMUS ARBEIT](#) | Austria

###

DISCLAIMER

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”

Social Media



[@LEADOnlineEU](https://www.facebook.com/LEADOnlineEU)



[leadonline_eu](https://www.instagram.com/leadonline_eu)



[@LEADOnlineEU](https://www.twitter.com/LEADOnlineEU)





FORMA.Azione

