



The Struggle Goes On...

Proposals and suggestions for the organisation and programme of the “all different – all equal” European Youth Campaign on Diversity, Human Rights and Participation

Symposium

The manifestations of racism, antisemitism, xenophobia and intolerance and their impact on young people in Europe today

European Youth Centre,
Strasbourg
26-30 October 2005



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Proposals and suggestions for the organisation and programme of the
“all different – all equal” European Youth Campaign on Diversity,
Human Rights and Participation resulting for the
“all different-all equal” symposium

European Youth Centre Strasbourg
26-30 October 2005

Edited by Ingrid Ramberg
general rapporteur of the symposium

This report gives an account of the proposals of the Production Units of the symposium. It does not necessarily represent the official point of view of the Council of Europe.



26 October 2005: A fire in a detention centre at Schipol airport, Amsterdam, kills eleven asylum seekers.

27 October 2005: Fear, frustration and urban violence spreads in French suburbs after the death of two young boys hiding from the police.

Alice: Would you tell me, please, which way I ought to go from here?

The Cat: That depends a good deal on where you want to get to.

IF WE WANT a more humane and inclusive Europe, it demands a conscious and constant strive for accession, equal opportunity and power-sharing. It also demands joint action, since it is a strive that can not be isolated to concern only a few countries or regions, or a limited set of issues.

In the Action Plan from the Council of Europe Warsaw summit, May 2005, the building of this humane and inclusive Europe is described as one of the principal tasks for the coming years. One of the concrete measures mentioned in the Action Plan is that **“To promote diversity, inclusion and participation in society, we decide to launch a Europe-wide youth campaign, in the spirit of the ‘European Youth Campaign against racism, xenophobia, antisemitism and intolerance’ (1995)”**.

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Introduction

The scope of this document

This brief report summarises some of the first steps taken towards the realisation of the new All Different – All Equal campaign. It is concentrated on the outcome of a Symposium, held at the European Youth Centre Strasbourg, 26-30 October 2005, in terms of its *proposals for the further development of the campaign*, including objectives, working methods, funding and forms of collaboration to name a few.

The proceedings of the Symposium as a whole will be published within short by the Council of Europe. It was however decided that the result of the brainstorming in different “production units” should be immediately made available for the further development among the participants to the Symposium, within the European Steering Group, and within the National Campaign Committees of the different member states.

The Campaign

The aim of the European Campaign for Diversity, Human Rights and Participation is to encourage and enable young people to participate in building peaceful societies based on diversity and inclusion, in a spirit of respect, tolerance, and mutual understanding. In its undertaking, it will highlight the links with the 1995 Campaign against Racism, Antisemitism, Xenophobia and Intolerance; to this end, the slogan remains the same: “All Different – All Equal”.

The partners in organising this Campaign are the Council of Europe, mainly the Directorate of Youth and Sport, the European Youth Forum, and the European Commission. Its activities will be undertaken essentially by young people in partnership with public authorities; the target group of the Campaign is the civil society, both at European and national levels. However, the Campaign should of course reach out to as many young people in Europe as possible, with a particular focus on those who are victims of discrimination, and in particular through activities involving schools.

The main action of the Campaign will take place between June 2006 and September 2007.

A European Steering Group of the Campaign, made up essentially of members of the Joint Council on Youth, and the European Youth Forum, has been established to oversee implementation of the Campaign. National Campaign Committees, involving all partners (youth and other NGOs, local and national authorities, government institutions, the media, etc.), will be set up in the member States. (Source: “All Different – All Equal”: *European Youth Campaign For Diversity, Human Rights and Participation. Introduction*. No date.)

The symposium

The symposium “All different – All equal” that took place at the European Youth Centre Strasbourg, 26-30 October 2005, celebrated the 10th anniversary of the European Youth Campaign by marking its *continuation and restart*. To serve this purpose the aim of the symposium was

1 – to analyse and exchange on the realities of racism, antisemitism, romaphobia/anti-gypsyism, islamophobia, homophobia, xenophobia, disablism, globalisation, terrorism, nationalism and fascism

- to see how they affect young people;
- to take stock of the results, weaknesses, strengths and follow-up of the campaign 10 years after;
- to develop a common understanding of the challenges and priorities for youth action in the field of anti-racism and intercultural learning;
- to celebrate actions and achievements of European youth activities resulting from the campaign;

2 – to plan and develop the key concepts and contents for the new “All Different – All Equal” campaign

- to prepare the main European elements and cores objectives and issues of the campaign.
- to develop the/a programme of European activities for the campaign and to initiate its preparation.
- to make proposals for activities and approaches to be developed at national level.
- to discuss (define) the structural, administrative, financial and management conditions for the preparation and implementation of the campaign.
- to bring together and mobilise people with experience in the campaign issues and national/European networks and institutions interested in the European campaign.

This report contains the proceedings of the second phase of the working process, namely the outcome of the work of the “production units”.

The symposium constituted an opportunity to exchange and make proposals to develop the campaign in a spirit of creativity and cooperation, at a stage when the Campaign was actually being given its form and shape.

The symposium brought together a total of 120 participants consisting of representatives of non-governmental organisations and institutions, including youth organisations, and of governmental representatives involved in youth policy who are concerned by the campaign issues, and are intending to get involved in the campaign at national or European levels, in particular:

- members of already established national campaign committees;
- European organisations involved in or resulting from the 1995 campaign;
- initiators or members of potential national committees;
- activists and experts in NGOs with strong experiences in campaigning on the issues of the campaign;
- European/international NGOs active in the human rights field or anti-racism work interested in contributing to the campaign.

The heritage

The point of departure for the new launching benefits very substantially from the legacy of the 1995 campaign. There is a collective memory to go by, there is a good mix of continuity and change among individuals, there are new partners and networks that came into being as a result of the last campaign. There are educational materials and methodologies already available and there is the philosophical and pedagogical fundament represented by the Human Rights Education Youth Programme. Within the framework of Human Rights education all the different, simultaneous and multidimensional forms of exclusion, be they ethnic, territorial, spiritual, societal, physical or economic, can be tackled without the result being further disintegration. This very basic interpretation is also what lies at the heart of the statement of the “all different-all equal” slogan: All human beings are different as to their individuality, their talents, their gifts and their potential. At the same time they are all equal in dignity, before the law as citizens, and with regard to their rights as enshrined in International Bill of Rights and the European Convention on Human Rights.

Where do we stand now?

A shared experience from the working group discussions is the persistence of the phenomena addressed ten years ago. They may have acquired new forms, manifestations and dimensions, but they all remain important problems to tackle. At the bottom of all manifestations of discrimination, regardless of how we choose to label them, there is a lack of respect – for other human beings and for diversity – and an unwillingness to see yourself in the other – as the other.

Below follow some few of the key points stressed by the different working groups:

- **Racism** has changed in that it has acquired more subtle forms, building on a variety of alleged differences. At the same time it is also expressed more openly and bluntly.
- **Antisemitism** is not something related to history and the Shoah only; it is not something that can be excused with reference to the situation in the Middle East. It is very present and needs attention today.
- **Romaphobia** and Anti-gypsyism are a long story of discrimination, racism and exclusion at all levels, of marginalisation, scapegoating. The fact that these problems exist on a pan-European level, as Roma are arguably the largest ethnic minority in Europe, only make the need to act much stronger.
- **Islamophobia**. The fact that Islam as an integral part of European history is very often neglected. There is also persisting confusion between Islam, Muslims and Terrorism.
- **Homophobia**. Within the last ten years there have been obvious developments in terms of the rights of LGBT people. Still, when it comes to different country realities, one can find many disparities and problems including violence, hate-speech and other forms of discrimination.
- **Xenophobia** is manifested through inaccurate use of terminology, e.g. mixing up the concepts of asylum seekers, refugees, migrants and immigrants. It is also visible in the shape of scapegoating: holding foreigners responsible for social difficulties.
- **Disablism**. Discrimination against people with disabilities is not a matter of individual incidents, but rather the systematic nature of this phenomenon.
- **Globalisation** is paradoxical in the way it offers a free flow of finances, goods and services across international borders, but restricts the free migration of people. It can

contribute positively to the lives of young people in Europe – provided an open and inclusive society.

- **Terrorism** comforts and strengthens existing stereotyping, prejudice and phobias; it does not really create them but makes it more difficult to work with them. There is a perception of “internalisation of fear”, at some moments leading to states close to “collective paranoia”.
- **Nationalism and Fascism.** Nationalistic arguments have again become mainstream in political discourse (more accepted by society). It represents a threat to cohesion if very young people are socialized in authoritarian, violent and nationalistic discourse.

The challenge

There is a current need to address the issues of Human Rights; these rights are never safeguarded once and for all. This is one reason for the need to re-launch the campaign.

Many of the unsolved questions and challenges are the same today as they were ten years ago. Europe has still not learned to deal adequately with otherness; this remains another – sad – link between 1995 and the present.

On the other hand, many changes have taken place since 1995. Quite a few keywords on the agenda for this Symposium reflect recent changes, in reality and in our understanding of what conditions this reality. Among processes discussed were for instance disablism, globalisation, terrorism, nationalism and fascism.

Changes like the ones just mentioned demand attention in the planning process of the campaign; methods and materials need to be adapted. Old understandings might need to be reviewed. In this sense the campaign needs great openness in attitude from all parties involved. It is a riskful undertaking for anyone person or party to say that s/she knows what this is about, once and for all.

The reports that follow below have been produced with the aim of opening up for different experiences, needs and ideas to be heard and listened to.

