



COMMUNICATING EQUALITY AND NON-DISCRIMINATION IN THE EUROPEAN UNION



European Commission

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European Commission

Directorate-General for Employment, Social Affairs and Equal Opportunities

Unit G.4

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FOREWORD



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Equality Between Women and Men,
Action Against Discrimination,
Civil Society

The European Union has some of the most advanced legislation in the world to protect people against discrimination. It is illegal to discriminate because of a person's gender, age, disability, race, religion or sexual orientation.

Getting the message across that Europe values diversity and is taking discrimination seriously is crucial for the successful implementation of the legislative and policy framework put in place at EU and national levels.

Firstly, rights and obligations have to be known and understood to be effective. Information about the law is vital for potential victims to make real use of legislation and for employers, service providers or administrations to know their duties in this field.

Secondly, beyond the application of rights, prejudice can destroy peoples' lives. Fighting stereotypes and deeply rooted patterns of thinking, based on fear and lack of knowledge is difficult but crucial.

The EU has set aside funding to raise awareness of the legislative framework amongst the general public as well as people working in the antidiscrimination field.

But according to a recent pan-EU study carried out for the European Commission, the awareness of the existence of non-discrimination legislation is still quite low in the European Union and we should pursue our efforts to improve this situation, both at EU and national levels.

The European Commission has used the Community Action Programme to Combat Discrimination and the PROGRESS Programme in order to support the implementation of the principle of non-discrimination by promoting networking, mutual learning, identification and dissemination of good practice and innovative approaches at European level.

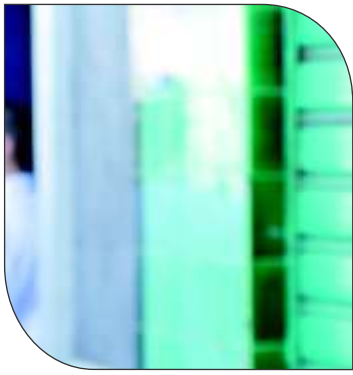
It also seeks to enhance awareness of Community policies and objectives among stakeholders and the general public.

In this context, we hope the Belfast Conference will provide an opportunity for all involved to share their experience and knowledge on communicating on anti-discrimination and to explore the concept of raising awareness from a number of angles. The Conference follows on from the success of the 2007 European Year of Equal Opportunities for All and is an opportunity to highlight further some of the great initiatives that were undertaken during the year. It also provides a forum for discussion on how best to convey messages of equality and diversity by providing training sessions on a number of communication topics.

We hope that the conference is both insightful and rewarding for all, facilitating the continuation of the valuable and highly commendable work being carried out in all Member States of the European Union in the fight against discrimination and the promotion of equality.

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SPREADING THE WORD

Making Information Active in the area of Anti-discrimination

Everybody has the right to be protected against discrimination. In the European Union, strong legislation and policy initiatives have been put in place to create the framework for a fair and equal society. Yet these initiatives are only effective if the know-how exists to apply them at an individual level. Therefore, the theme of the 2008 Belfast conference, communication and awareness-raising in the anti-discrimination field, is central to the European Commission's overall objectives of ensuring that information on anti-discrimination is widely available.

In this context, the European Commission values the importance of working with and bringing together a broad range of organisations representing minority groups in Europe. These organisations form the vital link in informing not only the groups they represent but also of raising awareness amongst the general public at large. This conference provides an opportunity for a broad range of anti-discrimination project representatives to

share experiences and learn of best practices in communicating the message of anti-discrimination.

In addition to supporting the work carried out by anti-discrimination organisations in European member states, the European Commission has also undertaken a wide range of initiatives aimed at:

- + Raising the general awareness of rights and responsibilities under EU anti-discrimination legislation, and
- + Promoting a debate on the issue of diversity and equality in Europe.

These goals have been brought to life through several different initiatives;

1. A PAN-EUROPEAN CAMPAIGN ADDRESSED TO THE WIDER PUBLIC

The 'For Diversity. Against Discrimination' information campaign is a project now in its 5th year of operation. Launched in 2003, it was designed as a pan-European campaign, running across all member states, to contribute to the construction of a more inclusive European society.

To create a vibrant and vigorous campaign that would animate the issue of anti-discrimination, 'For Diversity. Against Discrimination' brings together a diverse range of actors from different sectors, with a particular focus on European youth, employers and trade unions. In the past, the project has helped bring together over 500 organizations involved in setting up 100s of different activities across member states, creating a dynamic network that looks set to expand in 2008 and beyond.

Campaign activities are undertaken both at EU level and at national level through the national working groups;

National Working Group Activities

Strong co-operation with organisations at member state level has been a crucial element in the success of this campaign. The extent of the various awareness-raising activities depends on the initiative and involvement of the national working groups, who, since 2004, have been asked to prepare and present an annual plan of campaign events. Close collaboration with national working groups responsible for steering the campaign at member state level has ensured that the message of tolerance is representative of relevant stakeholders and that it reaches the widest possible audience across Europe. Activities undertaken by national working groups include the production of national leaflets, the organisation of training sessions for journalists on European directives covering anti-discrimination and many other original initiatives to disseminate information at youth festivals, 'Gay Pride' parades and community sporting events to name only a few.

EU level Activities

Activities organised through the European Commission in the past have included sports events, conferences, seminars and photo competitions as well as the publication of written and visual materials targeting the wider public, a detailed website and anti-discrimination 'toolboxes' for businesses. During the course of 2008, a further series of events will take place across Europe, with highlights comprising the continuation of some of last year's most popular activities, such as:

The award for journalists writing about discrimination issues

The Journalist Award 2008 will be launched during the summer. Now in its third year, the award honours print and online journalists in the EU who, through their work, contribute to a better public understanding of the benefits of diversity and the fight against discrimination. For more information on previous winners, please visit <http://journalistaward.stop-discrimination.info/1984.0.html>

The yearly 'For Diversity. Against Discrimination' truck tour

After visiting 33 cities in 19 countries during the course of 2007, the popular 'For Diversity. Against Discrimination' truck returns in 2008. The tour, set to launch in June, will visit ten EU member states and will bring together businesses, NGOs, musicians, artists and the general public to explore discrimination and diversity issues.



For more information on the European Commission's information campaign, please visit: <http://www.stop-discrimination.info>

2. SUPPORT TO NATIONAL AUTHORITIES

Selected national awareness-raising activities were first supported by the European Commission's Community Action Programme to Combat Discrimination (2001-2006) in 2004. Since then, the number of participating countries and activities have grown along with developments under the anti-discrimination and diversity strand of the new PROGRESS Programme (2007-2013).

These national awareness-raising activities complement the Europe-wide information campaigns by encompassing a wide-range of interactive community events and professional training sessions. On an annual basis the Commission asks national governments to submit proposals for projects. Each proposal is then analysed and evaluated by the Commission to ensure that the activity has clear added value, is coherent and supports the

implementation of EU equality policies. In this context, one of the central objects of the Belfast conference is to bring these national-awareness raising activities together in an effort to share and promote the ideas and best-practices behind these initiatives.



3. THE EUROPEAN YEAR OF EQUAL OPPORTUNITIES FOR ALL

The 2007 European Year of Equal Opportunities for All has been the most high-profile campaign so far carried out by the European Commission in the field of anti-discrimination awareness raising. Political leaders across Europe made a commitment to equal opportunities in their countries and hundreds of debates, exhibitions and other events took place in schools, streets and workplaces across member states, with the aim of making people in the European Union more aware of their rights to equal treatment and to illustrate the benefits of diversity in society.

