



**Combating Hate Speech  
against the Gülen  
Movement:  
A Community-Based  
Approach**

April 2023

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## OBJECTIVE:

The objective of this project is to develop and implement a comprehensive community-based approach to effectively counter hate speech against the Gülen movement, with the ultimate goal of promoting understanding, tolerance, and respect for human rights. The project aims to address the increasing prevalence of hate speech targeting the Gülen movement, which has resulted in discrimination, stigmatization, and violations of human rights for individuals associated with the movement. By employing a multifaceted approach that includes education, awareness raising, monitoring and documentation, response and counter discourse, policy and advocacy, collaboration and networking, and engagement with social media and internet platforms, this project seeks to combat hate speech in a holistic and sustainable manner.

The community-based approach will involve actively engaging with the local community, including schools, libraries, community organizations, and other stakeholders, to raise awareness about the Gülen movement and its values, as well as the negative impact of hate speech. Through educational events such as conferences and workshops, as well as the development of educational materials such as brochures, fact sheets, and social media content, educate others about the consequences of hate speech. By collaborating with schools, libraries, and community organizations, the project will provide educational resources and programs to empower individuals to counter hate speech and promote tolerance.

In addition, the project will establish a system for monitoring and documenting cases of hate speech against the Gülen movement, training community volunteers to identify and report such cases. This will enable the project to collect and organize documentation of hate speech incidents, which can be used for advocacy and outreach efforts. The project will also develop a strategy for responding to incidents of hate speech, including counter discourse and fact-checking efforts, and will work with media outlets to ensure accurate and balanced coverage of the Gülen movement and hate speech.

The project will engage in policy and advocacy efforts, including raising awareness of hate speech against the Gülen movement among policy makers and decision makers, advocating for policies and initiatives that promote understanding and tolerance, and collaborating with human rights organizations and other advocacy groups to implement anti-hate speech campaigns. The project will also draft a bill addressing hate speech against the Gülen movement and work to bring it to the agenda of opposition parties in Turkey, aiming to create legal and policy changes to combat hate speech.

Furthermore, the project will focus on collaboration and networking, building partnerships and collaborations with other organizations and individuals working on hate speech and related issues. This includes joining networks and coalitions focused on combating hate speech and promoting understanding and tolerance, leveraging collective efforts to create a broader impact. The project will also work with social media and internet platforms to address hate speech, conducting research to identify specific platforms and issues that need to be addressed, developing strategies for change, engaging with platform providers and decision makers to advocate for change, and monitoring progress and advocating for further changes as needed.

Overall, this project aims to combat hate speech against the Gülen movement through a comprehensive community-based approach that addresses the issue from multiple angles, including education, awareness raising, monitoring and documentation, response and counter discourse, policy and advocacy, collaboration and networking, and engagement with social media and internet platforms. By promoting understanding, tolerance, and respect for human rights, the project aims to contribute to the protection of the rights and well-being of individuals associated with the Gülen movement, and to create a more inclusive and respectful society.

## ACTIVITIES:

### 1. Education and Awareness Raising:

Education and awareness raising are key components of the community-based approach to combatting hate speech against the Gülen movement. The project will implement a multifaceted strategy to educate and raise awareness among the local community, including schools, libraries, community organizations, and other stakeholders.

- Educational Events: The project will organize educational events such as conferences, workshops, and seminars to provide accurate information about the Gülen movement, its values, and its contributions to society. These events will be open to the public and will target different audiences, including students, teachers, community leaders, and members of the general public. The project will invite experts, scholars, and representatives from the Gülen movement to share their insights and perspectives, fostering understanding and dialogue.
- Educational Materials: The project will develop educational materials such as brochures, fact sheets, and social media content to disseminate accurate information about the Gülen movement and counter misinformation and hate speech. These materials will be distributed in schools, libraries, community centers, and other public spaces, as well as shared on social media platforms to reach a wider audience. The materials will be developed in a culturally sensitive and accessible manner, taking into consideration the diverse backgrounds and needs of the target audience.
- Community Organization Partnerships: The project will work with community organizations, such as NGOs, interfaith groups, and human rights organizations, to raise awareness about hate speech and promote understanding of the Gülen movement. This may involve joint initiatives, collaborative events, and shared resources to amplify the project's educational efforts. By engaging with community organizations, the project can reach a wider audience and foster a sense of community ownership in countering hate speech.
- Social Media Campaigns: The project will develop and implement social media campaigns to raise awareness about the Gülen movement, promote accurate information, and counter hate speech. This may include creating engaging and informative social media content, leveraging influencers or social media ambassadors, and using targeted advertising to reach specific audiences. The

project will also work with social media platforms to identify, and report hate speech, and to promote responsible use of social media as a tool for education and dialogue.