European Activities

Facilitator: Peter Lauritzen

Rapporteur: Lionel Schreiber

Guidelines and general discussions

- Focus must be on national/local activities
- Different geographical realities concerning Youth
- “Bringing the campaign to the street”
- Add link to children activities
- Reaching out to (excluded) youth
- European, regional and bilateral activities

Types of activities

Activities could take place within the fields of *youth culture*, *education* and *youth participation*. Irrespective of the field, the promotion of *access* is an important key word. Possible activities could include.

- Festivals
- Educational/Training activities
- Promotion/Marketing efforts
- Participation
- Formal Education

Time frame

The time frame includes the span between June 2006 (with an opening activity) and September 2007 (with a closing activity). The time in between is to be used for interim activities.

Opening activity

- Large activities
- Separate geographical locations
- Ensure diversity and participation
- In partnership with local/national committees
- Including the youth centres
- United through live video images

- Youth activity in Russia (on G8, and ministers conference in Russia)

Interim activities

- Info-bus
 - Visiting music festivals
 - Exhibition
 - Informative material on discrimination, human rights, participation
 - Conducting small workshops
 - Living library in bus
- Organizing youth/diversity festival
- Interreligious and intercultural dialogue
 - January 2006: Barcelona inter religious group (creating t-kit)
 - May 2006: St. Petersburg Inter religious symposium putting t-kit into practice
- Street Art (graffiti, body painting, etc) competition anti-discrimination
 - Publish book
- LAN-parties (creating gamers, computer network)
- Participation in public activities
 - Eurovision
 - Football competitions
- Creation of promotional material, for example clothing
- Invisible theatre
- Famous faces, people as role model
- Creation of non-racist and non-discrimination zones
 - bars and restaurants, clubs
- Video-clip
 - Competition, best shown on MTV
 - Cinema adds
 - Street interviews
- Skatebo(a)rd(er)
 - Skating across borders
 - Cycling across borders
- Youth exchanges on campaign topics
- Award
- Special day
 - One campaign day
 - Days focusing on specific issues

- Spontaneous manifestations
 - Raves same time, different cities
 - Shared over the internet

Closing activity

- Info-buses coming together at one point
- Similar to globalization event?
- 500-600 people in Budapest?
- Combination of culture and political activities
- Working group on policy
- Bring somebody for media attention

Guidelines for National Campaigns and Activities

Facilitators: Anca Sirbu & Beata Petes

Rapporteurs: Matteo Fornaca & Fabio Saccà

Structure of the National Campaign Committee

We'd like to stress from the very beginning that every National Campaign Committee and the Steering Group should bear in mind that this campaign should be respectful of national realities. Thus the following indications are meant to be as much flexible as possible.

Central questions

How to manage the representation?

How to keep the spirit?

How to combine the broad interests of the people involved in the campaign

Basic requirements for members of the National Campaign Committee

- to reflect the reality of the country
- to be “inclusive” towards all the diversity of the campaign
- to have the appropriate skills, competence, professionalism

National Campaign Committee composition / Possible members

Co-management principles and equal representation of self-organized youth bodies and governmental ones

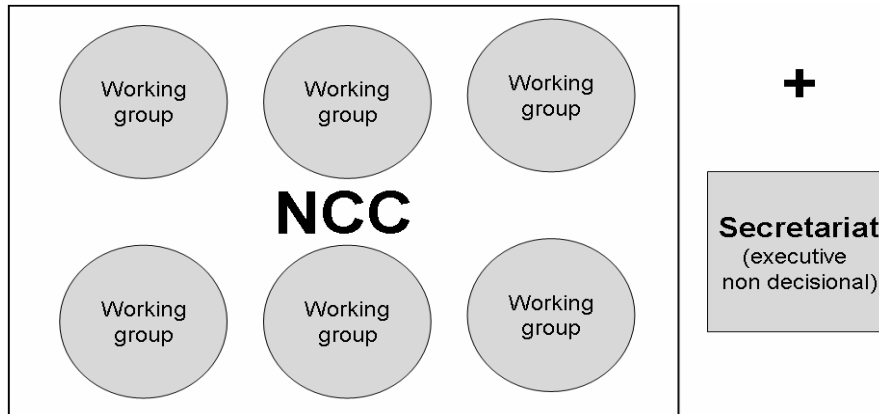
- Government: Departments / Ministry of Youth, Social affairs, Education, Equal opportunities, and any other relevant
- National Youth Council
- NGOs representing other youth platforms
- Minority Youth Organization
- NGOs dealing with youth affairs
- Municipality
- National Agencies of the Youth Programme
- Media

Scope of the National Campaign Committees

- Local
- National
- European / Regional

Possible organizational models for the national campaign committee

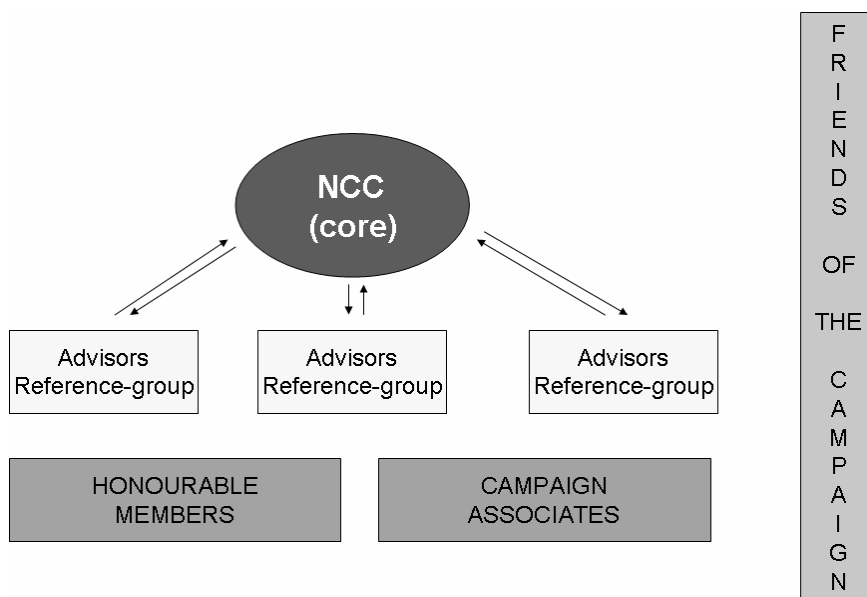
Model n°1



In this model, the National Campaign Committee is a *big decisional body* that includes and gives the same decisional influence to each member. The group can be split in many thematic working groups that can work separate involving also some extra experts.

A *Secretariat* is needed for the National Campaign Committee in order to manage daily tasks (not decisional power, just executive).

Model n°2



In this case the campaign is managed in a 3 levels structure:

1. National Campaign Committee core: the main decisional / executive group is a shell nut of 4-5 members who coordinate the Campaign based on co-management principle
2. Reference groups for each thematic area. Their role is to be co-decision makers and expert advisors
3. Other relevant groups for the campaign
 - Honourable members: relevant “non youth” NGOs and personalities involved and committed to the Campaign
 - Campaign associates: Media stations, Local committees (national campaign committee’s antennas), the organization that run the activities
 - Friends of the Campaign: private persons, beneficiaries and users who want to be affiliated to the campaign (ex. people wearing gadgets such as bracelets, t-shirts, pins, etc.)

What should the National Campaign Committee do?

Contents

- Identify the concept to work on
- Make sure that all 3 elements of the campaign are given the same weight
- Set-up national guidelines
- Have a “do” perspective and make the campaign concrete
- Emphasize that diversity it’s not just about racism; we’d like to stress that every “struggle” as any battle has the same importance
- Put explicitly the issue of involving minority groups and where possible make use the campaign to promote/endorse the birth of new organized minority youth groups

Organizational procedures

- Make plan of action (schedule, time, funds, partners, etc.)
- Ensure evaluation even during the campaign and follow up
- Build tool-kits for committees and groups involved in order to make the organizational process easier and guide-lined. Provide “how to run the campaign” kits

Networking

- European/Regional and National level
- Put a link with the European Union campaign “for diversity against discrimination” and the European Union Youth Programme
- Enable good practices sharing
- Contact and involve existing structures (i.e. ERYICA, etc.)
- Work with companies which have young employee and trade unions

- Create framework for further cooperation (beyond the campaign) with other organizations
- Link other existing activities (of different organizations) to the campaign

Education / Instruction

- Possibility to implement in schools (during the entire scholastic year 2006-07) the themes of the campaign
- Training for teachers (keep the non-formal youth particular dimension)
- Capitalize the educational resources existing (i.e. Compass) to be used in schools
- Use existing programs in schools to promote the campaign
- Strengthen co-operation and complementarity of formal and non-formal education
- Ensure recognition of youth work towards formal education system
- Alternative non-formal activities to be run in schools (run by professional youth workers or youth organizations)
- Focus on and try too reach the lower educated people in their own environment (not just high-educated people as university students and so forth)

Communication

- Make a communication strategy
- Work with media
- Make use of the graphic policy of the campaign
- Use a “visual” approach to reach all different social categories
- Adapt the message to different sub-target groups
- Get role models (e.g. football players, singers, etc.) in the campaign
- Show the media positive pictures and ready-made stories (non problematic approach)
- Ensure the recognition of the campaign work and of each of its topic

Key activities (main suggestions and tips)

- Give direction to the summer camps
- Promote regional and local courses on Human Rights and Diversity
- Training courses at national/local level
- Organise hearings
- Be present in big events
- National contest of pictures with logo
- Have a “scientific approach”: survey to see what’s in the vision of Diversity – attitudes about it (to be repeated several times to see if campaign is effective)

- Make use of existing celebrations / special days (e.g. Holocaust Memorial Day – 27 January; International Women’s Day – 8 March; Roma National Day – 8 April; International Day against Homophobia – 17 May; International Day for Disabled People – 3 December Volunteer Day, Student Day – 17 November, etc.)
- Contest in schools about the topic of campaign: (art competition)
- Get into the school system, involving art teachers
- Develop a “compass” on participation

Final recommendations to the European Steering Committee for Youth (CDEJ) and the Steering Group for the campaign

Since very many proposals came up during the discussion in this group ...