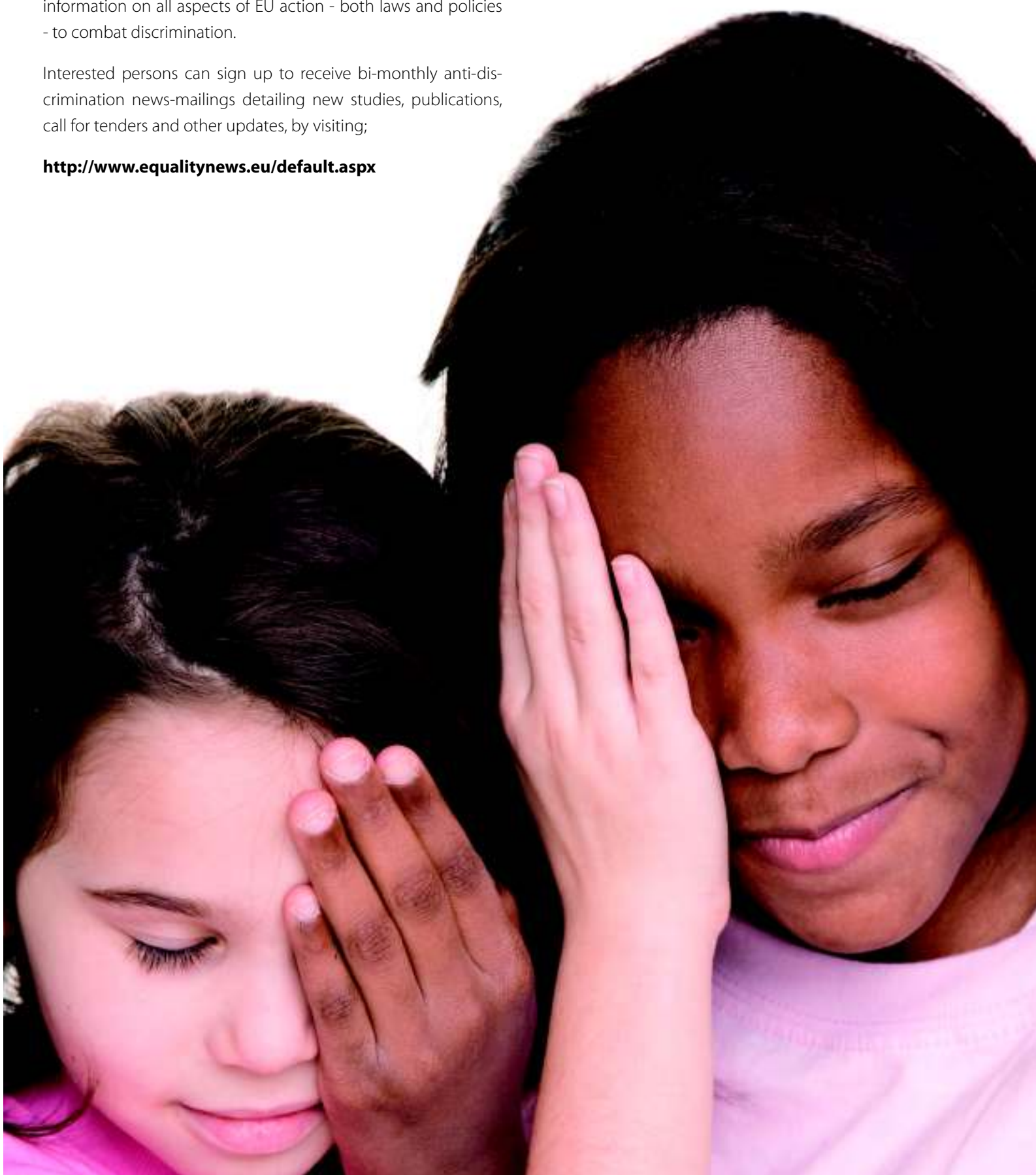
This dedicated action to strengthening principles of diversity and equality continues into 2008, with the European Year of Intercultural Dialogue, which follows on from the success of the 2007 European Year of Equal Opportunities for All, and presents a further occasion to draw on the wealth and diversity of cultural backgrounds in advocating the message of anti-discrimination.

4. INFORMATION DISSEMINATION ON THE EUROPEAN COMMISSION'S ACTIVITIES

Keeping stakeholders and the general public updated on the latest developments in the field of anti-discrimination is at the heart of the Commission's goal. To this end, a specifically dedicated website on non-discrimination in the European Union provides information on all aspects of EU action - both laws and policies - to combat discrimination.

Interested persons can sign up to receive bi-monthly anti-discrimination news-mailings detailing new studies, publications, call for tenders and other updates, by visiting;

<http://www.equalitynews.eu/default.aspx>



Alongside the annual thematic conferences on anti-discrimination, the European Commission also produces twice yearly news reviews of the Community Action Programme to combat discrimination, and monthly spotlight articles covering a diverse range of subjects related to anti-discrimination initiatives.

5. STIMULATING THE DEBATE

To take effective measures to prevent and combat discrimination, it is important to have a solid knowledge of the reality of discrimination in Europe. This means being able to understand the phenomenon, its causes and extent - as well as the impact of policies and practices designed to tackle it. A key aim of the non-discrimination and diversity section from the PROGRESS funding programme is therefore to deepen the understanding of the situation in relation to discrimination, through analysis and studies.

Studies currently underway on the theme of antidiscrimination, to be published at the end of 2008, include the themes of:

- + **Media and diversity** - the study will look the many measures media, including newspapers, TV and radio, have undertaken to tackle discrimination and to promote diversity
- + **Positive action measures in the EU** - this study will examine the role that positive action measures can play in practice in preventing or remedying discrimination. Good examples will be taken from both the public and private sector
- + **Businesses and diversity policies** - this initiative will focus in particular on antidiscrimination and diversity policies in small and medium sized businesses.

Studies carried out in the past have included a **Eurobarometer survey on discrimination and inequality in Europe**, detailing findings from a study carried out in 2006 in twenty-five Member States of the European Union and the then acceding countries Bulgaria and Romania. The results of a further Eurobarometer survey carried out during the European Year of Equal Opportunities for All are due for release in the course of 2008. Some other relevant studies include a European handbook on equality data, a study addressing age discrimination and European Law and a study examining the situation of Roma, Sinti and other traveler communities in the EU.

For details of all current and accomplished studies, please visit the specially dedicated studies page at: http://ec.europa.eu/employment_social/fundamental_rights/policy/aneval/sre_en.html

For more information on the European Commission's anti-discrimination activities in general, please visit: http://ec.europa.eu/employment_social/fundamental_rights/index.html

NATIONAL AWARENESS RAISING ACTIVITIES 2007/2008

35 current Projects funded under the European Commission PROGRESS Programme

AUSTRIA

The Organisers

The Austrian Ministry of Economic and Labour
www.bmwa.gv.at

1

The Project

The Austrian Ministry of Economic Affairs and Labour plans to build on the momentum following on from the innovative success of the 2007 European Year of Equal Opportunities, by maintaining recognition, understanding and appreciation of anti-discrimination through a series of awareness raising activities, including the organisation of conferences and workshops and the publication of literary material.

The Objectives

The Ministry aims to target the general public using several communication initiatives, including a one day conference on equal opportunities, and the updating and further development of a brochure and a website (www.chancen-gleichheit.at), originally conceived for the European Year of Equal Opportunities for All, which will now include an easy reading and an English version. The aim of the guide is to make people more aware of discriminatory language and imagery. It is addressed to everyone interested in this topic.

The Ministry also recognizes the importance of involving the professional communications community. In this context, three workshops targeting media representatives and advertising agencies will examine the issue of potential use of discriminatory language and imagery in various forms of media.

The Organisers

Zeit! Raum (Austria)
www.zeitraum.org

2

The Project

Youth Work in Progress is a unique project designed to promote and integrate non-discriminatory practices among young people across Austria. Through the training of youth workers and close interaction with youngsters, the purpose of the project is to empower individuals on antidiscrimination and diversity issues,

in order to raise their capacity to implement projects on anti-discrimination/diversity.

More precisely, the project will provide anti-discrimination and diversity trainings to 135 youth workers. In each Austrian province a 2-days-workshop will take place for 15 participants, held by 2 trainers and/or additionally one expert. The youth workers will learn how to raise the awareness of youngsters on the issue of anti-discrimination and encourage them to take an interactive approach to fighting discrimination.

The Objectives

The project will endeavour to reach young people through the professionalization of youth workers in anti-discrimination and diversity issues. Focusing on this particular method of awareness raising, the YouthWork in Progress programme hopes to initiate a 'snowball effect', which will eventually culminate in the dissemination of knowledge and awareness of diversity management in all Austrian youth organizations. This will include knowledge on EU anti-discrimination law and European values of equality and diversity.



3 The Organisers
Atempo Betriebsgesellschaft
www.atempo.be

The Project

'Customers are Coming - Are you ready?' is an awareness raising initiative, based on the everyday experiences of customers and consumers of services and healthcare institutions.

The project addresses three main target groups: municipalities and policy makers, companies providing goods and services, disabled people and seniors. Within this framework, the central objective of the project is to encourage non-discrimination by local authorities in situations of policy implementation.

The Objectives

In the first phase of the project, a group of disabled people and seniors visit different companies providing goods and services in 20 municipalities in Austria. Based on the model of theatre invented by Augusto Boal they act out scenes of their experience as customers, giving the service providers an insight into the existing barriers for elderly people and people with disability.

In the next phase, information events take place in the same 20 municipalities as above, targeting companies located in the region. This will give participants a chance to obtain further information about the target groups, different possibilities to eliminate barriers and information about government aid. In addition the participants have the opportunity to interact with elderly and disabled people and find out more about their experiences.

As well as raising awareness of anti-discrimination, and addressing the needs of disabled and senior consumers the project aims to empower service providers to make themselves accessible to elderly and disabled people.

