Youth Campaign for human rights online

4th coordination meeting of activists and coordinators of the campaign
23 - 25 September

Tirana International Hotel and Conference Centre
Tirana, Albania

Report

In cooperation with the Albanian Ministry of Social Affairs and Youth
with support of the country office of the UNFPA.
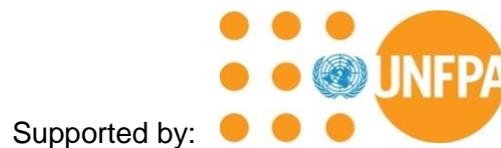
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Summary

The 4th coordination meeting was held 23-25 September in Tirana gathering 58 national coordinators and online activists. All newly appointed campaign coordinators attended the meeting which allowed for sharing good practices and challenges within the campaign. The meeting helped formulate indicators of success by national campaigns which feed into the drafting of an approach to data gathering and the evaluation of the campaign 2016-2017 at national and European level. Proposals for action were formulated for the dissemination of the new manual of developing alternative narratives to hate speech; involvement of young people in internet governance; action days for 2017; and targeted actions for the three thematic priorities of the campaign.
This report provides a summary of the working groups held, particularly the working groups on setting indicators for evaluation of the campaign at national and European level.

The meeting was hosted by the Albanian Ministry of Social Affairs and Youth with the support of the United National Population Fund Country office (UNFPA).

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Introduction

Following the announced prolongation of the No Hate Speech Movement in May 2015, within the framework of the Council of Europe Action Plan on the fight against violent extremism and radicalisation leading to terrorism, many national campaign committees have renewed their membership base, national coordinator, and programme of activities for 2016-2017. The campaign platform is being updated with new and improved tools for monitoring hate speech through the Hate Speech Watch and engaging with the campaign through the Join the Movement and the campaign blog pages. New thematic focusses have been identified including sexist hate speech, antisemitic hate speech and hate speech targeting refugees.

In the second phase of the campaign more emphasis is placed on countering hate speech through human rights narratives and reporting of hate speech content with the relevant authorities. These developments call for a coordinated approach to secure that the efforts of the campaign at local, national and European level connect and reinforce each other.

This report providing a summary of the working groups held, particularly the working groups on setting indicators for evaluation of the campaign at national and European level.

Aim and Objectives

The aim of the 4th coordinators meeting was to strengthen the coordination and impact of the campaign at European and national level, integrating new tools and good practices.

The specific objectives were to:
- share information about plans and expectations regarding the European and the national campaigns.
- prepare common strategic actions for 2017 involving all campaign actors.
- explore and identify applicability of the new European campaign tools, including the Handbook on developing Counter narratives to hate speech, the renewed Platform tools, and mapping study on reporting of hate speech at national level.
- set evaluation indicators for the campaign and identify a common approach to reporting on the campaigns outcomes.
- identify common approach to campaign initiatives and policy developments regarding Hate Speech and Internet Governance.
- share practices connecting the Council of Europe and other European institutions' work on Hate Speech with the campaign, including the ECRI recommendation nr 15, Internet Governance, and the No Hate Parliamentary Alliance.

Profile of Participants

The 4th Coordination meeting gathering 58 national coordinators and online activists from 35 countries. All newly appointed campaign coordinators attended the meeting. Ten participants also took part in the 4 day training Seminar 'Combatting Hate Speech through Human Rights Education', which preceded the coordination meeting.

Programme

The programme provided space for participants to share from their practices and experience, to identify challenges and opportunities and work towards a common approach and actions within the campaign. The programme included short plenary presentations and several working group sessions, the outcomes of which were fed back to the entire group through plenary closing sessions. The final programme can be found in annex 1.

The programme flow consisted of three stages, review of the campaign on day 1, planning of the campaign at national and European level on day 2 and strengthening cooperation between campaigners on Day 3.

The programme started with an official opening and plenary debate on the present day challenges in Europe and how the campaign at European and National level can respond. In working groups participants continued the discussion and analyse the state of the national campaigns. The first day concluded with updates on main campaign developments, focus areas and activities.

On the second day an introduction to effective evaluation and defining indicators of success was followed by working groups in which national campaigns defined targets they wished to achieve in the campaign. In the afternoon proposals were formulated for strengthening the campaign focus areas and activities.

The final day included working groups on strengthening cooperation and communication between national campaigns and with the online activists and on developing joint action for Action days.

Many of the working groups were facilitated and reported on by the participants in cooperation with the team of facilitators. Guidelines for the working groups were prepared by the European campaign secretariat. This report builds on the working group reports received.

