



Trojan T-Shirts

This is an exercise which shows how to get in touch directly with right-wing extremists and to generate uncertainty in the right-wing scene. It is also an example how broad discussions can be stimulated specifically in social media.

Module

- Intervention

Group size

- medium

Purpose

The aim is to show a tailor-made target group approach in the most difficult environment of right-wing extremists, which are closed shops for outsiders.

Participants

youth aged 15 - 20

Description

T-Shirts and were distributed free of charge at a right-wing rock festival "Rock for Germany" by a German right-wing political party. The party had accepted the T-Shirts as a donation of an assumed supporter. Those who took the T-Shirts had a surprise at home, because the clothes revealed their true purpose: the print with a skull, the inscription "Hardcore Rebels" and waved flags disappeared after the first washing and a message became visible: "You can what your shirt can - We help you to get away from right-wing extremism. EXIT-Germany ". The action was broadly discussed in media and gained extraordinary attention in social media, which is one of the most important communication channels of the right-wing scene.

Materials needed

A video documents the exercise: <http://www.exit-deutschland.de/projekte/?c=trojaner-t-shirt>

Methodology

- Getting in touch directly with right-wing extremists
- Showing how uncertainty in the extreme right scene can be generated



before

after

Advice for Trainer

This action can be included in teaching units as an example of coping with right-wing extremism in a most targeted way.

The action took place in Germany in 2011 and was internationally discussed. It is a targeted action, which shows a clever way to communicate the offers of an institution like EXIT-Germany, which supports right-wing extremists to find their exit of the scene.

Source / Literature

<http://www.exit-deutschland.de/projekte/?c=trojaner-t-shirt>



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Co-funded by the
Erasmus+ Programme
of the European Union



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