BULGARIA

The Organisers
The Ministry of Labour and Social Policies
www.mslp.government.bg

1

The Project

The project revolves around the creation of a 'National Catalogue of Anti-Discrimination Good Practices' based on in depth analysis and peer review process in six major Bulgarian cities that previously took part in activities under the European Year of Equal Opportunity for All. This catalogue will provide a systematic database to be used as a point of reference addressing new means of regional and social development, thus facilitating action in the field of anti-discrimination. The catalogue will also include a section on EU good practices, adding another dimension on comparative reference. The catalogue will be available online.

The Objectives

The catalogue aims firstly to analyse and distribute information on anti-discrimination projects and secondly to produce a set of concrete conclusions and recommendations for project promoters. In this respect, the project targets all parties responsible for planning, implementing and managing anti-discrimination and equal opportunities measures.

The catalogue should be a useful 'tool' for spreading the message of anti-discrimination amongst the wider public and to provide examples of efficient measures and actions that could be applied in similar contexts elsewhere.

2 **The Organisers** **The Commission on Protection against Discrimination** www.kzd-nondiscrimination.com

The Project

This project aims to communicate the message of anti-discrimination to a broad range of both direct and indirect stakeholders, through a series of meetings and events. These will include initiatives such as national and regional anti-discrimination days, seminars, surveys and training schemes as well as youth events and the dissemination of promotional material. Two seminars focusing on the EU dimension of the project will take place with the participation of equality experts from other EU countries; one will focus on the legal dimension of anti-discrimination and the second will address the issues of 'Equality and EU Cohesion Policy'.

The Objective

The main awareness raising aims will work towards planning and strengthening joint actions, while promoting the exchange of good practices and emphasizing the project's transnational scope.

3 **The Organisers** **The National Council for Cooperation on Ethnic and Demographic Issues** www.nccedi.government.bg

The Project

This project seeks to raise awareness at national level through a series of five regional workshops and centralised interactive conference, with the involvement of the National Council for Cooperation on Ethnic and Demographic Issues (NCCEDI), the Commission for Protection against Discrimination (CPAD) and the Bulgarian Ombudsman.

These activities will target over 7,000 people, including national and local NGOs, businesses, media, employers, unions, education authorities and local administrations.

The Objectives

The objectives revolve around initiating, steering and maintaining positive public debate on diversity and equality issues, emphasizing national partnerships and focusing particularly on:

- + The restriction of hate speeches in the public domain.
- + The development of a database with court decisions on discrimination.

- + The creation of an operational methodology model to be applied amongst local bodies, with the overarching aim of implementing and coordinating national and EU policies to combat discrimination.

CYPRUS

The Organisers **Cyprus Labour Institute** www.inek.org.cy

1

The Project

The project targets awareness-raising on anti-discrimination on the grounds of race, ethnicity and age via a series of activities designed to reflect the European dimension of anti-discrimination through both international and national level conferences and a wide-range of seminars. A 'Stop Discrimination' campaign is also being implemented, providing printed publications and internet-based material to the general public.

The Objectives

By targeting stakeholders and decision-makers, these initiatives are designed to raise awareness at all levels. This will assist authorities in their policy implementation and help NGOs as well as individual victims develop the capacity to recognize and combat discrimination, while making the general public aware of the severity of the issue.

The Organisers **Social Welfare Services Cyprus** www.mlsi.gov.cy/sws

2

The Project

This project focuses on the implementation of 'diagonal' national awareness-raising activities in the field of anti-discrimination, whereby activities and events will take place to combat discrimination on any grounds, targeting the general public, stakeholders and victims of discrimination and social exclusion.

The Objectives

The project seeks to promote national efforts to combat discrimination through strategic and widely diffused working methods, providing a clear understanding to a broad range of groups as to the multi-faceted nature of discrimination. This project advocates the need for a comprehensive policy response as well as good governance and stakeholder participation.

DENMARK

1

The Organisers
Danish Institute for Human Rights (DIHR)
www.menneskeret.dk

The Project

The 'Diversity Programme' is based on applying the 3Rs principles of 'rights, resources and results' in the workplace. These principles should help companies understand how they can benefit from diversity by enforcing anti-discrimination and by viewing differences as resources for innovation and growth.

The 'Rights' principle should ensure equal opportunities and prevent discrimination for all employees in all phases of their employment.

The 'Resource' principle should make diversity an asset and strive to engage the benefits of diversity into all aspects of a business.

The 'Results' principle should develop a strategy and a results-oriented process that engages both minorities and other target groups.

The Objectives

The 'Diversity Programme' aims to enforce these principles through a variety of communications activities, including:

A Business Diversity Award Project (the MIA project) - The award has been in operation since 2004 and at present this project has published a book on diversity management, a poster for diversity in the workplace, two web-pages on diversity leadership, a compliance tool and an inspiration catalogue for companies. The



project also offers consultation to companies in need of help or innovative ideas.

The Diversity Lab project is a new initiative concerned with increasing, maintaining and applying diversity in both private as well as public companies. 16 participating companies, both local and global structures each partake in an exchange of ideas with in the Diversity Lab sessions organised over a period of 7 months, with a concluding seminar in 2008.

FINLAND

The Organisers
The Ministry of the Interior
www.interrmin.fi
http://www.yhdenvertaisuus.fi/suomi/eu_n_tiedotuskampanjat/yes_i/

1

The Project

The 'YES - Equality is Priority' project brings together national authorities and umbrella NGOs, encouraging an all-encompassing approach that includes cooperation with a pan-European campaign. The project seeks to put in place long-term structural measures to address anti-discrimination issues, alongside a high-visibility awareness raising approach.



Compared with the previous campaigns, this EU Progress co-funded activity has adopted a more grass-root and bottom-up approach in involving people affected by multiple discrimination and by challenging the leadership of different umbrella NGOs to pay attention on the needs and experiences of the "in-group minorities".

The Objectives

In terms of awareness-raising, the project campaign consists of five components with specific goals and targets:

1. Empowering NGOs for Anti-discrimination Work

Altogether 12 NGOs representing a diverse range of groups have been selected for a national training programme. These NGOs are being trained for awareness-raising and media skills, building partnerships and securing funding opportunities.

2. Studying Hate-motivated Crimes

The Police College of Finland is implementing a case-study on the discrimination crimes reported to the police of Helsinki in the year 2007. The study will be followed by the training workshops for police and

prosecutors and the results of the study will be published in the guidebook on discrimination crimes reporting.

3. Promotion of Diversity in Military Service

The Finnish Defence Forces are running a programme to include diversity, equality and non-discrimination issues into the military training, including training for permanent staff of the Defence Forces, drafting of the Equality Plans in each military unit and production of diversity modules for the syllabus of the Defence University.

4. Community Awareness

The Community awareness programme in the city of Turku empowers minorities to increase the identification of discrimination among different groups so that they will become more aware on their rights to equal treatment and accessibility. The measures taken include training of trainers, preparing of information materials, accessibility mapping of public buildings and offices, information sharing among young people and parents, consultative meetings with local authorities and organising of open forums on diversity related issues.

5. Information Sharing

The campaign will spread information on equal opportunities by celebrating Diversity Day, organising the 4th Artic Seminar in the Sámi Homeland and developing on-line information on www.equality.fi. Furthermore, a material package will be prepared to share information on the Sámi people in schools all over the country and by newsletters edited by young Sámi, published on Internet, and disseminated among youth organisations.

FRANCE

1

The Organisers

HALDE (Haute Autorité de Lutte Contre la Discrimination et Pour l'Égalité)

www.halde.fr

The Project

This project is divided into three different sub-projects.

- a. The first section is a joint project by FNASAT (Fédération nationale des associations solidaires d'action avec les Tsiganes et les Gens du voyage) and HALDE to raise awareness amongst travellers of the European rules in place to protect them against discrimination.
- b. The second section focuses on the production and dissemination of printed information on housing and European financing.

- c. The third section is tasked with the production of a booklet informing small businesses of European funding and support in the area of anti-discrimination.

The Objectives

- a. Section one will provide written material to raise awareness amongst travellers and social workers working with travellers.
- b. Section two is based on an information campaign targeting the general public, with a focus on informing individuals seeking to rent or buy property of their rights in the field of anti-discrimination.
- c. Section three is designed to inform and encourage small businesses to introduce specific measures to prevent all forms of discrimination.

GERMANY

The Organisers

The Educational Trust of the Confederation of German Trade Unions

www.dgb-bildungswerk.de

1

The Project

The 'Sensire' project has been designed to raise awareness of anti-discrimination, specifically German Non-Discrimination Act (AGG), amongst the legal branches of the Confederation of German Trade Unions.