- The Council of Europe should help national campaign committees by giving guidelines, advice, political support
- The Council of Europe should urge member states to kick-start the campaign and to respect specific deadlines in order to make every national campaign committee reach similar steps (ex. check the national plan of action)
- The Directorate of Youth And Sport should recommend the Symposium participants to become members of the national campaign committee
- Realize campaign bulletin (give common understanding, ‘where we are’, update the committees of the campaign)
- Organize a middle evaluation phase (another seminar)
- Open up a space in the Campaign website where the discussion and sharing can continue, even involving people that were not present during the Symposium.
- Provide the committees with similar tools (as a “How to run a campaign” note)
- Ensure support and help to the Youth organizations in Council of Europe’s member countries where there is no reaction /initiative by the government towards the campaign, or where the campaign excludes minority target groups (such as gay/lesbian, NGOs of disabled people)
- Promote also networking with neighbour countries (especially in the case mentioned before, for the groups in areas where the campaign is not effectively taking place)

Some extra notes on fund raising

- Get money from SMS. In this way any private supporter can contribute
- Make profit-activities or try to get a minimum contribution from the participants of the initiatives (e.g. marketing on the campaign-gadgets)
- Start partnerships with Companies stressing their “Corporate Social Responsibility”
- Try to get free-space for advertising the campaign in big events (such as concerts, festivals, etc.)
- Get free-space for advertising in the national and local channel (radio, TV, etc.)

- Other possible founders: Soros Foundation, Embassies, national institutions (bank, post, telecom)
- Get cooperation from semi-public companies that can facilitate implementation and supply of means/services to the campaign: Train-companies for transport; Post for deliveries and funds, etc.

Objectives of the campaign, quality criteria and evaluation

Facilitators: Antje Rothemund & Mariam Yassin

Rapporteur : Catherine Pfeifer

The aim of the campaign

As a base for our work we used the aim defined in the initial concept paper for the campaign developed by the steering group in February 2005. The aim was stated as follows:

“To encourage and enable young people to participate in building peaceful societies on diversity and inclusion, in a spirit of respect, tolerance, and mutual understanding.”

We first discussed the criteria for a good objective and brainstormed about the objectives of the campaign. The results of these discussions can be found in the appendix. Then we analysed the present slogan, then we discussed the aim out of the concept paper and developed a new one. We developed a procedure which should lead to the operational objectives as well as the evaluation criteria go with it.

Analysis of the present slogan : All different all equal, diversity, human rights, participation

We first point out some reservations about the present slogan, and then we interpreted the sub-elements separately.

Reservations

Firstly, some reservations about the present slogan have been formulated. Indeed, the part “all equal” can be misinterpreted, as “all same” and not as it is meant “all have equal rights”. This would be in contradiction with the word diversity. This points out the need for an easy explanation going with the slogan.

Diversity: a need

Diversity is not an option, but a sine qua none condition for progress in a globalised world. We want to point out that handling the consequences of diversity is the only way to reach a peaceful society. We explicitly avoided the use of words such as asset or wealth as, from our point of view, these concepts leave too much space for the categorisation of people and cultural differences.

Human rights: values

Human rights should be understood as values for the European societies that go over the articles stated in the Human Rights Convention. They should become a matter of concern on each level of society and a part of the “European attitude”.

Participation: active citizenship

We see in participation both an objective in itself and a tool for the campaign. It allows making people aware of their rights and also their duties. This should lead to active

citizenship in which the latent silence made on any kind of violation of rights is denounced loudly. This is a clear call to get away for the observed passivity toward concrete actions.

The content of the aim

At this stage we translated the interpretation of the slogan into content we want to include or exclude from the definition of the aim of the campaign.

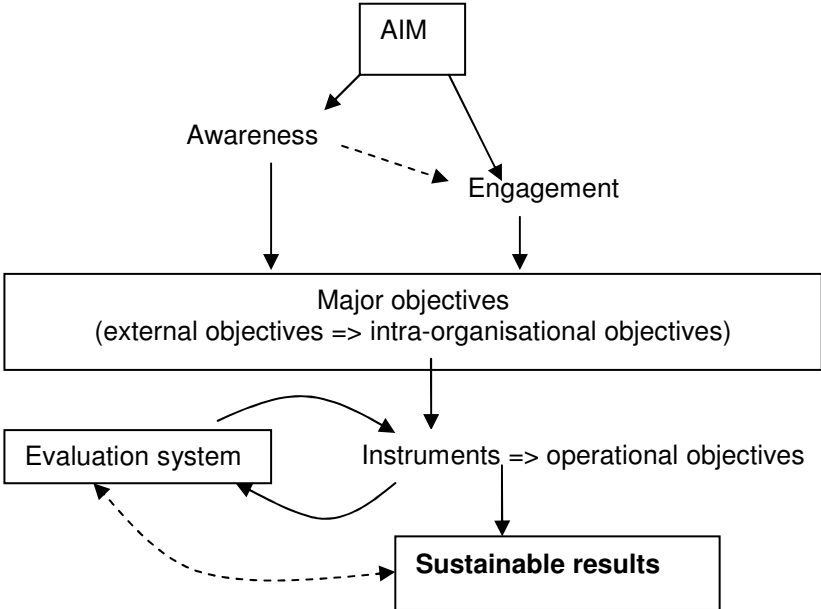
First we think that this Campaign should be for the *young people in Europe*, those that live within the borders of the Council of Europe (including migrants from other continents regardless of their legal status), as *agent* and *target*. We believe that young people are agents of change for the whole society.

Secondly, we want this Campaign to be a real call for action and we wish that it leads to a mentality change towards active citizenship. It should make people aware of Human Rights, a concept that should be included in the aim.

Unfortunately we did not have the time to formulate a new aim, some proposals can be found in the appendix. We strongly recommend to the steering group to include our suggestions into the new formulation of the aim.

The objectives of the campaign

Our aim branches into two main components: one is *awareness*; the other, as a result of that awareness, *engagement*. In line with the three core themes, namely Human Rights, Diversity and *Participation*, we developed the following the major objectives. As these cannot be distinctly separated in awareness or engagement we kept them together.



The group had to struggle with the fact that other groups were already working on the instruments of the campaign, which in theory should have come out of well developed objectives. Nevertheless we tried to introduce the already existing concept papers in our work.

These reflections clearly point out the need for an on going evaluation throughout the process. Instrument leading to the operating objectives should be developed in parallel with the evaluation criteria. The group focused on two types of objectives: the external ones and the intra-organisational ones, leaving to the steering group to develop the operational objectives as well as a well defined evaluation system that could lead to sustainable results.

External objectives

The external objective derived from the aims and based on our understanding of Diversity, Human Rights and Participation have been formulated by the group as follows (The list is based on the brainstorming that can be found in the appendix and does not pretend to be exhaustive):

- People become aware of the rights and wrongs of society (Human rights, respect, diversity versus all kind of discriminations)
- Diversity is perceived as a need
- Young people actively promote Human Rights, diversity and civil courage in the sustainable matter (growth of the power of civil society)
- The majority learns and understands about the minority (“the others”)
- There is a counter balance to extremist and racist political groups
- The most vulnerable groups become actively involved in the campaign

Intra-organisational objectives

In order to formulate the intra-organisational objectives, the organisation we talk about must be defined. We identified the following ones:

- Youth Directorate of the Council of Europe, in cooperation with other directorates
- National Campaign Committees
- Youth NGOs
- European Youth Forum
- European Union (DG5)
- Human Rights Education/ Social Inclusion/ youth participation and European citizenship/ intercultural dialogue/ youth policy development projects

The operational objectives that have been identified by the group are following:

- prepare evaluation from the very beginning
- implement clear monitoring and evaluation procedures already in the phase of preparation
 - use the evaluation as a permanent monitoring element and adjust the campaign strategy
 - be flexible enough
 - foresee a follow-up to ensure the sustainability of the campaign
 - develop an institutional responsibility for the partners that we reach through the campaign

- take into consideration the involvement of an external evaluator throughout the campaign
- establish an intranet for information of the organisers
- good internet site for the wide public
- continuous evaluation
- steering group to work with professional units; professional support in strategic, organisational, financial, communicational planning
- strengthen partnership between actors
- increase the visibility of the Council of Europe
- increase visibility of the work of NGOs
- encourage mainstreaming HR education and youth participation
- increase campaign experience
- do not repeat mistakes of the last campaign
- document the achievements and activities of the campaign in order to increase the knowledge resources and make the knowledge available
- highlight and promote innovation in campaigning and education methodology
- take into account recommendations made in “The struggle must continue”, report of the Evaluation Conference from the last campaign
- publish relevant findings of the campaign in the youth knowledge centre
- establish a wide and centralised contact database of partners and participants
- be well informed and up-to-date
- improve communication and coordination of and between the partners

Instruments of the campaign

The instruments which should make it possible to reach the aim. The steering group identified 3 of them, namely education, information, knowledge development. As the definition of the aim has changed, instrument should be adapted too. We suggest adding a new instrument that could be called participation or mobilization that includes actions that empower young people so that they can efficiently promote Human Rights, Diversity and Participation. Because of the lack of time we couldn't deepen this topic and leave the adaptation of the instrument to the new aim to the steering group. We would like to stress the importance of the development of evaluation criteria as an on going process which should be done in parallel with the development of these instruments.

