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Strasbourg, 29 May 2013

Youth Campaign against Hate Speech Online

Follow-Up Group

Fourth Meeting

European Youth Centre, Strasbourg, 21-22 May 2013

Room 5.1

draft

REPORT

1. Opening of the meeting and adoption of agenda

The meeting was opened by Rui Gomes. After a round of introductions and apologies from absentees the agenda was set. It was agreed that Aleksandra Mitrovic-Knezevic (CDEJ) and Sergio Belfor and Shannon Stephens (CCJ) would co-chair the meeting.

2. Update on the implementation of the European Campaign

2.1 Workshop for national coordinators (Brussels, March 2013)

This workshop played a very important role in accelerating the preparation of national campaigns. More than 30 member states attended and more countries are interested in doing things for the campaign. The initiative and support of the French-speaking Community of Belgium were particularly appreciated, as well as the information provided by the EEA Norway Grants officers.

2.2 Feedback from the launch ceremony

Very positive response to the ceremony held in Strasbourg on March 22, attended by permanent representatives/ambassadors, students from the European School in Strasbourg and participants in the Enter! LTTC. The importance of the students' attendance was highlighted. The event was launched by the Secretary General Thorbjorn Jagland with the participation of Sergio Belfor (CCJ), Aleksandra Mitrovic-Knezevic (CDEJ) and Peter Matjasic, President of the European Youth Forum. The launching was a success by mobilising various sectors of the Council and by the emotions and enthusiasm conveyed by the speakers.

2.3 No Hate Speech Movement platform and Hate Speech Watch (opened on 21 March)

- Positive response to the design of platform, but its user-friendliness can be improved.
- The change of concept from Hate Me! to No Hate has left the concept flat. Remedies are being sought with Latte.
- Latte are adding three features to the platform: a blog, a 'Campaign in Action' page and a communication system for moderators. Progress is slow as negotiation is underway.
- The platform is now available for National Campaign Committees (NCC) to download. NCCs have been informed of this via email.
- Concerns about platform raised:
 - o users do not know how to be a part of the campaign,
 - o too much text on landing page,
 - o the role of moderators and bloggers is unclear and should be more transparent,
 - o the platform is getting a lot of visitors, but not as much returning visitors; how to keep people interested in the platform?
 - o Action Days need to be visible on the landing page.
- All feedback to be reviewed in longer discussion with Latte on how to improve site.
- The function of HSW is that of a tool to report hate speech so people can expose it, and learn how to cope with it, rather than going to service providers and deleting pages.
- The Follow-Up Group would like the function of HSW to be clarified, especially in relation to the national campaigns.

2.4 Campaign (institutional) Internet site

It was reiterated that this website was primarily for NCCs who wanted to know more about the campaign and how to implement it. The site is constantly updated, though many things need to be refreshed e.g. No Hate Speech Movement (NHSM) Tools, presentations. The Follow-Up Group expressed concerns about communication; all general emails should be sent to youth.nohatespeech@coe.int. This campaign mailbox is now regularly checked and all emails responded to.

2.5 Training course for bloggers

This course was held at the EYC in Budapest for 6 to 14 April. Feedback from last year's course was implemented – longer course duration and more digital learning. 29 participants took part. The group was a mixture of human rights activists, anti-racism activists and educators who are highly committed to campaign. The course continues through e-learning and mentoring. All candidates have come up with local and national initiatives for their national campaign and have been encouraged to contact their NCCs. The list of 32 initiatives will be available shortly.

2.6 Workshop for moderators

This workshop was held at the EYCB directly after the bloggers' training 15 – 17 April. The course idea was developed in January meeting of the Follow-up Group to address the need for people to moderate and publicize content on platform. There were 50 volunteers, 42 of whom attended the workshop, 8 others will be taught via e-learning platform. The moderators are already active; NHSM social media presence has improved because of their work. Follow-up is necessary regarding:

- Channels of communication among moderators and with the campaign team(s)be.
- A second meeting for moderators and relation between this group and new moderators.
- Supporting moderators dealing with the emotional issues from reading hate online
- Clarifying the role of moderators who are not affiliated with a NCC.

