



PRESS RELEASE, 01.02.2018

**Master students of the design akademie berlin, SRH Hochschule für Kommunikation und Design win the international "Peer To Peer: Facebook Global Digital Challenge".**

## **#dontbesilent: design akademie berlin students win international Facebook Challenge**

Washington, Berlin, 01.02.2018 Counter-speech instead of hate speech: Facebook called for a challenge for the most innovative campaign to respond to hate, lies and hate speech in the social media. Our team of Master students gained the challenge. In Washington D.C. the winners were rewarded with 10,000 US dollars.

Social media is a rough business, respectful communication hardly seems to be possible anymore. Instead it is displaced by hate comments, lies and hate speech. Facebook has announced that it will take action in the future. That's why the company searched the most innovative communication concept with the "Peer To Peer: Facebook Global Digital Challenge". This resulted in the campaign "Don't be silent Berlin" - developed and implemented by master students of the design akademie berlin.

"Each and every one of us is partly responsible for what the digital debate looks like. We wanted to strengthen this awareness with various measures", says Hala Cherradi, M.A. Strategic Design.

The students of the design akademie berlin have been selected after examination by the US company EdVenture Partners and have measurably demonstrated after the submission of the concept a report on the hits, links and comments of their actions. The measures include a guerilla campaign, flyers, posters, cooperation with a refugee organization and social media measures to sensitize the target group of 18 to 30 year olds.

This has succeeded: The Berliners prevailed against 85 universities from all over the world. Together with three finalist teams from Brazil, Bangladesh and Lebanon, they have joined the management of Facebook in Washington D.C. on 30.1., presented their concept – and convinced. Their engagement has been awarded in two ways: by Facebook with \$ 10,000 and with invitations to the German Embassy, the U.S. State Department Bureau of Educational and Cultural Affairs and U.S.. Department of Homeland Security.

More:

#facebook: <https://www.facebook.com/DontBeSilentBerlin/>

#instagram: <https://www.instagram.com/dontbesilentberlin/>

#Dontbesilentberlin #P2Pchallenge

[www.design-akademie-berlin.de](http://www.design-akademie-berlin.de)

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The state-approved private university design akademie berlin, SRH Hochschule für Kommunikation und Design, has been offering German and English-language bachelor's and master's degree programs in communication and design at its innovative location Aufbau Haus in Berlin Kreuzberg since 2007. The integration of practical projects, mobility phases, regular participation in competitions, close cooperation with project partners from science and industry, as well as individual support beyond the studies are what sets us apart. The SRH Hochschulverbund - a strong network: The university is one of nine SRH universities with more than 12,000 students nationwide, with offices in Germany and abroad. The shareholder is SRH Higher Education GmbH.

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