Conclusion

The main result of our working group was to point out that the aim of the campaign is action. It is about empowering young people to promote Human Rights, Diversity and Participation. We hope that our enthusiasm can infect many other young people so that the campaign will be successful.

Appendix

The criteria for good objectives have been defined as follows

- Realistic
- Ambitious
- Measurable
- Achievable
- Concise
- Specific
- Not activity-related

Results of the brainstorming “what is the aim of the campaign”

- Try to understand the other
- Racism is still around
- Promote diversity as an opportunity
- Identify tools for a situation we do not agree with
- Encourage young people to actively contribute/ get involved as actors of change
- Make people angry, make people aware of their rights and wrongs
- Combat passivity towards Human Rights violations, encourage civil courage
- Enable crates of the structure we are leaving in
- Respect for each other
- Majority learn about minorities
- Involve also the most vulnerable into the campaign in itself (not as target group)
- Create awareness and responsibility about/for participation and Human Rights
- Stop advancement of extremist /xenophobic parties
- Change an opinion pool
- Have more equality in Europe
- Common ground for social progress
- All different not indifferent
- Take action / involve more people
- To make people “help” those who face discrimination and violence
- Target young people
- Silent majority – speak up!

The proposals for the aim

This section shows the proposal for the new aim

- Young being agent of change, the campaign will aim at informing the European young people on their rights as member of diverse society so that they embark on fighting for their rights as well as the others

- Engage young people in promoting human rights
- European Europeans engage themselves actively in building their societies in a spirit of respect for diversity human rights and mutual understanding
- The campaign seeks to make young people's voices heard in order to defend human rights in Europe
- Young people commit themselves for Human Rights and diversity
- Safeguard Human Rights and diversity in Europe thought and with the active participation of young people
- We, young people in Europe, engage ourselves for an inclusive and respectful society encouraging youth.
- We, young people in Europe, engage ourselves in fighting for the respect for our rights and to seize the richness of our diverse society
- Improve the situation in Europe related to respect of Human Rights and diversity by involving engaged young people.

Communication

Facilitators: Giulio 'Mac' Maistrelli & Bettina Schwarzmayr

Resource Persons: Daniela Berti & Svetlana Rubashkina

Foreword

The Production Unit on communication focused on both internal and external communication with particular regard to the “pan-European” level and the following objectives:

- To produce guidelines and recommendations for the general communication strategy.
- To produce the core of two possible action plans (for the “classic media” such as TV, Radio, Press and for the “new media” such the Internet and Mobile telephony).

Communication strategy

Individual activities need to be recognisable as part of the same project. This “umbrella” needs to include *common visual elements* (e.g. logo) and *coherent content* of messages delivered.

Coverage

The campaign will have a broad target group (potentially 800 millions). Moreover the target group of the campaign will be very heterogeneous and diversified. The Production Unit individuated a minimum set of *four target groups* that should be clearly addressed and *four “geopolitical” levels* on which this should happen. The following grid is an attempt to represent graphically how the each target group taken on a different level generates the need for a specific message and a set of specific actions to be undertaken.

	(Young) People non-affiliated to any NGO	(Young) People affiliated to NGOs	Public Authorities	People active in the Campaign
Local Level	Specific Message + Specific Actions	Specific Message + Specific Actions	Specific Message + Specific Actions	Specific Message + Specific Actions
National Level	Specific Message + Specific Actions	Specific Message + Specific Actions	Specific Message + Specific Actions	Specific Message + Specific Actions
Pan-European Level	Specific Message + Specific Actions	Specific Message + Specific Actions	Specific Message + Specific Actions	Specific Message + Specific Actions
Beyond Europe ¹	Specific Message + Specific Actions	Specific Message + Specific Actions	Specific Message + Specific Actions	Specific Message + Specific Actions

¹ As from the recommendations of the group on Globalisation, there is no point of conceiving Europe in the emptiness. Any campaign should be visible and interactive with the non-European part of the globe.

1. Following the recommendations of the group on Globalisation, there is no point of conceiving Europe in the emptiness. Any campaign should be visible and interactive with the non-European part of the globe.

Key-questions

For each “box” of the above grid, the Production Unit suggests the following key-questions:

1. What are the goals of the Communication Strategy?
2. What is the core content and the format of the message?
3. What are the distribution channels?
4. What are the tools?
5. What are the expected results?
6. What are the evaluation criteria?

Appealing and Informing

The communication strategy of the campaign will have primarily two aims:

- On one hand the communication will have to appeal people. The messages delivered should grasp the attention of people, remain impressed in their mind and somehow create an emotional link with the objects and objectives of the campaign.
- On the other hand, the communication will have to inform people. Information conveyed should be both on the topic of the campaign (What are the human rights? How can young people participate more in public life? Why is diversity important?) and on the activities of the campaign (What are the upcoming events of the campaign? What are the possibilities to contribute? Whom can I contact to get involved?).

Young non-affiliated people will have indeed few occasions to get in contact with the campaign messages, and these occasions will be mostly by chance (e.g.: a poster in a pub, a sticker on a classmate bag, a spot on the local radio...). The messages oriented to this target group will have to *privilege appeal over information* (the message should make wish its recipient to join the campaign).

Active campaigners will contrarily have regular and on-purpose contact with the campaign messages, as they will be probably searching activities to benefit from or to actively support or even they will be seeking support for organising their own activities. The messages oriented to this category should *privilege information over appeal*.

A challenging starting point ...

The Production Unit unanimously implores for a change of the proposed subtitle (“Diversity – Human Rights – Participation”) in the visual elements to be used for the communication strategy. The present subtitle has indeed two major limitations:

- It doesn't transmit any message unless you're already aware of what those three elements are (and in this case you're probably not a priority target group of the campaign). To use the words of a symposium participant which works in a youth centre: “it doesn't mean anything for the ‘real’ young people”.
- For certain languages the translation of the word “participation” seems to be a so uncommon word to be perceived by the reader as weird or ridiculous (the Production Unit realised that trying to translate the subtitle in its members' native languages).

The Production Unit would like to stress that its critique does not address the focus of the campaign but to the choice of using those words as a key-factor in the communication strategy.

Example of “specific messages”

As an example to explain better what the Production Unit means when talking about the specificity of the messages, it is possible to imagine the national committee of a given country wishing to campaign amongst non-affiliated young people aged 13 to 26.

Goals

In this example, the goals of the communication strategy wouldn't differ from what the Production Unit possibly individuated as the one of the entire campaign, i.e.:

1. to inform about the campaign,
2. to actively involve the young people.

Specificity of the messages

Although the goals would be the same for the whole of the target group, the messages may vary according to the characteristics of specific sub-groups. Hypothetical examples might be:

- For pupils a possible motto could be “The other one is cool!”. This slogan might be supported to images and material suggesting that other human beings are just your live mirror: smile and they will smile in reply.
- For students a possible motto could be “Don’t think that you are untouchable”. This slogan should suggest that racially-motivated violence or any hate-based crime could happen to the reader of the slogan. Other complementary mottoes might be “Don’t stay there to blame! Come and act!”, “Support the victim, prevent the crime!”, etc...
- For young professionals in the field of public relations, the motto might be “Take the chance to be at the top: catch up with diversity!”. This message (probably not particularly relevant for any other young person) refers to the idea that social advertising is a very good working experience and might be a point of excellence in the CV of a professional in public relations.

Specificity of the tools

Also the tools used to convey the message have a specificity in relation to the target groups. Taking the same categories of above:

- For pupils an effective way might be the “Teach and play” (non-formal learning) approach: to facilitate without pressing. Interactive meetings, games and competitions ... “Joy of Tolerance” clubs might be proposed, in order to suggest the idea that tolerance is not a boring obligation, but the door to a brighter world.
- For students, different tools might be developed:
 - “Informational hooks”: this is a technique in communication that relies on providing sharp and tough facts and real life-stories in order to underline the importance of personal involvement in a given action.
 - “Flash-mobs (invisible theatre2)”: for example, a group of youngsters stands on the city square with the open umbrellas, while the sun is shining. If pedestrians (preferably students) pay any attention, another group of young activists give them flyers, leaflets and/or explain the real aim of this action.
- For young professionals in the field of public relations, the tool might be a contest in social advertisement with a final prize relevant to the career in this field (e.g.: a scholarship for a master, or a stage in a prestigious public relations enterprise). The idea is here to link social benefit to personal ones.

Action plans

Traditional media

We defined “traditional media” *being television, radio, printed media and the on-line edition of the printed media*. Each of these media differs however from the others, and even within the same group, there are still differences which need to be addressed.

