



## RECOMMENDATIONS

### Recommendations for religious leaders

Map existing initiatives to prevent and counter incitement to violence that could lead to atrocity crimes

Map existing initiatives so that they can be scaled up and supported<sup>1</sup>, including by:

- Academic institutions providing education and training for religious actors;
- Social, print, and TV media companies;
- Religious and secular institutions and organizations;
- Institutions that carry out interfaith and intra-faith dialogue, education and training;
- Organizations responsible for community based initiatives.

Denounce incitement and develop a strategy to counter the narrative that underscores incitement

Amplify the stories of religious leaders and communities responding to hate with expressions of love and solidarity. Use social media tools and media engagement in order to promote these stories in national discourse<sup>2</sup>;

Collect and tell positive stories of interfaith engagement and social change (e.g. by creating a shared reservoir of interfaith and intra-faith stories of courage and cooperation and using creative methods - art, music, graphic novels, videos, and films);

Develop and share media strategies (using social media and print media as well as television and radio) to reframe narratives<sup>3</sup>. Consult with experts, to make sure that messages reach the right audience;

Encourage religious groups and communities to speak out against intolerance and incitement to hatred and violence;

Speak out not only when our community is targeted but also when a religious community different from our own is targeted.

Strengthen collaboration with media actors

#### Social media

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<sup>1</sup> e.g. KACIID mapping of interfaith dialogue from historical and regional perspectives, the Bridge Initiative, Interfaith Youth Corps and Interfaith Center, Shoulder to Shoulder, Zeitouna, Institute for Islamic Christian Jewish Studies in Baltimore, Interfaith Centre of New York, Islamic Centre of Long Island/Interfaith Institute of Long Island, Interfaith Council of Southwestern Connecticut, Auburn Seminary and Groundswell Movement.

<sup>2</sup> E.g. The Story of Self – Story of Us – Story of Now framework, Marshall Ganz, Harvard University.

<sup>3</sup> E.g. social media messaging, such as the messaging led by the Bridge Initiative.

Engage social media and internet technology companies (Facebook, Google, Twitter) to play a more active role in countering incitement to violence and promoting alternative<sup>4</sup>, positive messages;

Encourage social media companies to engage with religious organizations and communities<sup>5</sup>;

Encourage and work with social media companies to amplify positive speech and to actively promote tolerance;

Generate (and work together with faith-based groups to generate) online material promoting positive

## Building Robust Multi-faith Social Action Campaigns

Develop new innovative tools for religious communities to report and respond to hate crimes



## Collaboration with State institutions

Encourage governments to enforce existing laws that prohibit discrimination, and incitement to violence on the basis of religion, race, or other form of identity<sup>14</sup>;

Facilitate dialogue between religious leaders/actors and State institutions involved in preventing and countering incitement to violence (e.g. ministries of education, information, the interior and senior law enforcement officials etc.);

Encourage States to use transitional justice mechanisms (such as historical memory and truth seeking mechanisms) as a way to process past violence and prevent future conflict;

Encourage States to work with religious leaders to enhance their protection, in particular when they engage in preventing and countering incitement to violence.

## Collaboration with international organisations

Build international partnerships, including with the United Nations, on issues related to the prevention of incitement to violence;

Seek United Nations support to access social media companies at a high level;

Encourage the UN Office on Genocide Prevention and the Responsibility to Protect to disseminate the Plan of Action for religious leaders from the Americas to prevent incitement to violence that could lead to atrocity crimes to the Latin American Network for Genocide Prevention and advocate for government engagement in the implementation of the Plan of Action.

## Collaboration with think tanks and non-religious organisations

Encourage think tanks and non-religious organisations to develop and provide training on effective communication strategies<sup>15</sup>;

Encourage and foster research on alternative messages by religious groups to reach target audiences<sup>16</sup>;

Train religious leaders/actors in human rights monitoring and reporting;

Develop reading material on diversity (racial, religious and gender) for religious leaders and actors.

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<sup>14</sup> Pursuing new hate speech legislation or government regulation of social media would however be detrimental.

<sup>15</sup> E.g. Carter Center program bringing communications specialists together with threat specialists; US Holocaust Memorial Museum strategic communications guide for counteracting dangerous speech: [ushmm.org/dangerous-speech](https://ushmm.org/dangerous-speech).

<sup>16</sup> E.g. Shoulder2Shoulder campaign.

