



المركز العالمي
لمكافحة الفكر المتطرف

GLOBAL CENTER FOR
COMBATING EXTREMIST IDEOLOGY



Prologue

Today, we proudly announce the establishment of the Global Center for Combating Extremist Ideology (aka ETIDAL in Arabic) to be the guiding light and global hub for international efforts against the prime enemy of humanity; that is, extremism. The international solidarity and participation in the Center sends a clear message to makers of fear and death everywhere that the world is resolute, unswerving, and determined to fight the threat of extremism and assure a safer and better future for generations to come.

Vision

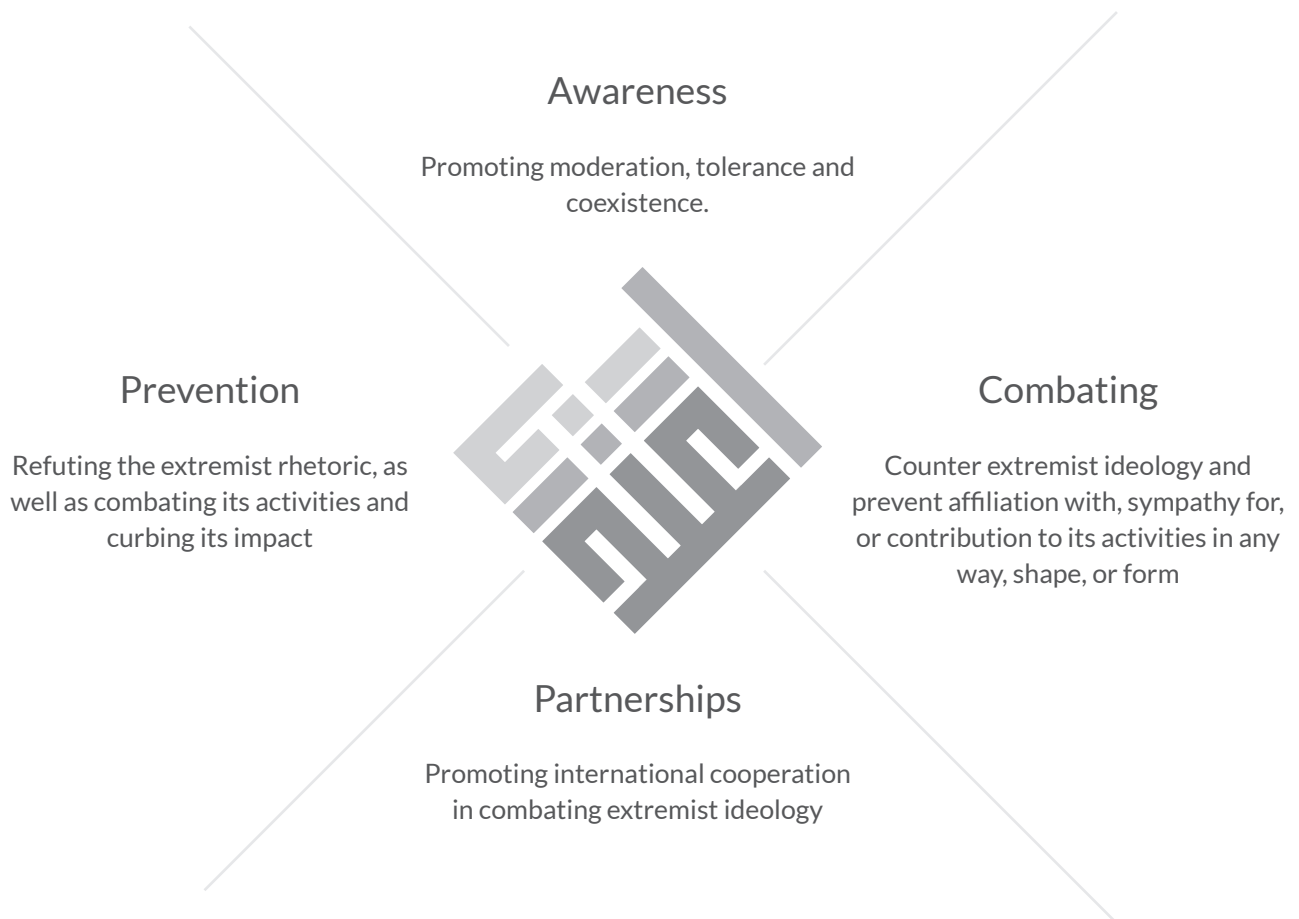
To be the global reference in combating extremist ideology and promoting moderation.

Mission

To actively and pro-actively combat, expose, and refute extremist ideology, in cooperation with governments and organizations concerned.



Strategic Objectives



Why?

The World is Under Threat!