Spare recommendations

- A strong recommendation is that the Council of Europe supports the setting up of a pan-European Press Office. Within this Office there would be a database of contacts available, as well as press clips from different countries (of course, not all material can be collected but there is a need to have some of the media press clipping for the evaluation of the impact of the media and to be able to learn for future campaigns).
- We recommend the whole campaign using the same frames for press releases (it is also a statement of unity and cooperation within the national and local campaigns).
- In addressing the media, we have to think of a way of distinguish ourselves in order to catch their attention amongst the many messages they will receive on a daily basis. The name of the Council of Europe might be useful since it brings credibility and importance to the campaign on the national and regional level. The Council of Europe’ local offices could also function as local “multipliers”.
- The Press Office should prepare a “press toolkit” including basic information about the campaign, pictures (high quality, different formats for printing), a reference to the web portal and contacts of the people involved on the national level.
- National Committees should nominate within themselves a person handling with the media (a contact point and a PR responsible)..
- All materials should be user friendly (be precise, concise and easy to use).
- All publications, gadgets, website, events should be accessible to people with impairments (e.g.: stickers having also Braille text) and should be produced in several languages.
- Testimonials of the campaign (actors, singers, artists ... that might record jingles or spots to be broadcasted on the radio) should be believable and have credibility when it comes to issues we want to tackle in this campaign
- Testimonials should be searched at pan-European level but the national committees should be encouraged to find national testimonials too.
- We recommend prudence in involving politicians in public events of campaigns in order to prevent the campaign to be linked with a specific political party.
- Seek to establish partnerships with TV and radio stations as well as printed media which could support the campaign by giving free space on air to advertise the messages. Special emphasis should be put in getting in touch with local and national media (newspapers, radio and TV stations).
- Radio should play an important role as the production of campaign materials for this media (voices of testimonials, songs made for the campaign, radio – forum about a certain subject of the campaign, etc...) is considerably cheaper than the one for the TV.
- When it comes to traditional printed press, we have different forms of addressing daily newspapers, weekly and monthly editions. In addressing young people through media

we should concentrate on: music, sports, fashion, theatre (drama), art (comic books) ... and we should use them as media to transmit the message. We can have comic book contests about the themes of the campaign as well as fashion shows.

- We should use of specific transmissions dealing with discrimination, racism and xenophobia (reportage and documentary films, for instance) to link up with the campaign.

New media

We defined “new media” being *the Internet and the Mobile Telephony*. Specific actions should be undertaken for each of those. For the case of the campaign “All Different – All Equal” these two media should be deeply integrated via a powerful website that should constitute the core of the Communication Strategy. (Example of integration could be that some of the Internet services are accessible via mobile phones, or that the website of the campaign should give people the possibility to obtain services via SMS, etc ...)

Goals of the Web Portal

- Information for the beneficiaries of the campaign (on the themes of the campaign, on the calendar of events, on how to get involved, etc...).
- Services for the beneficiaries of the campaign (mailing lists, messages by SMS, reminders, blogs, etc...)
- Material for campaigning (banner for websites, stickers to be printed, leaflets, jingles, ringtones, audio clips, video clips, etc...).
- Information for the media interested to promote the campaign (this might include press realises, “media toolkits” etc...).
- Communication tools for the actors of the campaign (mail accounts, mailing lists, fora, document repository, etc...).
- A strong link between the local/national and the pan-European dimensions of the campaign.

Philosophy of the Web Portal

The Web Portal of the campaign should be *coherent with the three focuses of the campaign*:

- Diversity : the offer of information and services should be diversified both in terms of contents and media (audio, video, texts...). Above all – although English will be most probably the main language of the campaign – the linguistic diversity of Europe (and Europeans!) should be clearly visible.
- Human Rights : the technological choices for the Web Portal should guarantee the enjoyment of the “freedom of expression and information” right to everybody. For this reason the Web Portal should be accessible to people with impairments and developed with free software.
- Participation: the Web Portal should be developed in a way for which the users are not only “passive recipients of information” but “active producer of information”. This would mean implementing features like blogs, wiki, etc ... In other words this means to conceive an information system based on the idea of multicasting (many-to-many) as opposite to that of broadcasting (one-to-many).

Quality guidelines for the Web Portal

There are certain “quality criteria” that – amongst others – the Web Portal should meet. In particular, the Web Portal should:

- Foster the sense of being members of a virtual community within its users (providing a frame for common activities and communication tools for the members to exchange).
- Be accessible to people with impairments.
- Be structured in such a way to have at the same time a high degree of appeal (for occasional, non-affiliated users) and a well-articulated amount of information and materials (for activists, campaigners, and people interested to go beyond the mottoes and discovering more about the themes of the campaign).
- Have its core content available in several languages.
- Have a very user-friendly interface.
- Be designed according to the visual appearance of the other elements of the campaign.
- Be developed by the mean of free software (“free” as in freedom, and not “free” as in “tax free”. A search on the Internet will easily provide loads of interesting information on the social, political and educational implication of this kind of software).

On language diversity in particular

In order to assure the greatest possible diversity of languages, we suggest that:

- The sites of the national campaigns should be translated in all the languages spoken in the given country. Certain pages of particular interest should also be translated into English.
- The sites of the pan-European Web Portal should be translated in as many languages as possible.
- Given the high costs of translation, an “on-line participative translation system” could be established to support this variety. This area of the site could serve as a meeting point between people needing the translation of a document and volunteers wishing with help with them.

The “Internet Address”² of the Web Portal

- The domain should be chosen by the criteria of recognisability and simplicity³.
- We recommend the web sites of the national campaigns to be developed using sub-domains of the Web Portal. This would allow a better use of financial resources available, smoother communication, easier accessibility of localised information, biggest visibility on the Internet (being ranked highest in search engines), etc ...

Content, features and services

The following are just some of the proposals discussed in the group:

- Broadcasting tools (for communication tasks that do not require feedback:
 - *Newsletters* – the user might select them by frequency of release, by language, by kind of content, by geographical criteria, etc...)

² More exactly known as “Full Qualified Domain Name”, such for example “oneworld.org” or “coe.int”.

³ www.alldifferentallegal.org would be an “exact name” for the domain name but it would be absolutely ineffective in terms of communication. Contrarily www.all-different.org wouldn't be an “exact name” but it would be far more effective in terms of communication. The challenge is in finding an “exact and effective” domain name still free to be registered.

- *SMS subscription* – “Quote of the day” or “Politically correct joke of the day” but also “upcoming events” or “reminders”...
- *Webcams* – in relevant places (e.g. the Human Rights court, the area where a campaign event is currently happening, etc..)
- *Podcasts* – a kind of “radio over the Internet”: it might be possible to organise talk shows at regular intervals (every week?).
- *Webcasted TV* – same as Podcasts, but with video. The costs are superior for realising the material, but comparable for broadcasting it.
- Participative tools (for communication tasks aiming to the participation in creating the information)
 - *Mailing lists* – Users can exchange messages between themselves
 - *Blogs* – Users can keep a personal (or group) “online diary” of their being involved in the campaign
 - *Forums* – Users can develop on-line discussions
 - *Wiki’s* – Users can interactively develop and comprehensive website (this might be useful – for example – for the documentation of current and past projects)
 - *SMS to Internet* – Users can send SMS to a specific number and see it scrolling on a popup window of the Web Portal.
- Communication tools (for fostering and supporting the communication between campaign members)
 - *Chat rooms* – Users can simultaneously “talk” online.
 - *Messengers* – Users can see who's online and exchanging person-to-person messages.
 - *Interactive map (GIS)* – Users can visualise on a geographical map, where registered members of the campaign are located in space, they have the option to get in contact (under the condition of mutual agreement).
- Up/Download area (for storing relevant material)
 - *Intranet* – an area open only to registered members or administrators of the campaign, repository or those data and information which need a higher level of confidentiality.
 - *Multimedia* – audio clips (interviews, songs, jingles, etc...), video clips (documentaries, spots, informational material on the themes of the campaign...), pictures (of past and current version), etc...
- Documents – official materials from the campaign, documents relevant for the themes of the campaign, reports, etc...
 - *Materials for campaigners* – stickers images, posters, flyers, how-to guides to organise local events, brochures, logos, etc...
 - *Computer Gadgets & Goodies* – screensavers, simple videogames, mouse pointers, desktops, etc...
 - *Cell phone Gadgets & Goodies* – ring tones, screen savers, background images, simple videogames, etc...
- Metatools (tools for using the tools)
 - *Overall search mechanism* – a search mechanism should be present in order to find information on the portal. The mechanism should provide advanced search options (by language, by country, by kind of material, etc...).

- *Jump station* – this should be a collection of links to partners’ organisations, relevant institutions, other websites of interest, etc...

Training for communication officers

Regardless of the Communication Strategy adopted, the programme of the campaign should foresee a pan-European “Training for National Communication Officers”. This training should be offered to the *communication officers nominated by the National Committees*, should be implemented in Strasbourg in order to benefit from the Council's Department of Communication and Research. The main goals of this training should be:

- Illustrate the Communication Strategy and make sure all the National Committees' ones are compliant to the pan-European one (that should be flexible enough to make this objective achievable).
- Providing general knowledge about the development and implementation of Action Plans, so that each national campaign committee is able to self-manage its own.
- Foster co-operation (thus optimising the use of the resources) between the Action Plans of the various national campaign committees.

Educational materials

Facilitator: Dariusz Grzemny

Rapporteurs: Tove Iren Lea and Mari Markman

Objectives

The key objectives for the production unit were agreed to be:

- to promote and mainstream human rights education in the campaign
- to use the already available toolkits such as Compass, Domino and Education Pack.
- to give more visibility to Compass
- to provide educational materials that will give our target groups an easy tool to use while working on the campaign.
- to collect and consolidate the tools that are/will be developed by different organisations and partners on local and national levels in order to extend and update the variety of educational materials within the Council of Europe.
- to motivate young people to take action on local, national or regional level by providing educational tools.
- to reach governments and educational authorities in order to provide human rights education in formal education by using non-formal educational methods (e.g. learning by doing)

Promoting and mainstreaming

The group does not see it as necessary to “reinvent the wheel”. *Compass*, *Domino* and *Education Pack* are already used by many groups and persons all over Europe. They also have their own specified target groups, which are young people, youth leaders, trainers and teachers.

