



IGAD CENTRE OF
EXCELLENCE FOR
PREVENTING AND
COUNTERING
VIOLENT EXTREMISM
(ICEPCVE)

www.cve.igad.int



STRATEGIC COMMUNICATIONS

OUR ACHIEVEMENTS

60



Counter messages and
alternative narratives
developed



Number of languages used to
produce counter messages and
alternative narratives



Training Manual for
Developing and Disseminating
Counter-Messages and
Alternative Narratives

The Strategic Communications Unit of the IGAD Centre of Excellence for Preventing and Countering Violent Extremism (ICEPCVE) focuses on providing expert support to state and non-state actors to utilize a broad range of strategic communications to counter the violent extremists ideologies.

Being the only Centre in Africa dedicated to the development and dissemination of alternative and counter narratives, the unit oversees implementation of training programmes designed to enable the beneficiaries produce compelling counter messages and alternative narratives and apply effective dissemination strategies to discredit fake news, propaganda and mis/disinformation employed by violent extremist organizations.

The objectives of the Strategic Communications Unit are to:

- Enhance the capacity of state and non-state actors undertaking P/CVE work to develop and disseminate counter messages and alternative narratives.
- Maintain a databank of extremist narratives that prevail in the IGAD region and the counter messages and alternative narratives developed in training's undertaken.
- Providing expert support to key stakeholders to utilize broad range of strategic communications in their P/CVE initiatives including countering violent extremists ideologies

Our key priority is to have key stakeholders implementing P/CVE initiatives integrate strategic communications in their efforts to counter violent extremists ideologies

“ Equipping partners in P/CVE with strategic communication skills. ”

For more information email: icepcve@igad.int