

# Frequently asked Questions about the

---

# EUROPEAN SECURITY ADVOCACY GROUP

---

## **1. What is the objective of the campaign?**

Terrorism poses a major, continuing threat to all countries and countries in Europe, in particular. While terrorist attacks are featured in headlines every day, the implications and consequences have received too little attention from national governments and the European Union.

We want to confront the reality – and futility – of terrorism, regardless of its origin or underlying reason. We want to demonstrate that terrorism offers no answer to the needs of today's societies. On the contrary, it has never succeeded at improving anyone's life, anywhere.

The objective of the campaign is to direct messages to all opinion leaders, decision makers and influencers to use their resources to motivate elected and appointed members of government to enact laws to combat terrorism and to improve safety for their citizens.

## **2. Why is the ad plain text, why don't you use any photos?**

First, we do not want to use the same brutal and ghastly images that are seen daily in the press or on television. There is no reason to add to this because terrorist organisations thrive on photographs of their accomplishments.

Secondly, showing terrorists could create misleading racial or national stereotyping.

Thirdly, we have limited financial resources and therefore, space for our messages.

## **3. Who is involved in European Security Advocacy Group, its origin, its funding?**

The European Security Advocacy Group was founded by private and corporate multinational leaders of business who – for reasons of personal and /or professional encounters with acts of terrorism - decided to use the full resources of communications to create and disseminate forceful messages about the negative aspects of terrorism. That concept emerged slowly after the 11 September destruction of the Twin Towers... home to offices of a large number of multinational and European businesses.

The group is independent, has no political agenda and operates with the single objective of educating and motivating opinion leaders and decision-makers to promote further law to combat terrorism. Most important, it does not represent the position of any government or policies.

In principle, ESAG will not engage in any recommendations or programmes of anti-terrorism activities as these must remain the sovereign decision of each elected government. Nor will it engage in debates about the messaging or forms of dissension. We recognize the rights of others to hold different opinions.

Funds for our communications programme come from a wide range of individuals and corporations. We welcome contributions from anyone regardless of faith or nationality who share our concerns.

The Group has chosen to remain anonymous for reasons of personal and corporate security. As a result, all members have adopted the principle of remaining unnamed. Therefore, we would appreciate your understanding and respect.

#### **4. Who chooses where the campaign runs and who decides the message content?**

The choice of countries was predicated on a combination of factors... complacency about terrorism in their own countries, absence of law to reduce terrorist funding and operations and high levels of terrorist activity. More importantly, the target group of opinion leaders, decision makers and influencers are the underlying base for the selection.

Content of the Op-Ed messages is defined by a small group within the Foundation that continuously studies activity in Europe and are sensitive to the specific needs for communications.

ESAG has an Advisory Board of academics and communications professionals in six countries who meet regularly to provide an overview of dynamics in Europe, contribute strategic planning, guide creative content and act as a sounding board on issues and problems.

#### **5. Why do you target al-Qaeda only, why don't you target other organisations?**

The European Security Advocacy Group is opposed to all forms of terrorist organisations regardless of their origin or underlying causes. While al-Qaeda has been featured in recent messages, IRA, ETA, RAF, PKK etc. have not been overlooked.

We will modify the messages as the dynamics change.

#### **6. Why don't you campaign against causes of terrorism?**

We don't disagree with the need to identify the causes of terrorism in order to combat its effect. However, this is not only a very long-term process as history shows but also one to which ESAG can make little contribution.

Furthermore, we have limited resources and have decided that messages designed to provoke an awareness of the dangers of terrorism are the most meaningful contributions that we can make in the fight against terrorism.

#### **7. What can people do to help, how can we support ESAG?**

People can help by becoming activists in the struggle against the threats and the realities of terrorism. In our web site, we suggest that the individuals take the fight to their government policy makers, lawmakers and those charged with the responsibility for anti-terrorism programs.

Our messages are readily available and will be provided to any individual who wants to use those for organizing citizen interests to promote the fight against terrorism.

Individuals have contacted us through the web site and some requested internships. Unfortunately at this time, we do not have the resources and invest our limited funds in messaging.

We have created a mechanism to accept financial contributions from those wishing to assist and will provide all details upon request.

For interested members of the press, a wide range of our op-ed messages are on the web site.

In addition, we have posted the results of a benchmark study conducted by TNS that will be updated as we complete future tracking phases.

European Security Advocacy Group  
Stichting No. 34212119  
De Lairesestraat 131 - 135  
1075 HJ, Amsterdam  
Tel/Fax + 352 26 49 32 32  
[www.esag.info](http://www.esag.info)

---

**EUROPEAN SECURITY ADVOCACY GROUP**

---