The Objectives

This project intends to train legal advisers working for the Confederation of German Trade Unions (DGB Rechtsschutz GmbH) and the additional eight individual unions in the implementation of the German Non-Discrimination Act and the means of tackling discrimination in the work environment. This is supported by the creation of a non-discrimination website, detailing legislation on the subject and hosting a number of forums allowing participants to share their experiences. The overall goal seeks to empower union members to establish a wide-ranging strategy to fight discrimination.

GREECE

1

The Organisers
Union of Prefectural Administrations
of Greece (ENEA)
www.ena.gr/progress

The Project

The project endeavours to bring local authorities in Greece a step closer to equal opportunities, thus contributing to European and national efforts to combat discrimination, as well as encouraging open dialogue with NGOs and the public. This will be achieved through a series of initiatives, including conferences on anti-discrimination taking place in five Greek cities targeting local authorities, employers groups, trade unions and NGOs and the creation of a website for the general public. The website, which will be accessible to the general public, will provide information on good practices, EU and national legislation and details of relevant bodies in the field of anti-discrimination.

An international conference is also scheduled to be held in Athens in October 2008, that will present the role and strategies of the European and national, regional and local authorities concerning the promotion and fight against discrimination and the promotion of the people's equal treatment regardless of racial or national origin, age, religious or other beliefs, disability, sexual orientation.

The Objectives

The project aspires to bring about positive changes of attitude in both local authorities and amongst the wider society towards victims of discrimination, which will in turn promote respect and diversity in public and professional environments and empower victims of discrimination to assert their rights.

2

The Organisers
The National Centre for Solidarity
www.ekka.org.gr

The Project

This project means to consolidate progressive strategies for the equal treatment, access and inclusion to social and health services for immigrants, refugees and Roma communities in Greece.

Methods for combating discrimination in this field include informing and sensitizing the staff of health and social care services, such as hospitals, health centres, municipal social services and prefecture social and health services, aiming at increasing their awareness on problems and issues of discrimination faced by the above mentioned groups. This sector has been targeted for special attention because healthcare personnel are often

required to undertake heavy workloads, which impedes direct dialogue during the network meetings, and creates difficulties in obtaining a clear assessment of their attitudes and perceptions of minority groups

Awareness-raising will take place in the form of stakeholder and press conferences, networking meetings, a live concert, the publication and dissemination informative material and the creation of a website focusing particularly on discrimination relating ethnic and racial origins.

The Objectives

The project aims to encourage and promote networking, mutual learning, the identification of effective strategies and the spread of good practice on anti-discrimination issues. The project intends to support EU and national policies on anti-discrimination at national level and the activities seek to address representatives of the Greek administration as well as regional authorities, employers' groups and trade unions, NGOs and victim groups. Simultaneously, the project will raise awareness amongst the public at large of legal rights relating to ethnic and racial discrimination.

The Organisers
The General Secretariat for Youth
www.neagenia.gr

3

The Project

The project 'Breaking Down the Wall of Discrimination' focuses on combating discrimination throughout the region of Attica, by targeting young people. A customized vehicle will be used as the central point of an information dissemination campaign, visiting highly populated areas and areas comprising a substantial number of disadvantaged people in the region, over a period of 15 days. Moreover, a creativity contest will be held in secondary schools and universities across the region, supported by an extensive radio campaign. The results of the contest are due to be announced in May 2008.



The Objectives

The project strives for high levels of interactivity amongst its target group, directing its efforts towards awareness-raising of anti-discrimination issues from a broad perspective, at a local level. The project enforces the principle that awareness is best raised through the provision of better and more wide-spread information to the general public. To this end, the project focuses on young people in order to develop a long-term mentality that will secure a positive attitude to anti-discrimination.

HUNGARY

1 The Organisers Ministry of Social Affairs www.szmm.gov.hu

The Project

This broadly encompassing project incorporates a range of communications tools in the fight against discrimination. Firstly, the project aims to create direct links between the network of national councils and national NGO umbrella networks and European-level umbrella organizations representing potential victims of discrimination. This will be achieved through a series of seminars organized by and for NGOs and public institutions, along with the involvement of key EU networks, in order to promote networking and best practices. In addition, the project will encompass media events and activities targeted at enhancing the awareness of the general public and key stakeholders.

The Objectives

Overall, the project is designed to establish better co-operation between Hungarian and EU-level anti-discrimination networks. It is also designed to create a better understanding of the way in which stakeholders, the media and the general public can positively impact on one another in promoting equality and non-discrimination.

2 The Organisers Ministry of Social Affairs and Labour www.romaweb.hu/romaweb/index.html

The Project

This project focuses particularly on the social inclusion of Roma people and ensuring non-discrimination at regional level. As Hungary is the president of the Decade of Roma Inclusion, the project will involve all the decade countries (Bulgaria, Croatia, the Czech Republic, Hungary, Macedonia, Montenegro, Romania, Serbia, and Slovakia), and will target the general public, policy-makers and media organisations. This will chiefly be done through two seminars, one on anti-discrimination and one on housing rights, which will create a platform for stakeholders to

share their experiences and promote the social integration of people living in segregated settlements.

The Objectives

By targeting stakeholders and society at large, the project aims to change public opinion and stereotypes, increase tolerance and improve the understanding of Roma society. Raising the awareness amongst political decision makers on social inclusion of the Roma community is also an essential part of the project. As mentioned above, this will be achieved through:

+ **A housing workshop;** In Central and Eastern Europe the number of people living in settlements or settlement-like environments (ghettos), inhabited primarily by Roma people, is estimated at several hundreds of thousands. The workshop, held in Hungary and Croatia in December 2007, included presentations, discussions, field-trips, site-visits and meetings with the local Roma communities and authorities. It was attended by all the Decade countries (Bulgaria, Croatia, Czech Republic, Hungary, Macedonia, Montenegro, Romania, Serbia, and Slovakia) as well as government experts on housing and Roma civil delegates, aiming to address the problem and work towards the creation of an anti-segregation policy.



+ **An anti-discrimination workshop;** As Roma people face discrimination in all areas of life, the workshop is designed to provide an opportunity to share and discuss different initiatives and visit Hungarian authorities and civil organizations dealing with discrimination at practical level. The main purpose is to discuss the legislative background, enforcement and implementation of anti-discrimination measures and share best practices.

+ **A Communication Campaign** - the 'Roma Desire Project'; This is designed to tackle Hungarian public opinion and prejudice, which currently accounts for the fact that, despite the Hungarian population consisting of 5-6% Roma

people, this group is simply not recognised as a target by commercial enterprises. To this end, the idea of the campaign is to highlight the similarities between Roma and non-Roma people, with a communication campaign based on interviews, aspirations and real-life experiences.

IRELAND

1

The Organisers
The Equality Authority
www.equality.ie

The Project

The 'Anti-racist workplace week 2007' (ARWW) is a nationwide public awareness campaign, supplemented by actions in workplaces and communities throughout Ireland to promote equality, cultural diversity and anti-racism. ARWW strives to combat discrimination by informing minority ethnic workers of their rights under Irish equality legislation and by highlighting the role for employers and employees in developing workplaces which are free of discrimination. ARWW raises awareness through the use of outdoor advertising, national and local radio and local events. ARWW is organised by the Equality Authority in partnership with the Department of Justice Equality & Law Reform, Congress (the main trade union representative body), IBEC (the Irish Business and Employers Confederation - the main employers' body), IFA (the Irish Farmers Association), Chambers Ireland, the Small Firms Association and the Construction Industry Federation.

The Objectives

The ARWW project aims to raise awareness among employers, employees and Irish society more generally of the benefits of equality and cultural diversity in the workplace and the importance of combating discrimination on the race and traveller grounds. The broad range of partners included in this project ensures significant awareness-raising through their members and stimulates action to combat racism in the workplace.



The Organisers
The Chambers Of Commerce of Ireland
www.chambers.ie

2

The Project

The 'Tipping the Balance' project operates closely with the Irish National Implementation Body in order to enhance the overall impact of activities aimed at breaking down the barriers of discrimination and exclusion that currently face groups and individuals experiencing inequality.

The Objectives

The project aims to engage all sectors of Irish society in responding to a demand for progress towards a more equal society, while also fitting the overall agenda of the Irish national campaign, and, in turn, the broader pan-European campaign.

ITALY

The Organisers
Ufficio Nazionale di Antidiscriminazioni Razziali
(National Office for Racial Anti-Discrimination)
www.pariopportunita.gov.it

1

The Project

The 'Breaking Stereotypes' awareness campaign is aimed primarily at young people to raise their awareness of the effects of discrimination and the anti-discrimination legislation in place. The project raises awareness and promotes anti-discrimination through creative educational initiatives and sports activities.