Using existing material

One of the problems of the previous Campaign was the lack of educational materials in the beginning of the Campaign, and producing a completely new set of material will not be done overnight, so it will be in the best interest of the Campaign to use already existing materials. One of the other problems was the lack of sufficient training on how to use the material produced (e.g. Compass), which will be solved by focusing on exciting materials.

Spreading the Compass

The Compass is the most important of the training materials to be at the disposal of the Campaign, and it will be important for the Campaign to make it more visible.

Updating of issues

The Production Unit is of the opinion that the Campaign should focus on promoting practical educational tools helpful to address the topic of the Campaign; *both for young people and for those who are working with young people*. The material should relate to the realities of young people of today on different levels, and existing materials will have to be *extended with issues that are characteristic and important in our society today*.

A task for a Resource centre

The collection of existing and of newly developed tools from different organisations and countries can be done for example by establishing a resource centre for the Campaign.

Motivation through active involvement

In order to motivate young people with educational material it is important that young people are involved in the development of the educational materials.

Making the objectives realistic and feasible

The Council of Europe already has a wide range of educational materials to be distributed and used within their member countries and for the campaign. The main materials are *Compass*, *Domino* and *Education Pack*.

It will be useful to make a supplement to *Compass*, taking in topics that are relevant for young people today. *Domino* and the *Education Pack* were revised and updated in 2004, and we do not find it necessary to change these. In addition to the exciting material, it will be useful to produce new tools such as *material on how to run a campaign on Diversity, Human Rights and Participation*.

Compass

As mentioned before, *Compass should be an integral part of the campaign*. In order to achieve this goal it will be important to inform different agents (e.g. teachers, youth leaders, organisations, governments, officials etc.) about the existence and educational value of *Compass*. One way to do this could be by *launching a postcard/Internet campaign*, where the senders inform e.g. governments about the value they see in *Compass*, and *demand a translation into the native language* in countries where it is not already translated. This needs to be done at the very beginning of the campaign. The European Youth Foundation should support translations of *Compass*.

It is crucial for the campaign to make *Compass* available in interactive electronic version in all exciting language versions, including in *DAISY* format⁴ and CD-versions for those not able to download it from the Internet.

Compass should be extended by developing a supplement on the following topics:

- Religion, with focus on interreligious dialogue
- Terrorism

⁴ DAISY is the new digital talking book standard, developed by an international consortium of libraries that serve people who are blind or have print-related disabilities (<http://www.bookshare.org/web/SupportDaisy.html>).

- Disablism – more activities
- Homophobia – more activities
- Trafficking of human beings
- A guide on how *Compass* is used on different levels, including a “knowledge base” made available on the Internet
- Information on where to get materials required for activities such as role plays (e.g. “blinding glasses”, ear plugs etc.)
- Interaction between local and global realities – more activities

Each National Campaign Committee should be trained in Human Rights education with the use of *Compass*, and they should be responsible for organising training activities on *Compass* at a national and local level.

New material

Guide “How to run a campaign on Diversity, Human Rights and Participation”

- The guide should be a resource pack dealing with relevant topics
- It should be produced by Council of Europe together with partners, and national committees will be responsible of translation into national languages and distribution in their own countries
- The guide should be produced to reach as many young people as possible, and must be as simple as possible – written in a language easy to understand (“Youth language”)
- Focus should be on an educational dimension
- To reach as many as possible it should be a give-away to people in different settings, and the message should be “It is in your hands”
- The guide should be an motivation material, and should be available on the Internet

Contents

- Campaign explanation
- Fact sheet on Diversity, Human Rights and Participation
- Information on why and how to get active
- Contact information to the national committee
- Stickers, posters, buttons etc.

Educational material in cooperation with other production units:

- T-shirts
- Graffiti
- Posters
- Newsletters

All educational material should be ready to use before the campaign starts.

Educational approaches and activities

Facilitation: Marta Medlinska & Rui Gomes.

Report and presentation: Sabine Klocker, Luis Manuel Pinto, Hamedy-weya Nean, Irina Vasiljeva and Rui Gomes

Scope of the Production Unit

As indicated by the Preparatory Group of the symposium, this Unit was meant to discuss and clarify the message and the practice of the campaign in as far as educational concepts and practice are concerned, including the articulation between concepts such as diversity, the role of intercultural learning and the overall relation to human rights education and participation.

At the same time, the Unit was expected to discuss and propose an outline of a programme of European and national activities aimed at training and involving multipliers, activists and trainers interested in working with the campaign's issues.

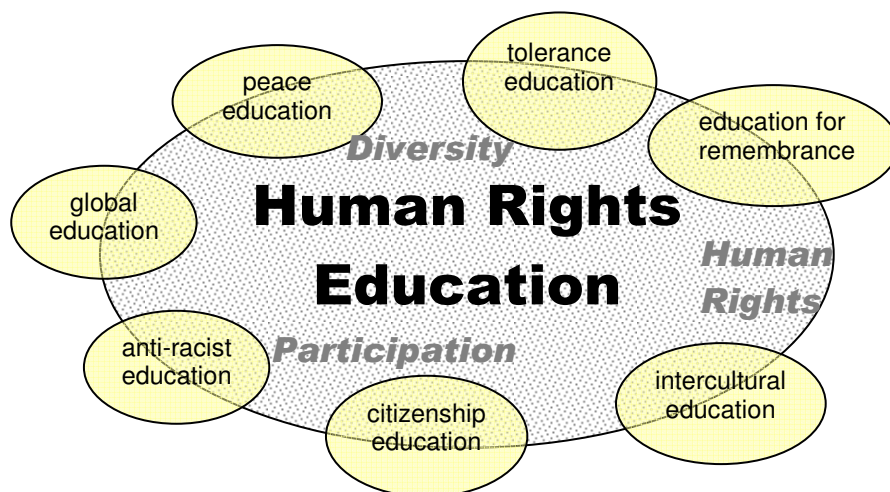
The Production Unit discussed the basic educational approach in plenary. Three working groups discussed and made proposals for the campaign's educational activities at European, national and local level. The reports of the three sub-groups were subsequently merged in this document.

Educational approach and philosophy

Educational activities are a fundamental element of the campaign, especially in view of reaching young people of younger age and of young people who are less or not at all involved in youth organizations, including young people in schools.

The experiences of the participants in the Production Unit in the field of education were very varied and complementary, including citizenship education, intercultural education, peace education, peer/group education and other forms of value-based education. It was agreed that all these forms of education are relevant for the campaign's themes and objectives.

In order to secure a common approach in the education and training activities of the campaign, the Unit agrees and proposes that human rights education is used as the framework and common denominator to all the education and training activities of the campaign.



Human rights education: common and safe approach to the campaign's education
 activities: learning *about*, *through* and *for* human rights, diversity and participation

Human rights education is commonly defined – as in *Compass* – as learning about, through and for human rights. In as far as the campaign is concerned, this definition can be widened to learning about, through and for human rights, diversity and participation. What is important to bear in mind is the importance of keeping human rights as a common and safe ground to all the activities we do in the campaign, in the sense that human rights are also the most important and accepted set of values and normative framework to all actors in the Council of Europe member states and, a fortiori, in the campaign.

This should not cause harm nor be confused with the equal relevance of the three themes of the campaign, diversity, human rights and participation. Human rights education should be equally relevant to all of them, in the same manner as intercultural learning has been the common framework to the 1995 “all different-all equal” campaign, effectively providing the common ground also for specific activities on anti-racism, empowerment of minorities, remembrance, etc. *Compass* provides a possible example of this, with activities which address (already) participation, citizenship or discrimination.

It should be clear that different partners, educational traditions and ideologies will need to co-exist and be given relevance in the campaign at national level. The point here is not to provide a uniform or imposed approach to education and training in the campaign, but a common framework of reference, within which the activities will be rooted, as explained in the graphic below. This should be understood also within the parameters of existing practice of human rights education in non-formal education, notably a special role for intercultural learning (equality in human dignity must also take into account diversity, cultural identity, etc, while stressing the necessary universality of human rights), as stated in the operational definition of human rights education used in the Directorate of Youth and Sport of the Council of Europe since 2001: “... educational programmes and activities that focus on promoting equality in human dignity, *in conjunction with* other programmes such as those promoting intercultural learning, participation and empowerment of minorities”.