- **Monitoring and Evaluation:** The project will implement a monitoring and evaluation system to assess the effectiveness of its educational and awareness raising efforts. This may involve conducting surveys, focus groups, and interviews to measure changes in knowledge, attitudes, and behaviors related to hate speech and the Gülen movement. The findings will be used to refine and improve the educational strategies and materials, and to ensure that the project's efforts are making a positive impact.

By implementing a comprehensive education and awareness raising strategy, the project aims to promote understanding, tolerance, and respect for diversity, and to counter hate speech against the Gülen movement by providing accurate information, fostering critical thinking, and empowering individuals to recognize and respond.

## **2. Monitoring and Documentation:**

Monitoring and documentation are critical components of the project's efforts to combat hate speech against the Gülen movement. The project will implement a comprehensive monitoring and documentation system to collect data, assess the impact of its interventions, and ensure accountability and transparency.

- **Data Collection:** The project will collect data on various aspects of hate speech, including its prevalence, forms, and impact. This may involve conducting surveys and interviews with individuals who have been targeted by hate speech, as well as with community members, educators, and other stakeholders. The data will be collected using rigorous research methods and will adhere to ethical standards and principles of confidentiality.
- **Impact Assessment:** The project will assess the impact of its interventions, including educational events, materials, and campaigns, to measure changes in knowledge, attitudes, and behaviors related to hate speech and the Gülen movement. This may involve conducting pre- and post-intervention assessments, using validated measurement tools, and analyzing qualitative and quantitative data. The impact assessment will provide insights into the effectiveness of the project's strategies and help guide future interventions.
- **Documentation:** The project will document incidents of hate speech against the Gülen movement, including collecting and preserving evidence, such as

screenshots, recordings, and testimonies. The documentation will serve multiple purposes, including raising awareness about the prevalence and impact of hate speech, advocating for policy changes, and supporting legal actions against perpetrators. The project will follow ethical guidelines and protocols for documenting incidents, ensuring the privacy and safety of individuals involved.

- [Reporting and Advocacy](#): The project will prepare regular reports on the findings of its monitoring and documentation efforts, which will be shared with relevant stakeholders, including local authorities, NGOs, human rights organizations, and the media. The reports will highlight the impact of hate speech, identify trends and patterns, and provide evidence-based recommendations for addressing the issue. The project will also engage in advocacy efforts, leveraging the findings of its monitoring and documentation to raise awareness, advocate for policy changes, and promote a safe and inclusive environment for the Gülen movement and its members.
- [Transparency and Accountability](#): The project will ensure transparency and accountability in its monitoring and documentation efforts by adhering to best practices, maintaining accurate and comprehensive records, and regularly reviewing and updating its data collection and analysis protocols. The project will also seek feedback from stakeholders and incorporate their input into its monitoring and documentation processes. The project will uphold ethical standards, protect the privacy and safety of individuals involved, and ensure that the data collected is used responsibly and for the intended purposes.

By implementing a robust monitoring and documentation system, the project aims to collect reliable data, assess the impact of its interventions, and advocate for policy changes based on evidence. The findings from monitoring and documentation efforts will inform the project's strategies, guide its interventions, and promote transparency and accountability in addressing hate speech against the Gülen movement.

### **3. Response and Counter Discourse:**

The project recognizes that responding to hate speech against the Gülen movement requires not only monitoring and documenting incidents, but also engaging in effective counter discourse strategies to challenge and combat the spread of hate speech. The Response and Counter Discourse section of the project focuses on developing and implementing proactive measures to counter hate speech, promote positive narratives, and create a safe and inclusive environment for the Gülen movement and its members.