The Objectives

The aims of the campaign are to raise awareness and generate support for the right to equal treatment amongst young Italians, with the overall objective of ending stereotyping and discriminatory behaviour.

To this end, a series of events will be implemented, linked with schools, universities and employment. Many of these activities will be organized in conjunction with national events, such as the Rome marathon, coinciding with the annual Week of Action Against Racism (16-23 March 2008). 5,000 young people participated in this marathon, wearing yellow t-shirts carrying the slogan 'Vinciamo ogni discriminazione' (Let's overcome every discrimination).

Moreover, a short-film competition for schools and universities and the dissemination of materials produced by schools to national and European umbrella associations and anti-discrimination bodies will ensure an interactive campaign. A Career Day focusing on the rights of equal treatment in the workplace also took place in April and a national training course on recent anti-

discrimination legislation (in cooperation with the European Institute of Public Administration) will ensure further safeguards against discriminatory behaviour.

LATVIA

The Organisers

1 The Secretariat of Special Assignments Minister for Social Integration Affairs
www.integracija.gov.lv

The Project

The Latvia Equal in Diversity III (LED III) project follows up from the achievements of the Latvian government's LED II project, which seeks to enlarge the network of Latvian anti-discrimination policy stakeholders. To this end, the project seeks to involve the media, teachers, vulnerable groups and minority groups in Latvia.

The Objectives

This project seeks an all-encompassing, cross-sectoral approach to achieving equality and fair treatment for all at national level.



LITHUANIA

The Organisers

1 Lithuanian Centre for Human Rights
www.lchr.lt

The Project

The project targets civil servants and teachers, who are crucial in contributing to sustainable development in the area of anti-discrimination. The project also aims to raise awareness of EU non-discrimination policy in the general public. To this end, training courses and seminars will be designed to promote knowledge and practical implementation of EU policy. In addition, as part of the international diversity film festival, a website and a public campaign will be launched.

The Objectives

The project's main objectives are to improve professional skills of civil servants and teachers in dealing with multiculturalism and tolerance in education. Moreover, through the development of both methodological tools and promotional activities, the project seeks to incite public debate and awareness, to overcome problems of discrimination.

LUXEMBOURG

The Organisers

Commissariat du Gouvernement aux Etrangers
www.cge.etat.lu

1

The Project

The 'Stop and Think - Think and Stop Discrimination' project is a continuation of the national anti-discrimination programme, in operation since 2002. The project takes an integrated approach to tackling discrimination, and intends to build on the challenges identified by the national strategy as part of the European Year of Equal Opportunities for All. A particular focus is placed on youth action and the arts.

The Objectives

The project aims to stimulate dynamism and know-how in applying EU anti-discrimination legislation, while creating broader awareness of the issue amongst new audiences.

MALTA

The Organisers

The National Commission for the Promotion of Equality (NCPE)
www.equality.gov.mt

1

The Project

The 'Voice for All' project is intended to a broad range of target groups including the general public, education professionals and secondary school pupils as well as media and communications professionals, political decision-makers, civil society and private sector companies. Activities include awareness raising at national trade fairs and a commissioned play performed by the Forum Theatre. In addition, research tasks will be carried out alongside a survey of good practices at pan-European level, focusing on Cyprus, Italy, Northern Ireland and the Netherlands.

The Objectives

The project seeks to create fundamental social change on a long-term basis by providing guidance and a system of best practices in the area of anti-discrimination, with the overall aim of challenging the thinking process around discrimination, thus improving the lives of individuals.

THE NETHERLANDS

1

The Organisers
The Ministry of Social Affairs and Employment
www.agentschap.szw.nl

The Project

This project aspires to ensure 'Recruitment and Selection without Pain'. To this end, eight interactive training workshops will provide theoretical explanations of discrimination, alongside a presentation of case studies and role plays of job interview situations. Visual materials and information packages will also be provided to the Centre for Work and Income, in order to broaden the impact of the campaign.

The Objectives

This highly interactive project aims to raise individual's awareness of their own judgments and pre-conceptions and works to break down commonly perceived stereotypes, in an effort to ensure equality and non-discrimination in the workplace.

PORTUGAL

1

The Organisers
The Family Planning Association
www.apf.pt

The Project

The ROSA project (Responsabilidade e Oportunidade para Solidariedade e Accao - Responsibility and Solidarity for Opportunity and Action) is a three tiered communications project, working with the general public, political decision-makers and the media and builds on the momentum generated by the recent Portuguese presidency of the European Union and the European Year of Equal Opportunities for All. In this context, the project foresees a transnational exchange of best practices in the inclusion of people living with disabilities. The project encourages decision-makers to take a more holistic approach to fundamental human rights issues and promotes a more positive attitude toward amongst the media and the general public in the area of anti-discrimination.

The Objectives

The project intends to promote a European-level discussion on how best practices in the inclusion of people living with disabilities relates to key international commitments regarding the fulfilment of basic human rights. The goal is also to raise awareness of the issue and related EU commitments amongst the general public.



ROMANIA

The Organisers
The International Organisation for Migration
www.iom.int

1

The Project

This project is based on the development of a website on migrant discrimination on the ground of ethnic or racial origin and religion/belief in Romania. The website is intended for the use of migrants in Romania and authorities and organisations working with them, as well as other interested groups such as the media, students and teachers. Awareness-raising will also be promoted through the website launch event, attended by relevant stakeholders. The project is carried out by the International Organisation for Migration Romania on behalf of the National Refugee Office (NRO) of the Ministry of Interior and Administrative Reform.

The Objectives

The project sets its sights on the social integration of aliens who have been granted protection in Romania and aliens with residence rights and will assist in the fight towards social equality and awareness-raising on a broader level.

The Organisers
The National Council for Combating Discrimination
www.cncd.org.ro

2

The Project

This project is focused on improving the management of discrimination cases in the courts by raising awareness of the current legal framework and increasing knowledge and understanding of antidiscrimination legislation. This will be achieved through a series of interactive training sessions involving EU experts in discrimination. The training is particularly oriented towards the National Institute of Magistrates, the Ministry of Justice and anti-discrimination NGOs.

The Objectives

The project endeavours to increase the knowledge of the legal framework and procedures in the field, generating increased capacity and skill in dealing with discrimination cases in an EU context.

SLOVAKIA

1

The Organisers
The Citizen and Democracy
www.oad.sk

The Project

This project plans to combat discrimination using a multilevel, interdisciplinary approach that will combine legal, societal and media attitudes to the issue. With this in mind, a variety of different activities, including research, education, training and information dissemination, will address a wide range of stakeholders.

The project will be carried out by four active partners at national level (Citizen and Democracy, the Institute for Public Affairs, Partners for Democratic Change and Hlava 98). Each partner institution contributes its own specific “added value” to the project, which targets the general public, civil society, university students, the professional public, policy-makers, employers, representatives of self governing regions and local representatives. This reinforces the project principle that only a project aimed at all levels of stakeholders can bring about desired synergies in eliminating discrimination.

The Objectives

This project strives for awareness raising and multi-level empowerment of civil society and public actors in the field of anti-discrimination, aspiring to create a more proactive approach to equality issues. The project will boost its European dimension through the organisation of transnational awareness-raising events. The project builds on the findings, products and strategies of the previous EYEO 2007 projects and is compatible with the values of respect, diversity and dignity on which Europe-wide and national anti-discrimination campaigns are based. By ensuring continuity in the field of research, education and training and closely interlinking conferences, publications and websites, the project creates sustainability and a tight communications strategy.

SLOVENIA

The Organisers
The Slovene Federation of Pensioners
www.zdus-zveza.si

1

The Project

This project promotes diversity as an asset to society and focuses particularly on the inclusion of the older population in Slovenia. It intends to promote equal access to healthcare, raise awareness of the needs and expectations of older people at national and local level and combat poverty and violence against this group. Moreover, the project encourages interactive involvement by establishing a series of self-help activities amongst older people.

The Objectives

This project means to promote equality and diversity by supporting intergenerational collaboration and understanding on a broader societal level, creating an inclusive and dynamic approach to anti-discrimination.



SPAIN

1

The Organisers
Ministry of Labour and Social Affairs -
General Directorate for Immigrants' Integration
www.seg-social.es

The Project

The ESCI project (Estrategias de sensibilización para la ciudadanía y la integración - Awareness-raising strategies for citizenship and integration) is focused on research and awareness-raising in the area of victim assistance. On the first point, the project is compiling a range of methodologies, data and accounts of first-hand experiences that can contribute to effectively combating discrimination on the grounds of ethnic or racial origin. A range of awareness-raising activities to promote social and cultural diversity and the establishment of a virtual resource centre providing information on the fight against discrimination will also be set-up under the project.