Members of the Follow-Up Group asked more time to digest the report provided on the workshop and answers will be drawn the following day.

2.7 Education tools

The NHSM is in the process of devising toolkits for organisations and schools so they can implement the campaign in their areas effectively. Some NCCs have asked that toolkits be available for the upcoming school year.

- **Online learning tool** on hate speech (Ruxa): the text is ready and needs to go into production to make it available online. Deadline is June.
- **Campaign toolkit** (László Földi): it is awaiting design and webbing. Deadline is June.
- **Education toolkit** (Mara): the production has been delayed as quality of work from two contractors has been disappointing. Ready by September, text to be finalized by mid-July. It is designed for students in the 13 – 18 age group. Will contain introduction, background information on campaign, activities and ways young people can link to the campaign. Will cover more than hate speech; such things as cyber bullying, internet as a means of participation and internet governance will be mentioned briefly. Co-operating with the Pestalozzi Programme is foreseen.

2.8 Gadgets and visibility materials

- Posters are available to be customized into different languages. The brochure too.
- Gadgets to be emphasized in EYCs, especially new posters with QR code.
- The demand for gadgets is greater than budget admits.
- Suggestions were made for the possibility for DIY No Hate t-shirts. Possibility for NCC packs also – we provide material, NCCs print them out. Tina to look into this.
- European Youth Card Association (EYCA) and European Youth Information and Counselling Agency (EYICA) to encourage their members to make own gadgets and give visibility to the campaign. This should be reciprocal: NHSM to add EYCA and EYICA logos to the site.

3. Feedback from Joint Council on Youth (CMJ)

The general feed-back is positive and sometimes enthusiastic. Various CMJ members expressed concern about the campaign end prematurely if it would be closed in March 2014, also because some member states could not budget resources for the campaign in 2013. The Follow-Up Group agreed that extending the campaign to the end of 2014 is important. 2015 could be devoted to evaluation and follow-up.

4. Mobilisation of resources for the European Campaign

There has been no change in Voluntary Contributions since the last meeting in January. This means that there are no resources for a campaign coordinator and team. The contract with László Földi was thus not renewed. A campaign officer was recruited on a temporary basis with resources of the DG (available due to the vacancy of the head of department's post). The Office of the Director General of Programmes of the Council of Europe raised the possibility of contracting a fundraiser. Jean-Claude Lazaro reported on the decisions of the Programming Committee to the requests/proposals for further funding of the European campaign. While there is a general consensus that the decision of the PC members (loan to be repaid with the first VCs) is not feasible practically and administratively, there was an understanding that the European Youth Foundation cannot be seen as the solution to the structural resources limitations of the campaign. The following measures were proposed to remedy the current situation:

- Create a network of "ambassadors" to promote the campaign.
- Providing information about current human resources mobilised for the campaign:
 - o Meltem Kutlu (national secondment): Communication with NCCs (except CIS members); campaign email box
 - o Marina Filaretova (national secondment): Communication with NCCs of CIS countries
 - o Aileen Donegan (temporary contract): liaising with NCCs on content, campaign newsletter, European activities and events, link with moderators and online activists
 - o Claire Uszynsky (trainee): Campaign Website, French-language version(s) of the campaign site
 - o László Földi: is now contracted as consultant to moderate the campaign moderators and activists and to coordinate the European Action Days.
- (re) Launching a call for Voluntary Contributions in October/November.

The members of the Follow-up Group expressed reservations and concerns about the sustainability and efficiency on the staffing of the campaign, especially about the absence of a campaign manager. They also expressed their reservations about counting on European Youth Foundation for funding of management and communication tasks.

The Follow-up Group also agreed on the preparation of a proposal for the Programming Committee of a grant system for youth NGOs allowing them to cover for expenses of volunteers/moderators playing an active role in the campaign.

The sustainability of the European level of the campaign is crucial also because it is feared that without the European level several NCCs would stop their work.