- [Counter Narratives](#): The project will develop and disseminate counter narratives that challenge the false and harmful narratives propagated through hate speech. These counter narratives will be based on facts, evidence, and the values of tolerance, diversity, and inclusivity. The project will work with experts, stakeholders, and members of the Gülen movement to craft compelling messages that counter the negative stereotypes and misinformation spread by hate speech. These counter narratives will be shared through various channels, including social media, educational materials, and public events, to reach a wide audience.
- [Community Mobilization](#): The project will mobilize the community, including members of the Gülen movement and other stakeholders, to actively engage in countering hate speech. This may involve organizing community events, workshops, and campaigns that promote dialogue, understanding, and empathy among diverse groups. The project will encourage community members to speak up against hate speech, share positive narratives, and foster mutual respect and cooperation. The project will also provide support and resources to empower community members to effectively respond to hate speech in a constructive and peaceful manner.
- [Education and Training](#): The project will develop and implement educational and training programs aimed at raising awareness about hate speech, its impact, and ways to respond to it. This may involve developing educational materials, conducting workshops, and providing training to educators, community leaders, and other stakeholders. The education and training programs will focus on promoting critical thinking, media literacy, and intercultural understanding, and will empower individuals with the knowledge and skills to identify, challenge, and respond to hate speech.
- [Online and Social Media Strategies](#): Given the prominent role of social media in the spread of hate speech, the project will develop and implement online strategies to counter hate speech on digital platforms. This may involve monitoring social media platforms for hate speech, engaging in proactive online engagement through positive messages, fact-checking, and reporting hate speech. The project will also collaborate with social media platforms and other stakeholders to promote responsible online behavior, combat the spread of hate speech, and create a safe and inclusive online environment.
- [Partnerships and Collaborations](#): The project will actively seek partnerships and collaborations with relevant stakeholders, including civil society organizations, government agencies, media outlets, and educational institutions. These partnerships will enable the project to leverage resources, expertise, and

networks to amplify its counter discourse efforts, reach a wider audience, and create a collective impact in countering hate speech against the Gülen movement. The project will also engage in advocacy efforts to promote policy changes that support a safe and inclusive environment for the Gülen movement and its members.

The Response and Counter Discourse strategies of the project aim to challenge and combat hate speech against the Gülen movement through proactive measures that promote positive narratives, mobilize the community, and empower individuals with knowledge and skills to respond effectively. By fostering a culture of inclusivity, tolerance, and mutual respect, the project aims to create a supportive environment that counters hate speech and promotes understanding and dialogue among diverse groups.

#### **4. Policy and Advocacy:**

The Policy and Advocacy section of the project focuses on engaging in advocacy efforts and promoting policy changes to address hate speech against the Gülen movement at systemic levels. This section aims to work with relevant stakeholders, including government agencies, policymakers, and civil society organizations, to advocate for policy changes that promote a safe and inclusive environment for the Gülen movement and its members, and prevent and address hate speech effectively.

- [Policy Analysis and Research](#): The project will conduct policy analysis and research to identify gaps and shortcomings in existing policies and laws related to hate speech. This may involve conducting thorough research on national and international laws, regulations, and best practices, as well as analyzing their effectiveness in addressing hate speech against the Gülen movement. The project will also collect data and evidence on the impact of hate speech on the Gülen movement and its members, and use this information to inform policy advocacy efforts.
- [Advocacy Campaigns](#): The project will develop and implement advocacy campaigns aimed at influencing policymakers and government agencies to take action against hate speech. This may involve conducting meetings, workshops, and events with policymakers to raise awareness about the issue of hate speech and its impact on the Gülen movement. The project will also engage in strategic communication efforts, including media campaigns, op-eds, and social media advocacy, to amplify its messages and advocate for policy changes. The project



will collaborate with other stakeholders, including civil society organizations and human rights advocates, to build coalitions and create a united front in advocating for policy changes.

- [Legal Support and Litigation:](#) The project will provide legal support to victims of hate speech and work with legal experts to explore legal avenues for addressing hate speech at the legal level. This may involve providing legal advice, support, and representation to victims of hate speech, as well as engaging in litigation efforts to challenge hate speech and seek legal remedies. The project will also work with relevant legal authorities and institutions to promote legal reforms that effectively address hate speech against the Gülen movement and its members.
- [Capacity Building for Policymakers:](#) The project will conduct capacity building initiatives for policymakers to enhance their understanding of hate speech, its impact, and effective strategies to combat it. This may involve organizing workshops, training sessions, and seminars for policymakers to raise awareness about the issue, provide them with evidence-based information, and equip them with the tools and knowledge to develop and implement effective policies and strategies to address hate speech.
- [International Advocacy:](#) The project will engage in international advocacy efforts to raise awareness about the issue of hate speech against the Gülen movement at the global level. This may involve collaborating with international human rights organizations, diplomatic missions, and other relevant stakeholders to advocate for policy changes, raise awareness about the issue, and seek international support in addressing hate speech against the Gülen movement.

The Policy and Advocacy strategies of the project aim to create a favorable policy environment that effectively addresses hate speech against the Gülen movement and its members. Through policy analysis, advocacy campaigns, legal support, capacity building, and international advocacy efforts, the project seeks to promote policy changes that prevent and address hate speech, protect the rights of the Gülen movement and its members, and create a safe and inclusive environment for them to express their thoughts and engage in peaceful activities without fear of discrimination or persecution.