The Objectives

The strategic combination of research and awareness-raising aims to highlight the plight of victims of discrimination, while promoting and encouraging tolerance and diversity in Spanish society.

2

The Organisers
Institute for Senior Citizens and Social Services
(Instituto de Mayores y Servicios Sociales)
www.seg-social.es/imserso

The Project

This project proposes to prevent discrimination of disabled people and senior citizens by promoting awareness and positive attitudes in schools. The project targets all those involved in educational establishments, from teachers and directors of study to parent's associations. It will also focus on pupils in kindergarten and primary schools. This will be achieved through the preparation of a teaching resource guide and the dissemination of information material as well as the presentation of projects in schools. Awareness-raising days will also take place in the six rehabilitation centres for physically disabled people run by the Spanish Institute for Senior Citizens and Social Services (IMSERSO).

The Objectives

The overall aspiration is to enable the educational community to promote anti-discrimination campaigns in their establishments, as part of the integral efforts to combat discrimination in Spain.



SWEDEN

The Organisers
The Delegation of Human Rights, Sweden
www.mrdelegationen.se

1

The Project

The 'Equality in Reality' project undertakes to raise awareness and increase the understanding of school children, teachers and the public about the principles of non-discrimination in a broader human rights context. The project expects to reach approximately 50,000 children through their teachers and 300,000 members of the general public through the information centre and exhibition, thus contributing to the development of an equal and tolerant society.

The Objectives

In order to highlight the problem of discrimination and to make it appear tangible, information material presenting discrimination dilemmas based around different articles from international human rights conventions will be contrasted, to illustrate the lack of a simple, universal solution.

Study material and a teacher's manual will also be produced in order to support teachers in discussing sensitive issues with their pupils. This should ensure that questions on human rights and discrimination will be discussed more often in schools, particularly amongst 13 and 19 year olds.

An interactive meeting point will be set-up, providing visitors the opportunity to confront their own prejudices. The meeting point will be established in three Swedish cities throughout the autumn of 2008, targeting young people between 14 and 16 years of age. The meeting point will be strategically located in shopping malls and other common youth meeting points to ensure maximum results.

THE UNITED KINGDOM

1

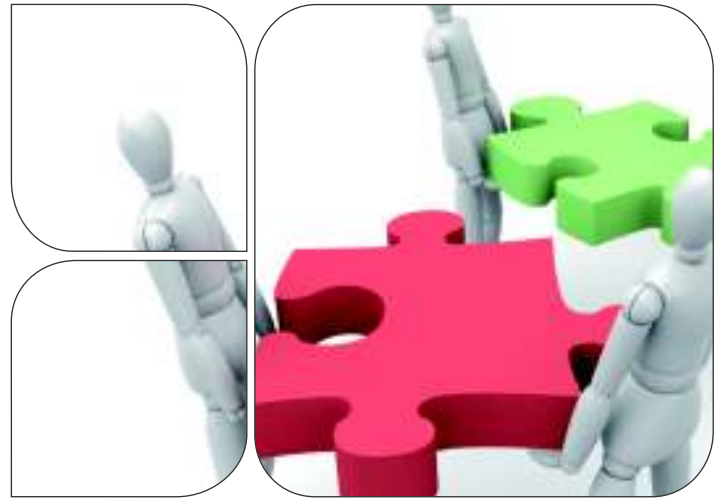
The Organisers
The Equality and Diversity Forum
www.edf.org.uk

The Project

To ensure the effectiveness and responsiveness of the UK's newly established single equality body, the Commission for Equality and Human Rights (CEHR), the focus of this project will be on the development of relationships between the CEHR and a large number of voluntary and community organizations working on various aspects of discrimination and diversity. More precisely, this project will enable the Equality and Diversity Forum (EDF) to provide a two-way channel of communication between the equality voluntary sector in its widest sense on the one hand, and the CEHR and UK government on the other. This will be achieved through a series of networking events, advocacy and lobbying activities, via communication through the EDF newsletter and website, and through the dissemination of informative literature.

The Objectives

The main purpose of the project will be to assist the work of EDF as the UK responsible for bringing together national organizations working on all grounds of discrimination, including those covered by the European Directives. The project will therefore engage with audiences across the UK on the promotion of anti-discrimination.



2

The Organisers
Citizen's Advice
www.citizensadvice.org.uk

The Project

The 'Progress towards Equality' project aims to raise awareness of discrimination amongst the general public and to create a UK-wide network of discrimination practitioners. Moreover, in order to effectively deal with the outcome of increased awareness in the area of anti-discrimination legislation, the project also intends to prepare intermediaries and advice-givers in working with groups and individuals affected by discrimination issues.

The Objectives

The project's main intention is to ensure that people are aware of their rights and responsibilities in the field of anti-discrimination and to highlight the support available in order to take action and prevent or remedy cases of inequality and discrimination.

NATIONAL AWARENESS RAISING ACTIVITIES 2006/2007

Examples of projects funded under the Community Action Programme

Below is a selection of closed projects, which reflect the diversity of approaches to raising awareness on anti-discrimination. The methodology and outcomes of these projects reflect some good practices and lessons learned in communicating the message of anti-discrimination.

A full list of 2006-2007 EC supported anti-discrimination projects is **available at: http://ec.europa.eu/employment_social/fundamental_rights/policy/awrais/nap07_en.htm**

BULGARIA

The Organisers

The National Council for Cooperation on Ethnic and Demographic Issues - 'Respect for Differences'
<http://schollpol.wordpress.com>

The Project

The 'Respect for Differences' project targeted a diverse audience, with the aim of informing the wider public on EU and Bulgarian anti-discrimination legislation, as well as promoting European practices and values of equality and diversity. This was achieved through a series of regional information days on diversity, discrimination and equality issues that brought together relevant stakeholders to promote the debate on major challenges and policy issue in the area of anti-discriminations.

In support of the development of a National Plan for Protection against Discrimination, the project culminated in a national conference focused on the development of good practices, constructively provoking politicians to reflect and discuss topic related to the European Year of Equal Opportunities for All.

Results and Achievements

Most notably, the information days and the national conference were used to develop and promote a series of indicators for discrimination relating to;

- + Disability;
- + Race and ethnic origin;
- + Sex;
- + Religion or belief;
- + Age;
- + Sexual orientation.

These indicators allow for a greater understanding of why discrimination occurs and how best to avoid it. These indicators were also put forward for inclusion in the National Plan for Protection against Discrimination and used as a basis for proposed legislative changes.

Monitoring and Evaluation

The project implemented a monitoring and evaluation system, whereby after each regional discussion the participants were asked to fill in evaluation forms and questionnaires concerning their attitude towards discrimination. The results of the questionnaire indicated that the project was of significant relevance in informing citizens on the concrete cases of discrimination and their resolution. Notably, almost all of the respondents considered the fight against discrimination to be of great importance, indicating a need and a desire for a broader public debate on the issue. This was further consolidated by several requests on behalf of various regional councils on ethnic and demographic issues for more information materials, in order to continue the popular information campaign in locations across the country.

Difficulties Encountered and Lessons Learnt;

- + A lack of knowledge and awareness of both EU and Bulgarian legislation.
- + A fundamental lack of understanding of the nature of discrimination and a denial of its existence in daily life.
- + A lack of willingness amongst the general public to take part into polls and data collecting.
- + The most active debates concerned discrimination relating to ethnic origin and disability.
- + The strongest prejudice and knowledge gap existed in the area of discrimination based on sexual orientation.
- + The least controversial debate concerned equality between men and women.
- + High expectations for protection against discrimination were observed. However, the necessity of providing proof to support individual claims was often overlooked. A degree of passiveness was observed amongst the victims of discrimination.
- + Politicians and the media are generally blamed for rise of tensions, acts of violence and deepening of the prejudices among different social/ethnic groups.



CYPRUS

The Organisers
The Office for the Commissioner of
Administration (Ombudsman)
www.ombudsman.gov.cy

The Project

This project aimed to raise awareness of anti-discrimination issues and legislation by implementing a series of public opinion surveys and publications.

The surveys

- + **Survey A** studied and recorded a) the attitudes/beliefs of Cypriots towards people of Pontian ethnic origin, which is the largest ethnic minority-community in Cyprus and b) the attitudes/beliefs of people of Pontian ethnic origin towards Cypriots.
- + **Survey B** studied/recorded the attitudes/beliefs of Christian-orthodox Cypriots towards people of different religion who reside in Cyprus.
- + **Survey C** studied/recorded the attitudes/beliefs of Cypriots towards people with disabilities and towards particular problems that disabled people face.
- + **Survey D** studied the issue of sexual harassment in the workplace in Cyprus.

The results of surveys were presented in two conferences and one press conference. Relevant stakeholders, participated in each Conference including; Pontian organizations, police authorities, schools, women's organizations, trade unions and employer's associations and relevant NGOs.