5. State of preparations of national campaigns and measures for support and follow-up

The Follow-up Group did a review of the (known) implementation of the campaign in each country. The details of the review are in appendix to this report (NCC coordinators are invited to correct or update that information). The Follow-up Group called for specific action or/and more information on:

- Albania
- Austria: Connect with NCC and coordinator (also in view of the chairmanship in 2014)
- Denmark
- Estonia
- Iceland
- United Kingdom

The Follow-Up Group recognises that more follow up on NCCs needs to be done, and that information about NCCs should go up online for all NCCs to see.

6. Address by Alisa Maric, Minister for Youth and Sport of Serbia. Exchange of views on the campaign in Serbia.

The Minister introduced the state of play of the campaign in Serbia, the first country to join the campaign, where it was launched in February. She provided information on the composition and programme of the campaign, stressing the cross-sectoral governmental involvement, the cooperation with NGOs and youth organisations and the projects with EEA Norway Grants. She also drew the attention of the members of the Follow-up Group to:

- The importance of teaching young people how to use the Internet (netcitizenship)
- The NHSM campaign complementing, and connecting with, in Serbia, the Year of Tolerance and Fair Play in Sports 2013.
- Using mainstream media to deliver campaign messages.
- The interest of many other institutions and ministries in joining the NCC.

Aleksandra Mitrovic-Knezevic made a presentation about the campaign in Serbia and showed a video about the (most spectacular...) show of support to the NHSM in Serbia during the football derby match between Partizan and Red Star Belgrade. She presented also the main approach to the campaign in Serbia:

- National campaign works mostly online, supported with offline events and working to change the legal framework
- Support by offline events in schools: competitions and debates
- Serbia is in the process of translating campaign platform
- The NCC for Serbia meets regularly, final national conference at the end of the year to discuss results
- The campaign committee brings together a wide range of ministries and other public and non-governmental partners.

The reception in Serbia is very positive. The minister also confirmed the interest of Serbia in hosting a regional training seminar for the campaign in June and a side event during the ministerial conference on Media and Information Society in October in Belgrade.

The Follow-Up Group recommended using the example Serbia across Europe to motivate and inspire other NCCs in their implementation of the campaign.

7. European Action Days

The Follow-up Group members discussed the results of the first Action European Day Against Homophobia and Transphobia in the context of the International Day Against Homophobia and Transphobia (IDAHO). They welcomed the results achieved and invited the secretariat and the campaign moderators and activists to learn from this experience in order to improve coordination. A better communication of the objectives and purpose of the day, association with NCCs and developing synergies with other organisations and movements already campaigning for the causes of the special days were especially mentioned. The Follow-up Group agreed that each action day

should be followed by at least one member of the Follow-Up Group (ideally two). A template for presentation and preparation of the Action Day will be proposed by the secretariat. The Follow-up Group proposed also the following calendar for action days in 2013, taking also into account the proposals formulated by the group of moderators:

- **International Day of Refugees** (June 20): *Sergio* will work with UNITED on ideas and propose objectives for the secretariat, Follow-up Group and moderators; other potential partners; VYRE, UNHCR, European Refugee Council
- **"Hate Crime Day"** (July 22 – anniversary of the Utoya killings): *Shannon* to work on proposal. Partners in Norway to be consulted.
- **Youth Day** (August 12): Day to raise awareness of campaign. To be developed with the *European Youth Forum*.
- **Religious Diversity and Tolerance Day** (September 21): *Ghofran Ounissi* (TBC), possibility to partner with Hate Prevention Initiative and Peace One Day on this.
- **Local Democracy Week** (October 14 – 20): Possible theme: 'Cities Against Hate', 'No Hate Cities' or taking action locally. *Sergio* to look into it.
- **Action against Fascism and Antisemitism Day** (November 9): Work with UNITED and *Sergio*.
- **Human Rights Day** (December 10): *Darek* and *Lien* to work on objectives and expectations of the day.