## 5. Collaboration and Networking:

The Collaboration and Networking section of the project focuses on building partnerships, fostering collaborations, and establishing networks with relevant stakeholders at local, national, and international levels. These collaborations aim to leverage collective efforts, resources, and expertise to effectively combat hate speech against the Gülen movement.

- [Building Partnerships:](#) The project will seek to establish partnerships with relevant stakeholders, including civil society organizations, human rights advocates, academia, media outlets, and other relevant entities. These partnerships may involve formal collaborations, memoranda of understanding, or informal networks, and aim to foster mutual support, cooperation, and synergy in addressing hate speech. Through partnerships, the project can amplify its advocacy efforts, access additional resources, and leverage diverse perspectives and expertise to develop more comprehensive strategies to combat hate speech.
- [Engaging with Civil Society Organizations:](#) The project will actively engage with civil society organizations that share similar goals and values in combatting hate speech. This may involve collaborating with human rights organizations, advocacy groups, and community organizations that work towards promoting tolerance, inclusivity, and respect for diversity. Such collaborations can help create a unified front against hate speech, amplify advocacy efforts, and foster collective action to address hate speech effectively.
- [Collaborating with Media Outlets:](#) The project will work with media outlets to raise awareness about the issue of hate speech against the Gülen movement and promote accurate and responsible reporting. This may involve engaging in media campaigns, providing information and data to media outlets, and facilitating interviews, op-eds, and other media initiatives to highlight the impact of hate speech and promote counter-narratives. Collaborating with media outlets can help in shaping public discourse and garnering wider attention to the issue of hate speech against the Gülen movement.
- [Engaging with Academia and Research Institutions:](#) The project will collaborate with academia and research institutions to conduct research, develop evidence-based strategies, and leverage scholarly expertise in addressing hate speech. This may involve partnering with academic institutions for research projects, organizing conferences, seminars, and workshops on hate speech, and involving scholars in policy analysis and advocacy efforts. Collaborating with

academia can help in generating robust research findings, developing innovative strategies, and informing evidence-based policy advocacy.

- **International Networking:** The project will engage in international networking efforts to connect with relevant stakeholders at the global level. This may involve establishing partnerships with international organizations, diplomatic missions, and other relevant entities to amplify advocacy efforts, share best practices, and seek support in addressing hate speech against the Gülen movement. International networking can help in raising awareness, garnering international support, and facilitating knowledge exchange and collaboration on the issue of hate speech.
- **Community Engagement:** The project will actively engage with the Gülen movement community and its members to foster collaboration, collect input, and incorporate their perspectives in the development and implementation of strategies to combat hate speech. This may involve organizing community events, consultations, and dialogues, as well as involving community members in awareness-raising, advocacy, and documentation efforts. Engaging with the community can help in building trust, strengthening solidarity, and ensuring that strategies to combat hate speech are inclusive and reflective of the needs and perspectives of the affected community.

The Collaboration and Networking strategies of the project aim to create synergies, amplify efforts, and foster collective action in combatting hate speech against the Gülen movement. By building partnerships, engaging with civil society organizations, collaborating with media outlets, academia, and research institutions, establishing international networks, and actively involving the community, the project seeks to leverage collective expertise, resources, and perspectives to effectively address hate speech and promote a safe and inclusive environment for the Gülen movement and its members.

## **6. Work with Social Media and Internet Platforms:**

Given the significant role of social media and internet platforms in the spread of hate speech, the project recognizes the need to engage with these platforms to combat hate speech against the Gülen movement. The Work with Social Media and Internet Platforms section of the project focuses on proactive engagement, advocacy, and collaboration with social media and internet platforms to prevent the spread of hate speech and promote a safe online environment.

