

EMIC

Engagement Methodology for Identities in Conflict

Countering Identity-Based Violence and Promoting Social Cohesion

“Identity is a core issue for peacebuilding work, but also a very complex one. What I found interesting and relevant about the EMIC Method is the way it combines a high level conceptual model with practical application.”

Phil Vernon, Director of Programmes, International Alert,
London, UK



OICD Expertise:

- | Cohesion Building
- | Social Transformation
- | Conflict Prevention & Response
- | Counter Narrative Production
- | Countering Violent Extremism
- | Strategy Development
- | Intervention Planning
- | Evaluation & Risk Limitation

The Organization for Identity & Cultural Development



Introduction--The OICD

This document outlines the Organization for Identity and Cultural Development (OICD), its EMIC Methodology and its program for social cohesion and prevention of identity-based violence. EMIC, or the Engagement Methodology for Identities in Conflict, has been developed by the OICD in order to allow a range of agencies and organizations to target the **root causes of social divisions and the political and identity-based violence** that emerge from these divisions.

The Organization for Identity and Cultural Development was established in 2006, primarily as a vehicle for bringing together a range of interdisciplinary findings on the **role of identity dynamics in conflict resolution/prevention and cohesion building**. Subsequently, the OICD has sought to apply these findings to help **improve the effectiveness of real world cohesion/peace building projects and initiatives**.

OICD Activities and Experts

The Organization for Identity and Cultural Development (OICD) continues to work to **innovate and apply perspectives on identity's role in the promotion of cohesion and/or conflict**. Regular workshops and conferences share findings and provide a platform for academic and practitioner collaboration. The OICD also offers training to individuals and organizations and **works with organizations and agencies to confront specific identity-based problems amongst given populations**.

Developing identity-based solutions requires a diverse list of experts. Within the OICD network, **anthropologists, social psychologists and behavioural specialists** compile the latest findings on social identity into employable models of theory and practice. **Terrorism studies and conflict experts, historians, political scientists and human geographers** help to map real world identities. **Policy analysts, law, security, policing and civil society specialists, script writers, social, community and youth workers and trainers** build and implement the most effective strategic messages and interventions for use in any given social transformation context.

EMIC: Engagement Methodology for Identities in Conflict

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The EMIC Method-- Understanding from Within

The OICD's advanced social transformation toolset, EMIC (the word itself is Latin for "understanding from within") is the product of over **a decade of academic and practitioner collaboration.**

The EMIC method begins by gathering detailed data on a population's use of cultural symbols and narratives. This data is plotted and modelled in accordance with the latest knowledge on identity dynamics. An EMIC team then proceeds to develop and test strategies that counter root causes of division. EMIC strategies are distributed in the form of capacity building initiatives and interventions.

In short, the EMIC method provides the relevant information, strategy, implementation and evaluation tools needed to increase the effectiveness and mitigate the unforeseen negative outcomes of social transformation programs.

EMIC experts have worked on CVE program development and evaluation in the Caribbean, Middle-East and North America, advised on security and Intelligence-led policing in Serbia, Armenia, Ukraine, UK, and Rwanda, and exposed the root causes of intra-cultural divisions and conflict in Guyana, Mali, Japan, Fiji, Canada and the UK.

A Six Stage Toolset

STAGE ONE—RESEARCH

An interdisciplinary method exposes key identity-based dynamics amongst the target population(s).

STAGE TWO—MAPPING

A unique modelling system catalogues how decisive images, narratives and symbols are utilized.

STAGE THREE—ANALYSIS

A systematic interrogation and interpretation of the Stage Two Mapping data.

STAGE FOUR—STRATEGY BUILD

Processing of the Stage Three Analysis to reveal and test prospective solutions to the identity divisions.

STAGE FIVE—SOLUTION

Pretested intervention solutions are tailored and operationalized within the specific context.

STAGE SIX—INTERVENTION EVALUATION

Solutions are retested and evaluated creating results-based action plans.

The OICD draws on an global network of academic and practitioner experts. EMIC teams work with local partners from government, civil society, education, media and the arts sectors to engage identities as a means of addressing the root-causes of identity-based conflict.

OICD People



Licensed Practitioners

All EMIC experts are licensed by the Organization for Identity and Cultural Development (OICD) to provide research, analysis, strategy, intervention and evaluation services for governments, NGOs, IGOs, international organizations and corporations.

Every EMIC-developed strategy is subject to rigorous testing and evaluation before it is authorized for use in interventions and programming. As well as passing through OICD checklists designed to minimize risk and maximise effectiveness, EMIC strategies are verified by partner organizations, and two top level OICD committees.

The last of these committees--the OICD advisory committee--acts as an ethics board and responds to the recommendations of an independent group of area experts commissioned to review and evaluate the risks and benefits, costs and potential effectiveness, of a given EMIC strategy.

OICD teams engineer solutions to identity-based violence and discrimination, set out to counter and prevent future conflict, and work to promote social cohesion and cultural integration. In order to achieve this, EMIC researchers and experts systematically reveal divisions within cultural identities, and plot out how these divisions can be countered with positive unifying imagery of cultural diversity, heritage and tradition. EMIC experts then devise strategies that will have the best chance of introducing these positive identity elements into the cultural landscape and create and commission media and arts, education and performance related initiatives that will transmit the strategic messaging to the population, stakeholders, general public and target populations.

Following implementation, EMIC experts evaluate the effectiveness of these initiatives, modifying the core strategies and messaging in response to this testing in order to further increase initiative efficacy and impact and to limit and/or prevent any associated risks. In all of their work, OICD teams train, fully equip and partner with local teams to continue to produce, deliver and evaluate effective messaging so that EMIC strategy can continue to be deployed once initial programs conclude.

OICD Team Leaders



Wayne Jordash QC

Director, Applied Projects, OICD

International humanitarian and human rights lawyer specializing in providing advisory services in high risk environments, such as conflict situations, on issues ranging from conflict engagement, transitional justice, peace and reconciliation. Wayne has worked around the globe with governments and communities on a wide range of post-conflict processes, including extensive experience in the capacity building and training of civil society organisations and NGO's on international justice, accountability and reconciliatory issues.



Prof. Bruce White

Executive Director and Founder, OICD

Led the development of the unique EMIC Process methodology. Co-ordinates research, analysis, strategy and intervention expertise and operations across the OICD academic-practitioner network.