Points to work on from the IDAHO EAD experience:

- how to maximise platform and maintain returning visitors to platform
- more emphasis on using important people and politicians to spread message
- there was nothing specific for NCCs to do
- Earlier preparation needed for EAD days with more consistent objectives
- Involve partners more before EAD day so they can prepare.
- More visual content for EAD is needed.

8. Other activities in the programme for 2013

8.1 Regional seminar in the Balkans

Will take place from 26 to 28 June and will be hosted by Serbia. The participants will be invited from the neighbouring countries for supporting the setting up of the national campaigns and discussing possible joint activities and strategies.

Serbia will provide for board and lodging. The European campaign will cover the travel expenses participants and possible trainers/facilitators.

8.2 Presence at EuroDIG June 21/22 Lisbon

- Short event at New Media Summer School (NMSS) before the EuroDIG conference
- NHSM representatives to address audience on platform and HSW.
- Will have table at event for more information on NHSM.
- 2/3 people from the campaign secretariat, *Shannon* volunteered to support with the NMSS and possibly the workshop.
- Coordinating with Portuguese NCC for a side event promoting the campaign in Portugal
- Actions at EuroDIG should tie in in with European Action Day on Refugees.

8.3 National Seminars

- The secretariat proposed to organise a seminar in Ukraine in August in order to bring together NGO partners interested in the campaign and to support the setting up of a

national campaign committee. Otherwise, there is the risk that the campaign will not involve all those who want to get involved and that the motivation and commitments built up during the training programme in the Action Plan for Ukraine will be lost.

A majority of the Follow-Up Group agreed that the seminar is welcome and it is likely to motivate people but that no campaign money should be used unless other funding sources are found in the programme.

- Seminar with bloggers and moderators on specific campaign matters foreseen for September. The activity remains fully relevant but it should be placed later in the year so as to fully benefit from the experience of the current moderators and to involve both the current group and new moderators.

It was proposed to hold it right before the European Campaign Conference, hence saving also on travel expenses because some moderators should certainly be taking part in the conference.

8.4 Seminar for campaign coordinators in October 2 – 4 in Brussels.

- The activity follows on the workshop organised in Brussels and would particularly target new coordinators and seek to involve organisations and institutions placed in Brussels. The French-Speaking Community of Belgium would provide board and lodging. The event is a good idea for established NCCs to strategise. Member so the Follow-up Group expressed the need to have an updated status of expenditure of the campaign activities.

8.5 Ministerial conference on Media and Information Society

- The Youth delegation of CCJ members to the conference should ideally include members of the Follow-up Group. They should also take part or link with the side event organised with the Serbian national committee.

8.6 European Campaign Conference on November 6 – 8

- The conference plays a central role in the campaign. However, for the time being it is significantly under-funded and, although some expenses may be borne by campaign committees, it is important to mobilise extra resources, hopefully not from the Voluntary Contributions.

EYCA expressed interest in contributing to the preparations. The CDEJ should also be in the preparatory group.

8.7 Seminar with ISESCO: Hate speech and its impact on young people in the Mediterranean basin.

- This seminar is in the programme with a very limited budget – it was expected that ISESCO would cover most of the expenses but the communication so far indicates that they'd be able to pay only for 10 participants. It may be cancelled if it remains in the current status. A decision will be taken at the latest in September.

8.8 Other activities

- National seminars have been suggested for Slovenia and Turkey. All information to be confirmed; no action required for the time being.
- Living Library allocated for Budapest.

9. Update on other activities of the Council of Europe on Hate Speech and Internet Governance.

Directorate General Human Rights and Rule of Law is cooperating in the planning of EuroDIG and, more generally, on Internet Governance debates in the organisation. The campaign was also introduced at the meeting of experts working on a compendium of rights of Internet users – the NHSM should/could make use of the compendium once adopted.

10. Partnerships

The secretariat introduced a document outlining the existing cooperation with other sectors of the Council of Europe and with external partners. The following points were stressed:

- The partnerships should be based on concrete actions and commitments.
- Clear and regular communication between NHSM and partners, youth groups and NGOs is needed.
- All partners members should be invited to join the Movement, hence automatically subscribing for newsletter updates.