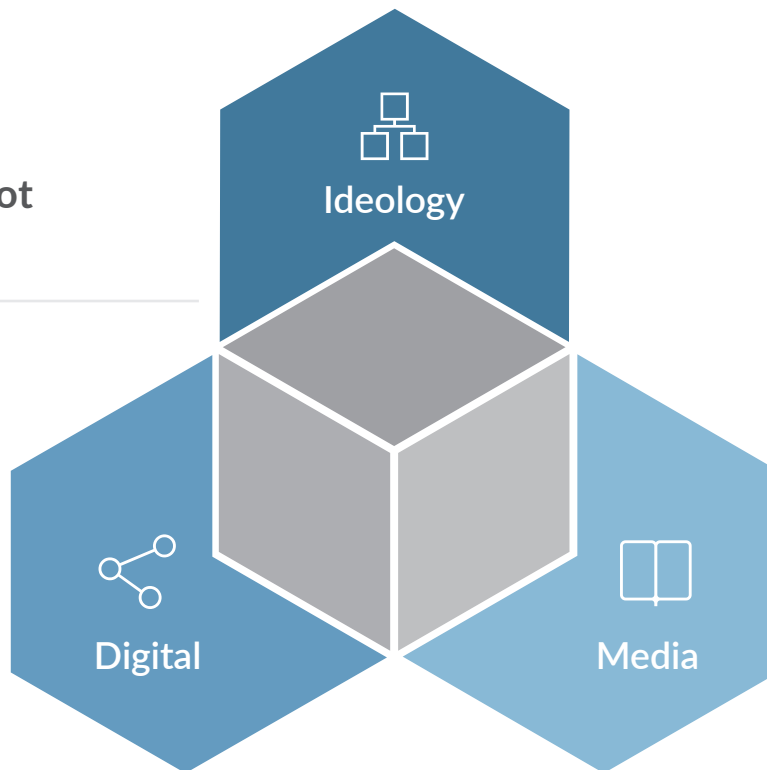
The Center is a flag bearer rallying all the international community that extremism has become an ominous and prevalent epidemic. Continuously there are new breeds of extremist groups that now act globally across geographic borders and gaining followers from across cultures.

ISIS alone has led or inspired acts of violence across 31 countries in the last three years, killing more than 3,600 people and wounding more than 8,000 others. Extremist groups have also become very effective in using the Internet and social media to communicate with potential recruits and spread their messages online, which adds to the daunting challenge of facing the widespread of extremist ideas.

How?

Strengthen the foundation associated with fighting extremist ideology, and provide a counter-narrative that promotes moderation and acceptance of the other.

Three Pivot Fronts

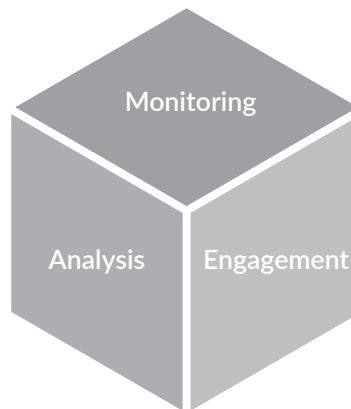


Sabotage the digital activities of extremist groups, and support the dissemination of positive dialogue that promotes bridging the gap between communities.

Out-brand extremism and expose its propaganda

Performed on widely spoken languages and with high degree of automation in notification, and with the ability to distinguish variant degrees of sympathy for extremist ideologies.

Three Lines for Business Operations



Provides accurate diagnosis of all relevant content, in all different languages and dialects of concern, and produces periodic in-depth reports: daily, weekly, monthly.

Proactive measures through influencing discourse into promoting a culture of moderation and tolerance and refuting extremist arguments and premises. Engagement also means disruption and sabotage of extremist digital activities and capabilities.



Where?

Seven Continents and a Virtual World!

Acting globally is at the heart of the Center's strategy, where the virtual sphere media and the Internet are expected to be open fields for counter-extremism activities. To that end, the Center is already armed with state-of-the-art innovative software tools and technologies with the most stringent standards of accuracy, reliability, and efficiency required to achieve their goals.





Governance?

The Center adopts a system of rules, practices and processes that reflects the best international standards for governance to ensure impartiality, flexibility, efficiency and transparency. The Center is managed by a Board of Directors that is appointed every five years, and consists of 12 directors representing member countries, international organizations, and other active entities in the field of counter-extremism. The Board of Directors is entrusted with drawing up the general policies for the Center as well as developing its plans and approving its budget. The number of representatives of member states within the Board of Directors will correlate with percentage contribution to the annual budget of the Center.

General membership to Center is open to countries, organizations, or any participating entity, and can be categorized as follows:

1. Funding Members contributing to the operational budget of the Center, who shall have representation on the Board of Directors.
2. Members appointed by the Board of Directors, who shall have independent representation in the Board of Directors.
3. Members that benefit from the Center's services and contribute to achieving its objectives.

The Center also has a Higher Committee for Ideology, which comprises a number of prominent scholars as well as global intellectuals and opinion shapers. The committee is entrusted with reviewing the ideology-related goals of the Center, proposing ideology programs, and setting the mechanisms for achieving the ideology goals. Finally, the Center uses a set of well-defined key performance indicators to evaluate both the internal performance of its operation as well as the external impact of its activities and how that relates to achieving the sought vision, mission, and strategic objectives.



Epilogue

Competitive Edge



Unprecedented technical superiority in the tools and technologies used to combat online extremism and its activities on social networks and the Internet as well as other media outlets.



Unequivocal excellence in Ideology Research through a distinguished team of multidisciplinary researchers competent in using big data analytical tools as well as possessing the geopolitical, social, and historical expertise necessary to provide in-depth analyses and actionable insights on different extremist groups



Novel and innovative software tools capable of monitoring, classifying and analyzing any extremist content within just 6 seconds of its online broadcast, and with more than 80% accuracy levels, giving a whole new perspective and opening new frontiers in the fight against digital extremism.



Technology that works in all different languages and dialects common in the extremist discourse. Advanced analytical models are under development to identify digital media platforms locations that will shed light on extremist hotbeds and covert areas for recruitment activities.



International cooperation fortified by a common vision to fight extremism at its root causes.