



Ambassadors: the drivers of change

Chosen for their passion, dedication, teamwork abilities, personal and academic backgrounds, and volunteering activities, the Ambassadors are a **diverse and cohesive team of young people** who are aware of how online hate speech affects their communities - Santa Coloma de Gramenet, Ravenna and Kreis Offenbach - and want to **change that reality**.

Capacity Building Program

Main Goal

Empower the Ambassadors in the **three FASTLISA target areas** with the necessary skills to disseminate the project's actions and results among their local communities.

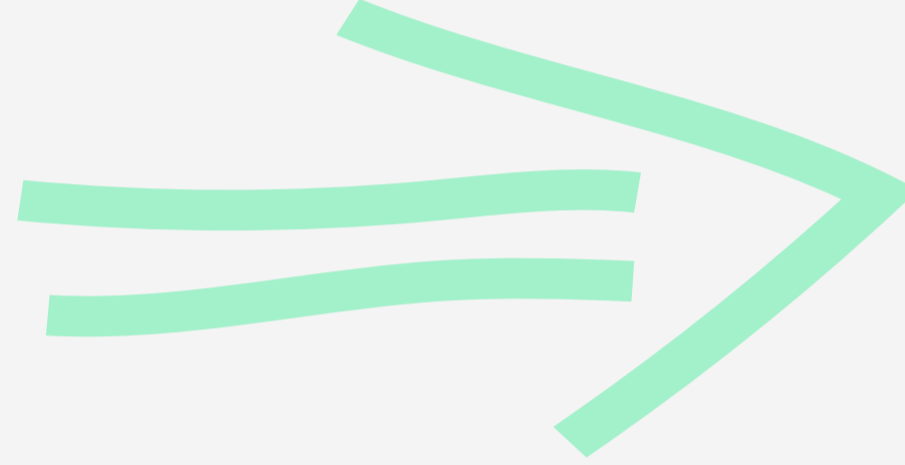


Tutors: A Multidisciplinary approach

- Project partners
- External experts
- Researchers
- Policymakers
- Third-sector representatives

Methodology

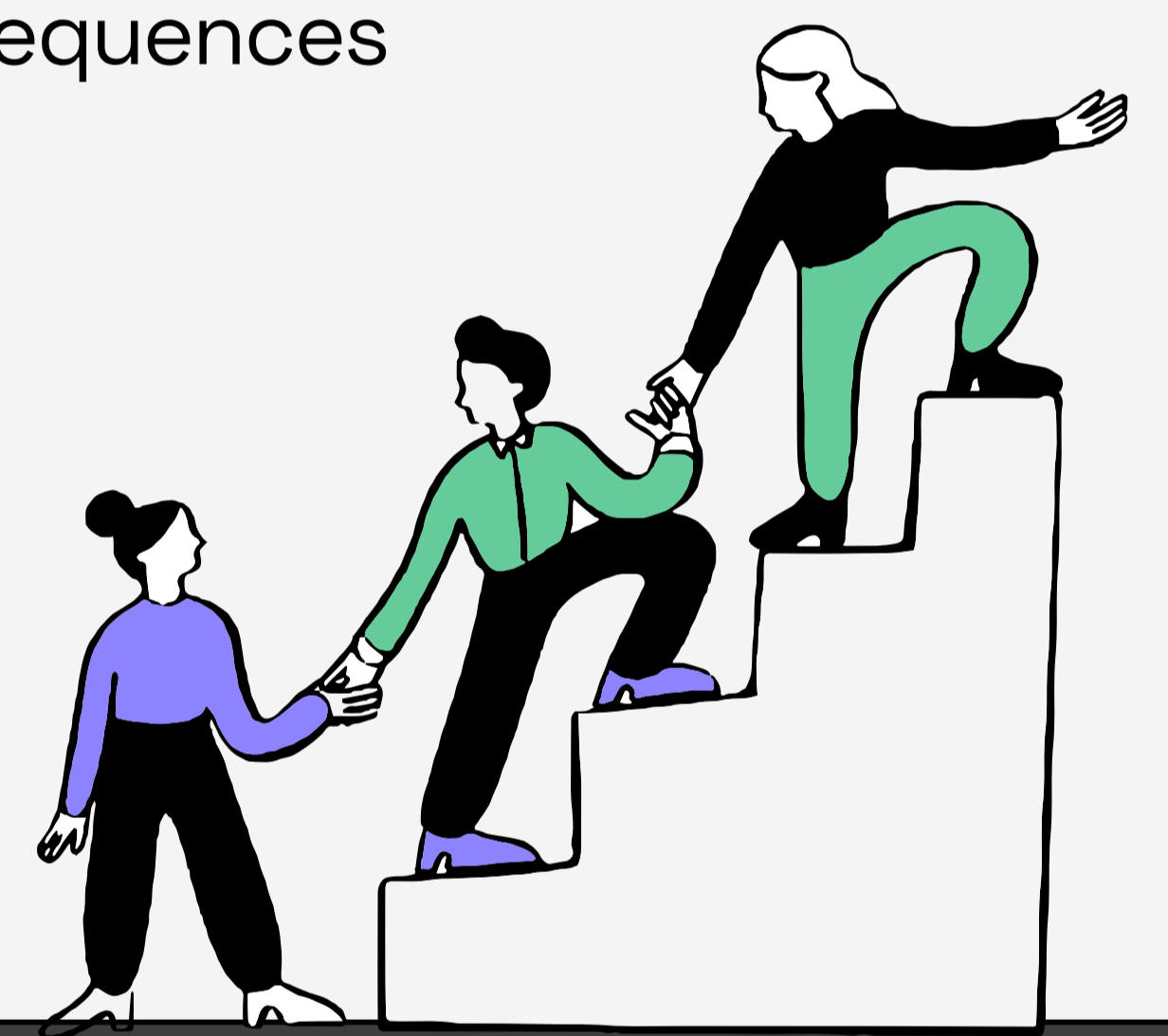
- Participative approach
- Non-formal education methods
- Interactive workshops
- Stimulating discussions