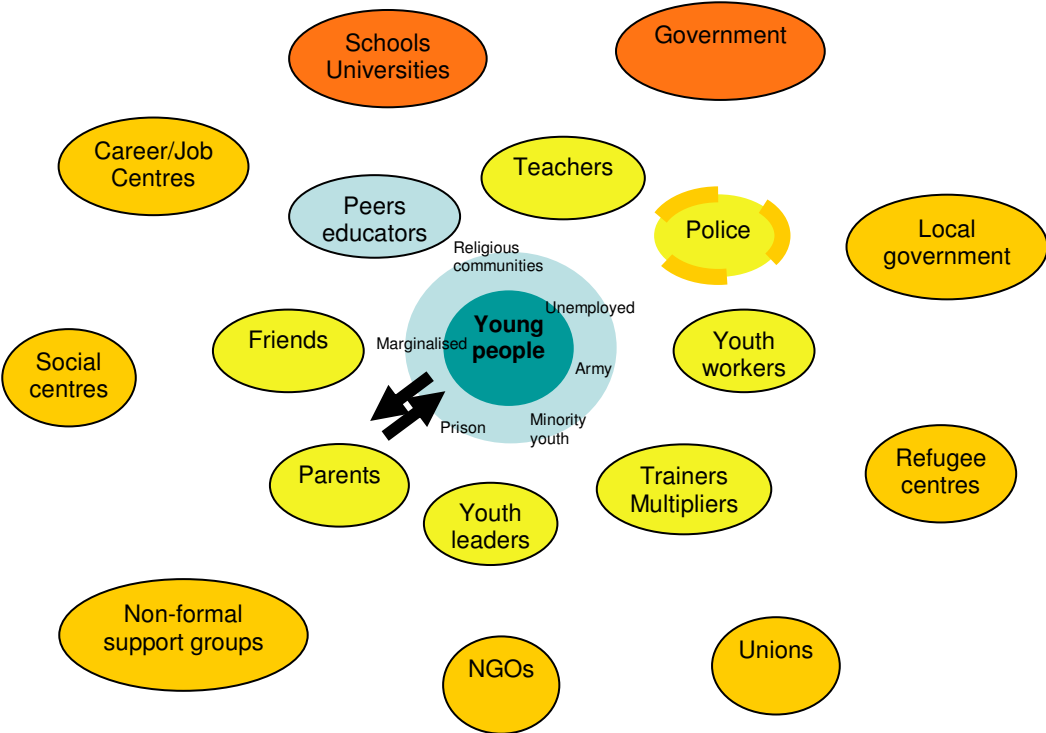
The values behind the educational approach

The first and foremost aim of the education activities and, in this way, the core of its strategy, should be one of awareness-raising (‘sensibilisation’ en français). This sums up what the campaign should be for and about. This awareness-raising effort is based on Human Rights

and Human Rights education. Training activities should of course use human rights education as a basis and they should be put at the service of the global aims of awareness-raising and mobilisation.

Diversity and Inclusion are the values behind all programmed activities. Bringing awareness to the young people who are themselves victims of social exclusion and giving them the rights tools and competences will allow them to change the surrounding environment. Diversity itself is something that is difficult to define and to manage, that is why the group defends that it should be the ones that are part of this diversity, that should gain conscience of their own problems and find possible solutions for what directly affects them. *Including the target groups concerned by the campaign in the educational activities is therefore crucial to the success of the campaign.*

One of the challenges of this campaign is how to make a young person realise that speaking of ‘Human Rights’ means speaking also of their own individual rights. The group of excluded youth is also part of the potential pool of trainers/educators that will run the training activities of this campaign.



Allocating the target group

The group defined as primary target group all young people, highlighting the young people who suffer from social exclusion. This last group can be found in prison, minority communities, religious communities, unemployment, health care facilities, ...

Identifying the relational context with the target group

On a secondary level, the group focused on identifying who are the actors that are directly interacting with the primary target group: Parents, Teachers, Youth leaders, Youth workers,

Trainers, Multipliers, Peer-educators, Friends. The arrows indicate the mutual influence between the secondary groups and the young people in the centre, which means they are also part of the target group of this campaign. Within this group, it is also important to identify what are the structures that gather these actors: Local and national governments, police, social centres, non-governmental organisations, unions, refugee centres, non-formal (support groups), job/career centres, youth clubs/centres.

Activities for a programme

Although the campaign will be a public awareness-raising campaign, raising awareness is hardly imaginable without a clear educational message that can be later on articulated in different education activities.

Obviously, the most important and relevant activities should be carried out at local, regional and national levels. The European level should have a role of supporting that process, providing educational materials and, where appropriate, provide (train) trainers and multipliers that can support the national and local processes, as well as activities developed in the framework of European youth organisations.

In order to achieve maximum efficiency and dimension, the educational activities in the campaign should be rooted or connected to existing programmes and activities of the various partners, especially at national and local level. Attention should therefore be given to associating partners and institutions active in existing programmes (e.g. global education week, 21st March, etc.).

Attention should also be given to the fact that education and training need time to have any visible and sustainable effect. Attention should be given for the education and training activities initiated in/through the campaign to be continued beyond the campaign.

The following list of activities is, obviously non-exhaustive. The Production Unit, however, did pay special attention to securing a minimum of consistency and quality (content-wise) for the campaign activities. They are, in this respect, proposed because they are complementary and sometimes inter-dependent. Different types of activities are also intended to reach different partners and target groups.

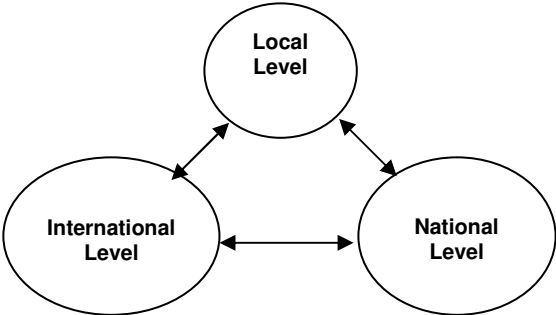
- **Training Courses on the Campaign** (in order to have a pool of resource people that can present and promote the campaign itself at all levels.)
target group: National committees; public authorities, formal education sector, NGO multipliers – passing on knowledge and skills to National/Regional/Local level.
- **Train young people and youth leaders from minorities** (long term training course) to act as trainers on all levels, and as multipliers (within their organizations and communities).
- **Educational programme / module for schools** (introduce the concept of HR, Diversity, Participation, in the school curriculum). School activities could be for example: HR week/day, workshops, essay competition, study visits to HR institutions and organisations). Recognizing the value of teacher training on Human Rights Education, making it mainstream and part of the educational structures' daily life.
Target group: decision makers (from education ministries and institutions to teachers and other education professionals).

- **Training course on religion and Human Rights** including Interreligious Dialogue and a possible Conference on this matter.
Target group: Young people (religious, agnostics, atheists ...)
- **Youth exchanges** (including summer camps and work camps, for example) focusing on diversity and intercultural learning through experiential methodologies
- **Host family stays** [media promoting the experience, reality show (showing a young person being a host at a family with a specific ethnic background, religious belief, different ability, different sexual orientation) documentary, educational programme]
- **Diversity Festival/s.** This festival should take place in many different countries at the same day/weekend (presenting arts, film, music, dance, sports ...) – representing culture, diversity of ethnic groups, traditions etc. in the various countries/regions. It could be very useful to organize partnerships between existing festivals (e.g. Human Rights movie festivals)
- **“All different all equal day”** – furthermore, in addition to it or alternatively, use existing international or world days related to human rights (e.g. 21 March, 10 December, 25 November, 1 December, 18 December) to promote the campaign and its message. A maximum usage should be sought of existing structures and events and try to get many new parties on board in order to reach the media more often and, especially, bring in new partners and have more impact.
- **Website Resource.** “Wikipedia” on Youth, Diversity, Human Rights and Participation. This website should be an information platform, be giving testimonies of real discrimination, offer chat opportunities to young people in order to exchange experiences, offer an e-learning course; include resources (training materials, etc.). Links to relevant organizations/institutions as well as a chance to post activities happening on European/National/Regional/Local level related to the campaign.
- **Diversity Forum for Youth.** Within this Diversity Forum, we would like to encourage that young people from NGOs dealing with minorities (from all over Europe) work with each other in groups and furthermore, train their peers on their own issues (in workshops etc). The Diversity Forum should be organised at European level in a format that could be reproduced at national or regional level.
- **Diversity Library Bus / ”Express”** This bus will be a European initiative having national and local impact. The buses will be present at Festivals and/or events dealing with the campaign and be at disposal of people who usually wouldn’t look up resources in the field. If possible, we would also like to offer a living library.
- **“Fifty-Fifty” Conference.** This conference should involve public authorities involved in the campaign and young people concerned by it. A European activity could be the trigger for similar national ones. Purpose to stimulate cooperation and open channels for communication between young people and organisations concerned by the campaign and civil servants working in public organisations or services. Purpose: to learn together in order to work together in the campaign.
- **Further ideas to be implemented on a national level:**
 - Recruitment campaign for young people coming from minorities
 - Seminar on minority history
 - Street work activities / animation, street theatre
 - Educational activities in public leisure places

Finding the link with different levels where activities take place

It will be important to take advantage of the networks and resources that are already available. Make connections, between local, national and international level.

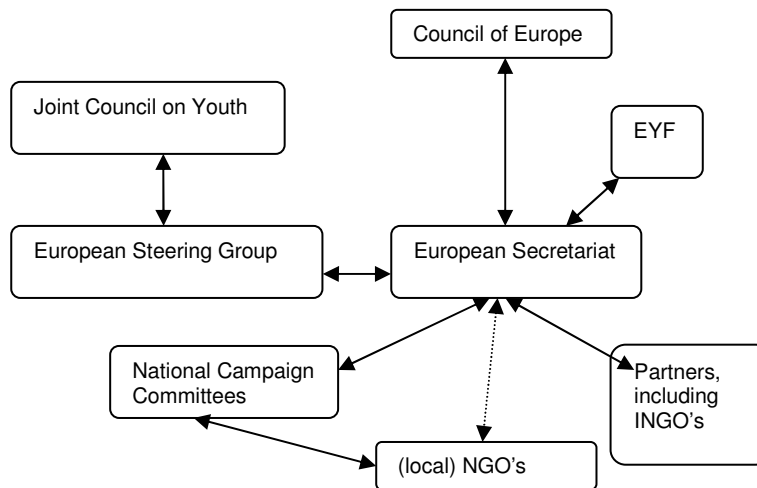
For that, before any action, a map of the situation at the three levels should be done in order to list the needs and resources for this campaign and optimise the outcomes. Both tasks of identifying the resources and evaluating the results should be performed by the established National Committees.