The surveys actually identified discriminatory attitudes/beliefs in the Cypriot Society towards vulnerable groups of people. The problem was especially evident in the surveys which studied ethnic and religious discrimination. As a result, the recording of

discriminatory attitudes by the surveys, in addition to awareness raising, can also serve in the future as a valuable tool to stakeholders undertaking lobbying and advocacy activities in the field of anti-discrimination, as well as providing an essential point of reference for future investigations into the attitudes of Cypriot society towards discrimination issues.

The publications

- + A "Code of Good Practices", aimed at combating sexual harassment in the workplace.
- + Two "Learn your Rights" information leaflets. The first is on the rights of people with disabilities in employment and the second is on the rights of women in employment.
- + A general information leaflet regarding anti-discrimination legislation and the functions and responsibilities of the Ombudsman as an independent anti-discrimination authority.

Results and Achievements;

The presentations of the surveys received widespread media attention and incorporated a large number of relevant stakeholders in follow-up discussions. Moreover, the publications were received with enthusiasm, particularly by trade unions, which distributed them to their members. The campaign was also successful in establishing closer relations with the Office for the Commissioner of Administration and NGOs and other Social partners, who are (directly or indirectly) dealing with issues of discrimination, which will be of use in future efforts to combat discrimination.

MALTA

The Organisers
The National Commission for Persons with Disabilities (KNPD) 'Equal: Good for Me, Good for Everyone'
www.knpd.org

The Project

The year-long programme comprises a variety of activities aimed at different types of audiences and focusing on different aspects of disability issues. There are conferences and seminars aimed at disabled people, family members, professionals, members of NGOs and others interested in the area. There were also activities for specialist audiences such as those working with the media, employers, and representatives of trade unions and members of parliament.

The programme also includes disability equality training, including a training of trainers, as well as training sessions given by disabled people in schools and youth organizations. A course will also be held for teachers in mainstream schools where disabled

children attend. Additionally, there will be the publication of an educational pack for teachers to be able to discuss disability issues with their students.

The final activity, addressed to the general public, consists of a road show with entertainment provided by both disabled and non-disabled performers with messages about inclusion and equality interspersed in the different acts. Resources related to employment and disabled people were purchased and presented during the official opening of the National Commission for Disabled People's (KNPD) Wenzu Dalli Resource Centre.

The Results

As can be seen from the broad range and depth of initiatives carried out under the auspices of this project, the support obtained by KNPD from the Community Action Programme to Combat Discrimination have proved invaluable in the bid to continually raise awareness of the discrimination that disabled people face in Malta and the detrimental effect that this has on their quality of life and their access to equal opportunities.



NORWAY

The Organisers;
Likestillings- og diskrimineringsombudet;
The 'Bevisst' Campaign
www.ldo.no

The Project

On the 1st of January 2006, Norway established a specific body for combating discrimination on the basis of gender, ethnicity, belief, sexual orientation, disability and age. The main goal of the 'Bevisst' project was to inform the public about this body, and to raise awareness regarding the legal rights and obligations according to EU anti-discrimination directives. Download the full report on www.LDO.no/Equalitasreport.

The Objective

One of the main challenges of the project was to encourage members of the public to visit an information stand which would explain what discrimination is, which types of discrimination is protected against by the law and who to contact if they fall victim to discrimination.

The Challenges

As public spaces are over-flowing with information provided by large companies with heavy commercial budgets, winning people's attention can be highly challenging. A strategic communication plan was therefore essential.

Most people are «immune» to traditional information stands, and try to avoid them, particularly considering the aggressive tactics sometimes used by sellers to coerce the public. Based on this assumption the goal of the project was to avoid an aggressive approach and focus on raising the public's curiosity in an interactive manner. By combining a street-performance with free promotional material displaying the 'Equalitas' logo, the project succeeded in creating a visually dynamic single concept to attract the attention of the public.

An EQUALITAS award was also created, providing the public with role models consisting of individuals and companies who set a good example in the field of anti-discrimination and securing national media *attention*.

EQUALITAS - A Communications Concept

The information campaign was essentially constructed around the Equalitas logo, which is a play on the well known Securitas company logo. The six dots displayed



on the logo symbolize equality on six different grounds (gender, ethnicity, belief, sexual orientation, disability and age) and the idea was to create an association between security and protection against discrimination. To enforce this, the crew handed out t-shirts displaying the phrase: «We are Equalitas sent by the Ombud. We are on guard against discrimination on six different grounds, and we can help you if you've been discriminated against.»

The concept was also used as the basis of a street performance whereby Equalitas is represented as a fictitious security company with the slogan: 'on guard against discrimination' (På vakt mot usaklig forskjellsbehandling). The 'security' guards were present at the information stand and at several seminars. Their roles as security agents were acted out by professional dancers/performance artists. The idea was to make people curious about the concept of Equalitas, enquire at the information stand and to recruit them for informational meetings where more specific information about rights and laws.

Public events, seminars and training sessions were held in 14 cities throughout Norway in May and June 2007. In addition, on the 18-19 October 2007 a training of trainers took place, to be accompanied by a training guide.

Below, Maja Roel, acting as an Equalitas Guard in Drammen



Above; Maja Roel (left) and Guro Anna Wyller Odden acting as Equalitas guards in Tromsø City, attracting attention from people passing by. The Equalitas guards are not as most security guards as they «patrol» the streets as lizards.

SPAIN

The Organisers

The Spanish Ministry of Employment and Social Affairs; Promoequality

http://www.mtas.es/sec_trabajo

The Project

The Spanish Ministry of Employment and Social Affairs, in particular the Directorate General of Immigrants, targeted the promotion of equal treatment and the fight against discrimination, through the Spanish Monitoring Centre of Racism and Xenophobia and the promotion of best practices amongst different actors in the fight against discrimination.

The Objective

In an effort to mainstream values and practices related to diversity, the promotion of equal treatment was focused on two key areas; the mass media(as agents of direct influence over society) and security force bodies (as agents having a direct relationship with citizens), involving key actors in both of these fields.

The project also aimed to identify a range of best practices implemented in other European environments related to the field and to designs an awareness-raising plan with a European approach that would be transferable to other environments.

The Outcomes

The project methodology was based on a participative approach, involving a high degree of consultation with target groups, which produced the following:

- + A list of organisations and professionals involved in the project, from the two key target areas of mass-media and security force bodies.
- + A compilation of best practices against discrimination in the two key areas, developed across different European countries.
- + An awareness-raising plan for promoting anti-discrimination based on mainstreaming of values and multiplied effect.
- + A series of four awareness raising sessions to be incorporated in the vocational training of target sectors, focusing particularly on: police officers, the Spanish 'Guardia Civil', mass media, schools and press offices.
- + An information package (CD ROM) to accompany these awareness-raising sessions, also modified for dissemination to other sectors.

- + A document providing recommendations for the treatment of information in the mass media, referring to issues such as language use and non-discriminatory images.
- + A guide of basic principles in the area of anti-discrimination, addressed to security force bodies.
- + An anti-discrimination leaflet for wider distribution, available in English and Spanish.
- + An external final evaluation report focusing on the impact of the plan
- + Two final conferences; one addressing the mass media and one addressing media professionals.

The initiatives focused particularly on discrimination in the areas of ethnic and racial origin, religious background and gender. However, the execution of the project was successful in creating a 'multiplier' effect, whereby knowledge, outputs and results were produced in a manner transferable to other fields of discrimination in a broad variety of social and professional sectors.



2007 EUROPEAN YEAR OF EQUAL OPPORTUNITIES FOR ALL PROJECTS

Where Ideas Meet

During the course of 2007, one thousand different activities took place at regional, national and local level across EU member states, under the umbrella of the European Year of Equal Opportunities for All. 434 of them were directly supported and co-funded by the European Commission. These included 47 training programmes, 31 studies or surveys and 21 competitions for schools, businesses and the general public. National advertising campaigns took place in Austria and Belgium, while France passed on the diversity message through the organisation and promotion of youth music festivals and other events. Virtually all EU countries as well as Iceland, Liechtenstein and Norway joined this European effort geared to promote the concept and practice of equal opportunities for all, and organised creative and high impact communication campaigns. Efforts succeeded in informing people of their rights to equal treatment and to raise awareness on the benefits of diversity for European societies and for individuals themselves. Millions of people across the continent were exposed to various anti-discrimination messages, built around 6 grounds for discrimination - racial or ethnic origin, sexual orientation, gender, religion or belief, age and disability. To reflect the diversity of issues, the messages and the channels of communications themselves were as varied as the circumstances or prejudices that can generate discriminatory attitudes and behaviours.