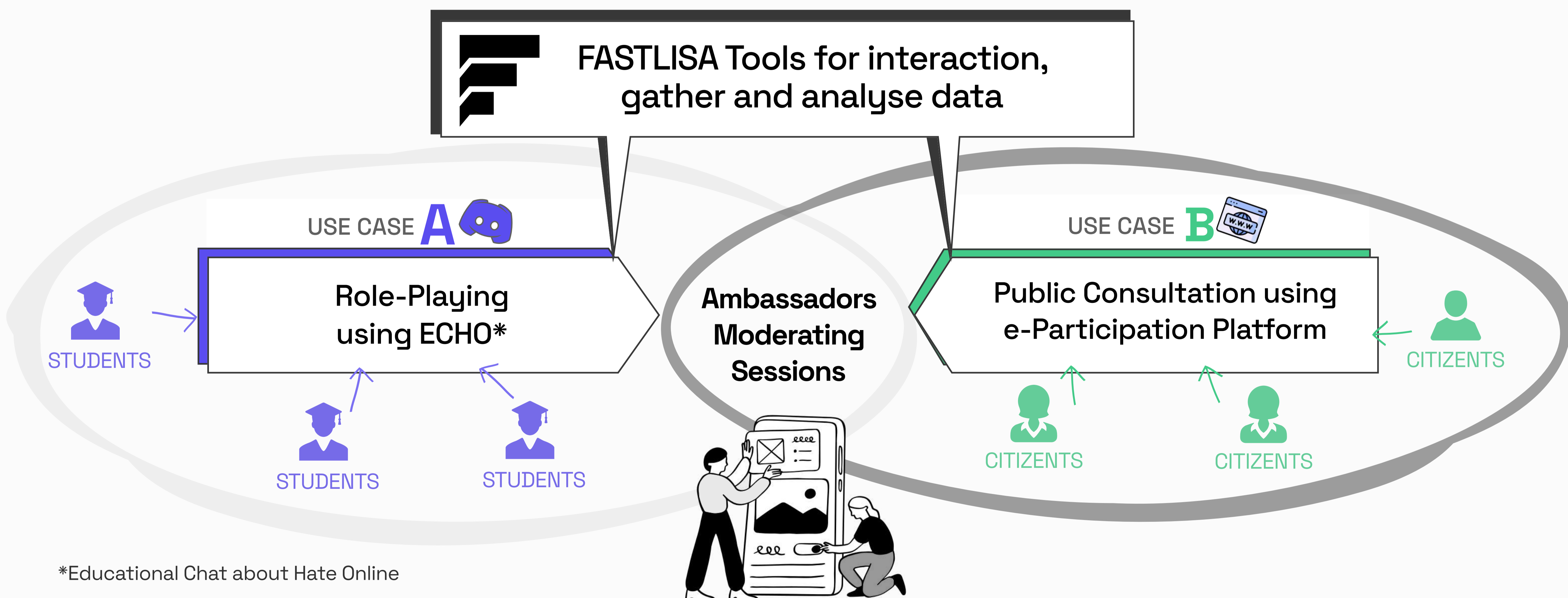
- ✓ Building self-confidence
- ✓ Promoting critical thinking
- ✓ Building the sense of team
- ✓ Building the sense of responsibility as ambassador

Valuable skills and knowledge learned by the Ambassadors

- Understanding **aspects of hate speech**: causes, origins, meanings, effects and consequences
- **Spotting and analyzing** hateful messages
- Diplomatic protocols, cross-cultural communication, computer applications, legal implications, GDPR compliance, ethics and privacy issues, anonymization of personal and sensitive data, fake news, fair use of the technology and more
- **Identifying the risks and challenges** that hate speech poses
- Coming up with creative and effective **solutions** to counter it



The key role of Ambassadors implementing the FASTLISA strategy



*Educational Chat about Hate Online