



PRESS RELEASE, 01.02.2018

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

**#dontbesilent:**

**Students of design akademie berlin win international Facebook Challenge**

Washington, Berlin, 01.02.2018 Counter speech instead of hate speech: Facebook has set up a challenge to find the most innovative campaign that addresses hate, lies and hate speech in social media. Our team of Master students won the challenge and was rewarded with 10,000 US dollars.

Social media is a rough business, respectful communication is hardly impossible. Instead, hate comments, lies and hate speech are seen all over social media.

Facebook has announced that it will take further action. That's why the company has launched the "Peer To Peer: Facebook Global Digital Challenge". Its aim was to find the most innovative communication concept against online hate speech. The winning contribution, the campaign "Don't be silent Berlin" was developed and implemented by Master students Marketing Communication and Strategic Design of 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 design akademie berlin have been selected by the US company EdVenture Partners. The group was able to provide a measurable report of the hits, links and comments of their campaign. The measures included a guerilla campaign, flyers, posters, a cooperation with a refugee organization and social media measures that helped raise awareness for hate speech within the target group of 18 to 30 year olds.

The campaign was a huge success: The students from Berlin were able to outperform the competition, 85 universities from all over the world. When they presented their concept to the management team of Facebook in Washington D.C. only three other teams from Brazil, Bangladesh and Lebanon were left. Their hard work and dedication paid off in two ways: They won the competition and were awarded \$ 10,000 and they received invitations to the German Embassy, the U.S. State Department Bureau of Educational and Cultural Affairs and the 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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At its innovative location Aufbau Haus in Berlin Kreuzberg , 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 since 2007. The integration of practical projects, mobility phases, regular participation in competitions, close cooperation with project partners from the science and business community, as well as individual support beyond the studies set us apart. The SRH Hochschulverbund – a strong network: The university is one of nine SRH universities with more than 12,000 students nationwide.

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