The nature of discrimination is as diverse as individuals in society, often encompassing hidden facets. Interestingly, however, the 2007 projects across Europe did voice quite similar concerns, which proves that when it comes to recognising the benefits of diversity people can and do speak a shared language. The examples briefly profiled below stand to exemplify best practices in breaking down prejudice through effective communication, focusing on some common themes.



Harmony in Diversity

The French High Authority for Combating Discrimination and for Equality supported a project carried out by “La maison des associations de Tourcoing”, in the framework of which an interview with the famous French football player Lilian Thuram (commonly referred

to as “the new Zidane”) was produced. His pro-education message tapped into the consciousness of his young fans as he talked about racism and discrimination on the grounds of origin and religion.

While the organisers of this French project favoured the celebrity endorsement approach, across the Channel in the **United Kingdom** the **Equality and Human Rights Commission** created a multimedia DVD during the second half of the European Year of Equal Opportunities for All. This DVD features various community projects across Britain that illustrate best practices in the field of equality, integration and diversity. The film ends with a song - “Celebrate, don’t Discriminate”, written by two young Northern Englanders, expressing hope for a better future. The involvement of ordinary people speaking about their own out-of-the-ordinary problems also proved to be a powerful communications tool. Among other activities, the Commission organised a series of regional road-shows taking in various areas of the country, bringing together local community and voluntary groups, advice and support experts, local councillors, businesses and employers, academics and researchers, as well as the general public.



The Bulgarian Ministry of Labour and Social Policy took yet another road and involved the **Academic Ethnological Society**, which drafted a brochure presenting the means by which people with ethnically diverse cultural backgrounds and traditions live together in harmony in a unique region of Bulgaria - the Rhodope Mountain. The main idea here was to put personal stories at work to exemplify how diversity can indeed create harmony.

Different and the same

To communicate the diversity of individuals to the general public, **the Office of Equal Opportunities Ombudsperson of Lithuania** organised a project under which they produced six TV advertisements illustrating the six grounds for discrimination. The TV spots were accompanied by postcards, brochures and public billboards re-iterating the message. All materials displayed a high-impact logo: a black-and-white heart beating over the images of various representatives of groups who are at risk of being discriminated against. The defining symbol of the beating heart unifies everyone, irrespective of their skin colour, religion or belief, age or disability. The general message was to promote the benefits of diversity and thus underline the absurdity of discrimination.



Different and innovative tools were used to pass the “different and the same” message by a Czech project called **“Brno celebrates the European Year of Equal Opportunities for All”**, which was **supported by the Office of Government of the Czech Republic. IQ**

Roma, the non-governmental organisation that carried out the project came with an original and successful idea of launching a hand cream that is meant for “all skin types of all colours”. The introduction of the new product was made by the Minister for Human Rights and National Minorities. The fresh skincare cream simply targets a very wide group consisting of all people regardless of their colour, age, gender, disability, belief, or nationality.

These two projects from Lithuania and the Czech Republic showed their audiences how “skin-deep” perceptions of other people can be, while prejudices tend to be often deeply rooted. Both emphasised the bringing together of individuals, rather than focusing on what differentiates them, while proving to people that discrimination is in the eye of the beholder. The projects made it plain that people are indeed different and the same - at the same time.

A Discrimination-free generation

One project in **Poland** and one in **Denmark** chose to deal with the sensitive and very significant issue of how discrimination patterns affect today’s children. **The Polish Ministry of Labour and Social Policy** supported the creation of a 30-second TV spot illustrating the way in which discriminatory reflexes are easily transmitted, accepted and mimicked in the everyday lives of average families. The repeated use of an apparently harmless word can instil stereotypes in the minds of children that will easily turn into prejudice at an adult age. The audiovisual material was successful in showing that discrimination is not an abstract construct, but an everyday reality that is sometimes transmitted from one generation to the next. The target audience of the TV spot included people aged 20 to 50 living in towns of 20,000 inhabitants.

In Northern Europe a project initiated by the **Danish Department of Gender Equality** created a discussion and role-playing internet-based game designed specifically for the European Year of Equal Opportunities for All. The “Mars - Spirit of Humanity” game targets students aged 13 and up. The challenge they face is to establish a human colony on planet Mars, and they need to come with “selection” criteria first: who will migrate to Mars, and on what basis? The game works on the ability to reflect, listen and put forth the pros and cons regarding the main six grounds for discrimination. The future of the mankind is put in the hands of the user, who is left to decide how an alien-ruled Earth will look like. Thus the game not only makes students aware of equal rights, but illustrates how even minor personal choices have long-term consequences in a wider society. The interactive game literally gave its users the chance to exercise their will to change the world - and this is what broadly anti-discrimination action is all about.





Diversity of Discrimination

Three other European Year projects - one in Belgium, one in the Netherlands, and one in Cyprus - illustrated just how diverse discrimination itself could be. The Belgian Federal Government, through the Centre for Equal Opportunities and Opposition to Racism, put across a strong visual anti-discrimination message. Words such as “contagious”, “burden”, “out-of-date”, “parasite”, or “scum” were displayed on labels sewed into people’s skins, to show how painful discrimination actually is for those affected by it. The awareness campaign’s main message was to encourage people to question whether they themselves have a tendency to label others, sometimes even unconsciously. TV advertisements, posters, leaflets, and tattoos (yes!) were widely distributed throughout the country, reaching wide audiences. The sheer number of labels displayed within the campaign stands proof for the wide range of discriminatory cruelties. In the aftermath of the campaign, hundreds of thousands of people are now hopefully thinking twice before calling someone “a parasite”.

The National Implementing Body of the Netherlands came with yet another innovative anti-discrimination initiative, and designed the **“Equal Rights Tour - walking and biking through the diversity of Amsterdam”**. Here a tangible approach is taken to discrimination, as participants visit a monument dedicated to homosexuals, then a monument against slavery, a former school for deaf people, as well as many other relevant sites. A special walking tour was also created for visually impaired people, who would be able to feel and hear everything around small monuments, busy markets and quiet squares. The project created a great deal of interest from other European cities, some of which are now replicating the concept. The fact that one of the most popular women’s magazines in the Netherlands, *Margriet*, focused attention on the city trips speaks volumes. The fact that schools in Amsterdam were approached is significant in creating an atmosphere where society as a whole was engaged.

From the streets of Amsterdam to cyberspace, the **Pancyprian Volunteerism Coordinative Council** launched electronic posters to mark the launching of an awareness campaign on equal opportunities. The posters were produced for a competition conducted by the Council targeting college students. The direct involvement of the target audience generated first-class results here as well.

As previously mentioned, the list of actions organized under the European Year of Equal Opportunities for All is long and outstanding, and not all of them could be presented in this section. The selection above should provide just a few examples as to how the use of creative anti-discrimination communications channels across Europe can convey similar principles in a variety of ways, and illustrate how unequivocal and original communications can really be effective in combating discrimination.

WHY BELFAST?

Northern Ireland is one of the most recent and marked examples of victory over political instability, and the city of Belfast has been at the heart of the process.

The city is now leaving behind its tumultuous past and embracing its position as the capital city of a country enjoying social and political turnaround, while the people of Belfast are looking towards a better, discrimination-free future. The success of Northern Ireland's peace process is a model case of conflict resolution encompassing targeted efforts to create an inclusive society.

Northern Ireland provides a historical example of how religious background can shape political attitudes. Healing the division this created has been and remains at the centre of the Government's policy requiring action across a wide range of political, cultural, and socio-economic programmes.

Moreover, Northern Ireland has in recent years been dealing with an increasing influx of ethnic minority residents and migrant workers, whose contribution to society adds to the diversity of the country. To tackle all the new challenges posed by the transformation of the society, the Equality Commission for Northern Ireland was established as an independent public body under the Northern Ireland Act 1998. The Commission defends and promotes the vision of Northern Ireland as a shared, integrated and inclusive place, a society where difference is respected and valued, based on equality and fairness for the entire community. It is now making efforts to ensure the adoption of a single equality legislation for Northern Ireland, which will harmonize existing anti-discrimination and equality legislation and extend existing provisions where appropriate.

Through continuous efforts towards equality action, Northern Ireland is not just setting an example for other areas of Europe divided by discrimination, but it also allows for an understanding of why discrimination occurs in the first place.

After a busy and successful 2007 European Year of Equal Opportunities for All, the Equality Commission is now supporting the European Year of Intercultural Dialogue (EYID), which will promote dialogue between different cultures so as to acknowledge and celebrate diversity whilst at the same time promoting common values amongst all those living in today's Europe.

The lead agency for EYID in the UK is EUCLID (www.euclid.info). More information on the European year of Intercultural Dialogue 2008 can be found at <http://www.interculturaldialogue2008.eu/>



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