Coordination and fundraising

Facilitators: Jean-Claude Lazaro, Michael Ingledow & Inge Stuer
Rapporteur: Nahid Aslam

Co-ordination



The National Campaign Committees

The group discussed that The National Campaign Committees (NATIONAL CAMPAIGN COMMITTEES) should be flexible structures, which are adapted to the national realities and based/composed on practise.

The European secretariat and the secretariats of the National Campaign Committees should be fully / sufficiently staffed. This includes, in no particular order, manager/head of office, press officer, web-administrator, fundraiser, educational advisors, administrative assistants, etc.

The National Campaign Committees, European secretariat and the European Steering Group should meet at least 3 times, including a meeting before the start of the campaign.

It was noted that when the National Campaign Committee is not working, (local) NGO's can address themselves directly to the European secretariat. The European steering group if asked should mediate between (local) NGO's and the National Campaign Committee.

Local NGO's should be encouraged to take active steps in organizing themselves, running activities and contacting their National Campaign Committee.

Interaction and support

An interactive web-platform should be created to support the structure. A European internet portal with links to the national/local sites should be part of this.

A newsletter should be published +/- once a month and should be available on the website in English, Russian and French. National Campaign Committees as well as others could use the newsletter and translate it or adapt it to their local / national realities.

On the European level PR materials should be developed for European events, which can also be adapted to local needs, i.e. pins, posters, etc.

Educational materials can be developed at the European level but also the European level should be get copies of educational material developed at national level.

The group discussed that with the campaign the largest group of young people possible should be reached, therefore it is needed to use all communication tools at our disposal: SMS, Internet, TV, Newspapers, magazines, radio, youth/music events, schools, etc.

Student journalists could be used as they often have to look for subjects to write on. Also specialised youth media should be contacted. The campaign should also reach out to rural and deprived areas/regions.

The group suggested contacting cinema schools/PR schools and asking their students to develop within the framework of their studies a video clip on the campaign. A European competition could be organised. Contact could be made with youth (music) channels to air this clip(s).

Another suggestion was the development of a computer game on the topic of the campaign.

Fundraising

A pre-condition to the campaign is: If the campaign is wanted by a structure, the structure itself should provide start-up capital (human and financial) from within its own resources.

A campaign like this needs a full-time fundraiser. It was suggested to enquire if private companies could fund a fundraiser. (example of Romania was given where a bank that did not give funding but gave one of there staff the task to work with the organisation for a while).

A fundraising strategy should be developed at the European level and National Campaign Committees should be required to provide a fundraising strategy as well.

A donors conference could be organised and linked to it a seminar on 'how to fundraise' for National Campaign Committees and NGO's.

The European Commission could be encouraged to make projects within the framework of the campaign a priority.

The European and national Secretariats should provide support letters for projects when requested.

'A different hour'

The working group came up with the idea of 'A different hour', contributing one hour of salary or work to the Campaign. Either the last working hour of 2006 or any other special day (e.g. 10th Dec.). This will be a Europe-wide effort to raise funds. The funds raised will remain in donating countries to pay for project events and awareness-raising. The funds raised through international organisations go to the European level. The way the money will be

spent will be decided by the National Campaign Committees and it will provide a feeling of being part of something larger for donating countries and individuals. Media coverage must be provided.

Other ideas from the group

- Put the campaign's logo alongside your logo for extra publicity when writing letters to funders.
- Apply to foreign funders – DFID (Department for International Development, UK) may help
- Apply for regional funds already available in local areas – but first find out what the local needs are.
- Look in Lottery, Euro Millions
- Fundraising from private sponsors – but it should be ethical
- National Campaign Committees to approach mobile phone providers or European Secretariat to work with European mobile phone providers
- Franking machines that print out logo
- Stamps with logos

Coordination with other Council of Europe services

Facilitator and rapporteur: Michael Ingledow

The Parliamentary Assembly should be encouraged to participate in the campaign, through various of its Committees and Sub-Committees (e.g. Youth; Culture, Science and Education; Migration, Refugees and Population; Political Affairs), through the development of reports and Recommendations, as well as Public Hearings, on campaign issues, and through the involvement of parliamentarians in Campaign activities at national and European level.

The same goes for the Congress of Local and Regional Authorities of Europe, bearing in mind that co-operation with the Congress should also be developed on activities to promote the revised European Charter on the participation of young people in local and regional life, given the use of the Charter as a tool for promoting participation.

The possibility of a Session of the Committee of Ministers being devoted to the Campaign should be investigated.

Round Tables organised in certain countries by the European Commission against Racism and Intolerance (ECRI) could be linked to national campaigns. The country reports by ECRI could be made available as resource material to national campaigns; projects undertaken during the campaign could, if appropriate, be included in the ECRI best practices manual.

Links should be developed with the activities of the European Roma Forum, and through this structure to the sections of other international organisations and NGOs working with Roma (notably OSCE, Organization for Security and Co-operation in Europe).

Links to formal education and teachers could be established through co-operation with the follow-up to the 2005 European Year of Citizenship through Education, and through the network of Coordinators of Education for Democratic Citizenship issues in the member States.

The Conference of International NGOs of the Council of Europe should be regularly updated on the Campaign and its activities, with a view to spreading information throughout the networks of the NGOs having participatory status with the Council of Europe. Co-operation should be developed with the North-South Centre with a view to undertaking joint activities, for example through the annual Summer University in Molina (Spain). The Information Offices of the Council of Europe should also be informed of the campaign, given the possibilities they have for disseminating material to the general public.

Appendices

Programme

WEDNESDAY, 26 OCTOBER 2005

- Arrival of the participants
- 15:00 Opening of the Symposium by *Mr. Ralf-René Weingärtner*,
Director of Youth and Sport of the Council of Europe
- Presentation of the participants
- 15:30 Introduction of the programme and methodology of the Symposium
- 15:45 Recall of the “all different-all equal” 1995 youth campaign – visual presentation
- 16:00 Break
- 16:30 Keynote speeches on “Racism, Antisemitism, Xenophobia and Intolerance today” with:
Dr. Alana Lentin, researcher
Mr Bashy Quraishy, President of the European Network Against Racism
- Questions and debate
- 18:30 Reception offered by the Director of Youth and Sport
- 19:00 Dinner
- 21:00 Opening of Diversity Café

THURSDAY, 27 OCTOBER 2005

- 09:15 Introduction to the programme of the day
- 09:30 Input on the report “The Struggle Must Go On”, by *Mr Rui Gomes*, Directorate of Youth and Sport
- 10:15 Working groups on different forms of discrimination, its manifestations and challenges for young people today. What should the new Campaign address and claim for?
- Racism
 - Antisemitism
 - Romaphobia/Anti-gypsyism
 - Islamophobia
 - Homophobia
 - Xenophobia
 - Disablism
- In parallel, working groups on new factors influencing the above themes:
- Globalisation
 - Terrorism
 - Nationalism and Fascism
- 13:00 Lunch
- 14:30 Working groups continue
- 15:30 Presentation of the results of the working groups
- 16:00 Break
- 16:30 Round-table on the experiences from the Campaign of 1995, moderated by *Ms Antje Rothemund*,
Directorate of Youth and Sport, with the participation of youth workers active in the campaign:
Ms Yael Ohana
Mr Christian Scharf
Ms Alexandra Raykova

19:00 Dinner
21:00 Opening of Diversity Café

FRIDAY, 28 OCTOBER 2005

09:15 Introduction to the programme of the day
09:30 “How to campaign today” – key elements for successful social campaigning, with:
Ms *Daniela Berti*, consultant (MKTcomunicazione integrate)
Ms *Svetlana Rubashkina*, consultant
10:15 Introduction to the Youth Campaign on Diversity, Human Rights and Participation, by
Mr *Peter Lauritzen* (Directorate of Youth and Sport) and Ms *Anca Sirbu* (co-chair of the
European Steering Group of the campaign)
11:00 Break
11:30 Introduction to Production Units on the Youth Campaign on Diversity; Human Rights and
Participation:
1. European campaign activities
2. Guidelines for national campaigns and activities
3. Objectives of the campaign, quality criteria and evaluation
4. Communication
5. Educational materials
6. Educational approaches; education and training activities
7. Coordination and fund-raising
8. Coordination with other Council of Europe services
11:45 Working in the Production Units
13:00 Lunch
Reimbursement of the travel expenses
15:00 Working in Production Units continues
18:30 Closing of the day
19:00 Dinner
21:00 Opening of Diversity Café

SATURDAY, 29 OCTOBER 2005

09:15 Introduction to the programme of the day
09:30 Working in the Production Units continues
12:30 Lunch
14:30 Presentation of the conclusions of the Production Units
16:00 Conclusions by Ms *Ingrid Ramberg*, general rapporteur
16:30 Break
17:00 Closing session with: Mr *Giuseppe Porcaro*, Chairperson of the Joint Council on Youth,
Mr *Renaldas Vaisbrodas*, European Youth Forum,
Mr *Terry Davis*, Secretary General of the Council of Europe
18:30 End of the Symposium.
19:00 Dinner
21:00 Music and dance at the Diversity Café

SUNDAY, 30 OCTOBER 2005

Departure of the participants

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