Sergio volunteered to look into proposals to add link or button to coordinator website of options for groups who want to partner.

Concerns were also expressed about the absence of the European Youth Forum (YFJ) at the last 3 meetings and of the apparent absence of information on the campaign in their site. The Follow-up Group agreed that the observers in the Follow-up should be privileged actors in the campaign and that they should help mobilise other networks. The secretariat was asked to follow the matter with the YFJ and the other observers.

11. Research and evaluation tools

Little work on this has been done so far. *Darek* volunteered to, together with Ron Salaj (moderator and trainer in the course for Bloggers), make proposals on how to prepare the evaluation of the campaign for the next Follow-Up meeting, particularly the online dimension. We may also need to hire an expert to help with this.

12. Conclusions for the Joint Council on Youth

The Follow-up Group members agreed to make the following recommendations to Joint Council on Youth.

- To extend the campaign through to the end of 2014
- To review the composition of Follow-Up Group so as to reflect the composition of the new Advisory Council on Youth.

For the next meeting of the CMJ there should be a report on the campaign implementation in the plenary, and CDEJ members invited to share news on the implementation of the campaign in their countries. The report should include a video or media presentation highlight the extent of youth involvement.

13. Recommendations to the Programming Committee on Youth

The Follow-up Group agreed on the following recommendations for the next meeting of the Programming Committee:

- The Programming Committee is invited to support, through the European youth Foundation, YF support the work of volunteers/moderators in youth organisations actively involved in the European campaign. The Council of Europe and the campaign committees should look into ways of recognising their voluntary involvement in the campaign.
- The Programming Committee is invited to take into account the feed-back from members of the Joint Council about the need to continue the campaign through to the end of 2014. The Follow-up Group itself is recommending the CMJ to do so. Decisions about this to be confirmed by the CMJ. This may impact on projects of the European Youth Foundation and study sessions.

14. Dates and place of next meeting

25 and 26 November in Strasbourg, starting at 14h30 on first day. European Schoolnet should be invited to the next meeting in view of preparing together Safe Internet Day 2014. Information and preparatory documents should be sent to Follow-Up Group before meeting begins to allow enough time to read.

15. Other business

The Follow-Up Group took note of the need to remove communication barriers between Secretariat, online activists, moderators and NCCs and invited the secretariat to change the current processes accordingly.

People – anyone - who want to get active on the campaign should systematically be asked to join the movement, hence receiving the newsletter regularly. This will get new people working on the campaign, and especially reporting hate speech to HSW.

The Follow-Up Group is to work toward making the Newsletter more attractive – Rui to work with Latte on this.

List of Participants

Advisory Council on Youth (CCJ)

Ghofran Ounissi, Forum of European Muslim Youth and Students Organisations (**Apologised for absence**)

Shannon Stephens, European Youth for Action

Sergio Belfor, United for Intercultural Action

European Steering Committee on Youth (CDEJ)

Laurence Hermand, Bureau International de la Jeunesse, French-speaking Community of Belgium (**apologised for absence**)

Aleksandra Mitrovic-Knezević, Ministry of Youth and Sport of Serbia

Salih Arikani, Ministry of Youth and Sport of Turkey (**apologised for absence**)

Observers

Maggie Dokupilova, European Youth Forum (**absent**)

Dariusz Grzemny, consultant/trainer

Kristiina Ling, European Youth Card Association

Lien Vanbrabant, European Youth Information and Counselling Agency

Guest

Alisa Maric, Minister for Youth and Sport of Serbia

Secretariat of the Youth Department

Tina Mulcahy, Acting Head of the Youth Department

Jean-Claude Lazaro, European Youth Foundation

Claire Uszynski, Trainee, Youth Department

Anca-Ruxandra Pandeia, **Mara Georgescu**, Educational Advisors, Youth Department

Marina Filaretova, **Meltem Kutlu**, programme officers, Youth Department

Aileen Donegan, Campaign Officer

Rui Gomes, Head of Division Education and Training, Youth Department