- [Advocacy for Policy and Algorithmic Changes](#): The project will engage in advocacy efforts to promote policy and algorithmic changes in social media and internet platforms to effectively address hate speech against the Gülen movement. This may involve reaching out to platform representatives, participating in consultations, and providing input on policies, guidelines, and algorithmic changes related to hate speech. Through advocacy, the project aims to influence platform policies and algorithms to better identify, remove, and prevent hate speech targeting the Gülen movement.
- [Collaborative Efforts with Social Media and Internet Platforms](#): The project will actively collaborate with social media and internet platforms to develop joint initiatives to address hate speech against the Gülen movement. This may involve partnering with platforms to develop awareness-raising campaigns, providing expertise in the development of hate speech detection algorithms, and engaging in collaborative efforts to remove hate speech content from platforms. Collaborative efforts with social media and internet platforms can lead to more effective and efficient measures to combat hate speech online.
- [Capacity Building and Training for Social Media and Internet Platforms](#): The project will provide capacity building and training to social media and internet platforms on the issue of hate speech against the Gülen movement. This may involve providing training sessions for platform moderators and content reviewers on identifying and removing hate speech, sharing best practices for handling hate speech related to the Gülen movement, and providing resources and tools for content moderation. Capacity building and training can contribute to improved detection and removal of hate speech against the Gülen movement on social media and internet platforms.
- [Monitoring and Reporting of Hate Speech on Social Media and Internet Platforms](#): The project will monitor social media and internet platforms for hate speech targeting the Gülen movement and report such instances to the respective platforms. This may involve systematic monitoring of social media platforms, documenting hate speech content, and reporting it to platform administrators for review and removal. By actively monitoring and reporting hate speech, the project aims to hold social media and internet platforms accountable for addressing hate speech against the Gülen movement.
- [Collaboration on Counter-Narratives and Positive Messaging](#): The project will work with social media and internet platforms to promote counter-narratives and positive messaging against hate speech targeting the Gülen movement. This may involve developing and disseminating positive messages, stories, and narratives that promote tolerance, inclusivity, and respect for diversity.

Collaborating on counter-narratives and positive messaging can help in challenging and mitigating the impact of hate speech online.

The Work with Social Media and Internet Platforms strategies of the project aim to proactively engage with social media and internet platforms to prevent the spread of hate speech targeting the Gülen movement. Through advocacy, collaboration, capacity building, monitoring, and promoting positive messaging, the project seeks to foster a safe online environment that is free from hate speech and promotes respectful discourse and inclusivity.

## Timeline:

The project will be implemented over a period of three years, with a detailed timeline as follows:

### 1. Year 1:

- **Project initiation and setup:** This phase will involve the establishment of project management structures, recruitment of project staff, and development of project protocols and guidelines.
- **Formative research and needs assessment:** This phase will involve conducting formative research to better understand the dynamics of hate speech against the Gülen movement, conducting a needs assessment to identify the key challenges and opportunities, and developing evidence-based strategies and interventions.

### 2. Year 2:

- **Implementation of interventions:** This phase will involve the implementation of various interventions, including education and awareness raising, monitoring and documentation, response and counter discourse, policy and advocacy, collaboration and networking, and work with social media and internet platforms, as described in the respective sections.
- **Capacity building and training:** Throughout Year 2, capacity building and training activities will be conducted for project staff, partner organizations, and relevant stakeholders to enhance their knowledge, skills, and capacities in addressing hate speech against the Gülen movement.

### 3. Year 3:

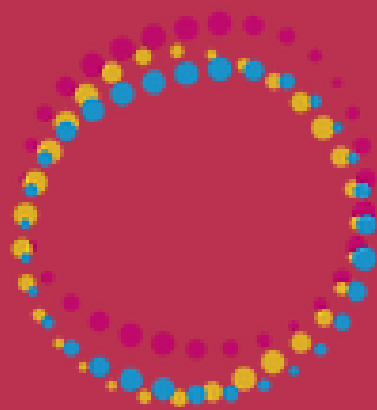
- **Continued implementation of interventions:** The interventions initiated in Year 2 will continue to be implemented in Year 3, with a focus on sustainability and impact assessment.
- **Monitoring and evaluation:** Throughout Year 3, monitoring and evaluation activities will be conducted to assess the effectiveness and impact of the interventions, and to identify any necessary adjustments or modifications.
- **Reporting and dissemination:** This phase will involve the preparation of project reports, documentation of lessons learned, and dissemination of project findings, best practices, and recommendations to relevant stakeholders and the wider public.

### Budget:

The project will require a comprehensive budget to cover various components, including personnel, research and data collection, education and awareness raising activities, monitoring and documentation, response and counter discourse initiatives, policy and advocacy efforts, collaboration and networking activities, work with social media and internet platforms, capacity building and training, monitoring and evaluation, reporting and dissemination, and administrative and overhead costs. The budget will be developed based on a detailed cost estimation and financial planning process, taking into account the specific needs, scope, and duration of the project.

The budget will be allocated based on priorities and resources available, with a focus on cost-effectiveness, efficiency, and impact. Funding sources may include grants, donations, sponsorships, partnerships, and other fundraising mechanisms. Regular financial monitoring and reporting will be conducted to ensure transparency, accountability, and compliance with financial guidelines and regulations.

Overall, a comprehensive and well-managed budget will be critical for the successful implementation of the project, ensuring that adequate resources are allocated to each component of the project and that the project's goals and objectives are achieved within the allocated budget.



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