Status of National Campaigns

In working groups participants reflected on the present status of the campaign in their countries. They reviewed if a National Campaign Committee (NCC) and coordinator were functioning, if representatives of groups targeted by hate speech were involved and what the main achievement and challenges are. Some of the working group findings were:
- Many national campaign committees renewed their members and coordinator or are still in the process of doing so.
- Some national campaigns are inactive, awaiting set up of new NCC or new coordinator
- Some national campaigns are extending progressively, involving new groups and regions
- Different national campaigns are still not formally recognized by national authorities which affects their effective outreach towards other partners.
- All national campaigns strive, and many succeed, to involve representatives of groups targeted by Hate Speech, including Roma, Disabled, LGBT, religious and national minorities.
- Many national campaigns achieved to raise awareness about hate speech at national level
- Most campaigns state the campaign has motivated many young people and NGO representatives to volunteer and support the movement. This motivation is a key asset of the campaign in most countries.
- Translating Bookmarks has been reported as an important achievement
- Training and workshops are an important element in many national campaigns, specially where the Bookmarks manual has been translated
- Financial resources are for most NCC's limited or non-existent

Defining Indicators of Success by the National Campaigns

To support monitoring and evaluation, basic indicators and means of verification were developed by an external consultant for each of the actors implementing the campaign, including the European campaign secretariat, Follow-up Group, national campaigns, online activists and campaign partners.

At the 4th Coordination meeting of the campaign, the consultant provided a plenary presentation of the evaluation objectives of the campaign. The presentation was followed by working groups in which the national campaigns defined their indicators of success and possible ways to monitor their achievements.

Annex 3 provides an overview of expected achievements/successes and related Indicators of success each national campaign formulated for itself. The exercise allowed all national campaigns to determine their priorities and formulate the results they wish to achieve by the end of 2017. The exercise was motivating and provided clarity and focus within the activities organised by the national campaigns.

The realities of each national campaign vary significantly, however common desired achievement can be identified, including:
- Recognition of the National campaign, such as by the authorities, national institutions, other NGO's and general public
- Increased outreach, for example involving more regions of the country, new (minority) groups, institutions and partners (such as schools and universities, and/or media and journalist)
- Increased understanding of hate speech, why it's a problem and how to respond to it among different groups in society, for example among youth, students, Youth workers, educations, journalist, and politicians.
- Changes in policies or adoption of new laws on Hate Speech and hate crime and their implementation
- National Campaign committees extend and function better, for example new (minority groups) join, Ministries are actively involved, the message and approach of members is coherent, and activities are better coordinated to save time and costs.
- More (online) activist are engaged in the national campaign
- Bookmarks is translated and used
- high quality training courses are delivered which also leads to participants engaging in the campaign
- Campaign is visible, for example through a well-functioning website or Facebook page, and media coverage of major events,
- Human Rights Education, Education on Diversity and internet Media Literacy addresses hate speech and is integrated in school programmes and youth work
- There is cooperation established with social media companies, youth gain internet media literacy and are involved in internet governance

The Indicators of success describe how the desired achievements can be observed, three examples to illustrate:
1. To observe the recognition of the national campaign by the authorities a national campaign for example would document the number of meetings they had with the authorities to discuss policy matters, or the type and number of letters of support they have received or number of times a minister speaks at an opening of an event.
2. To observe that a campaign is visible, a national campaign would document number of likes, interactions and engagements on their website and social media platforms, keep copies of news articles on their work etc.
3. To observe if high quality training courses are delivered a national campaign would record the number of training courses and its participants, conduct evaluations that ask participants what they have learned and follow them to check for example after half a year if participants have used their gained knowledge and skills.

In the working groups participants defined indicators of success that would help document their achievements of their national campaign; they are listed also in annex 3.

Various reporting tools were identified that help document the success. Which reporting tool to use and how effective it is depends on the national context and the capacities of the national campaigns to document results. The most common reporting tools are however:
- Web statistics from Facebook, Twitter, campaign website etc.
- Collecting (on and offline) media reports
- Evaluations by participants in training courses and events
- Reports drafted by the NCC of events and meetings conducted
- Interviews with youth workers, educators, general public etc.

The consultant proposed the 'Most significant change' method for documenting results and changes in attitude and behaviours among people reached by the national campaign. The method consists of a short written or verbal interview answering 5 key questions on change:
1. how was your life related to hate speech (online and off line) before?
2. what happened?
3. what do you do different now?
4. how did this change your life?
5. what is the biggest change for you?

Each story contains some data to make it tractable: date, place, interviewer's name / role in the campaign, respondent's name/gender/age/ occupation/situation.

After the 4th coordination meeting, general evaluation indicators were drafted by the External consultant. The proposed indicators incorporate the inputs collected at the coordination meeting and were reviewed and adopted at the 11th Follow-up Group meeting on 20-21 October 2016 in Strasbourg. The indicators and their means of verification are generic to allow the evaluation of the diverse practices and processes in the campaign. Each national campaign should work with the indicators applicable to their situation and select them from the table. The selected indicators will allow them to monitor and evaluate the results of their contributions to the campaign consistently.
The evaluation indicators are tailors to the different stakeholders in the campaign, which are:
1. campaign management, incl. European campaign secretariat & Follow-up Group
2. central online campaign, incl. community of online activists
3. institutional partners, incl. other Council of Europe departments and European bodies
4. national campaigns in the different country and regions
5. campaign partners, incl. European youth organisations and networks.

Annex 4 contains the evaluation indicators defined by the consultant for the national campaigns[1].

Planning future Campaign Activities

Below is a compilation of suggestions from the working groups for the implementation of the campaign priority areas and main activities with the relevant national campaigns, online activists and partners in the campaign.

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[1] All the evaluation indicators for the 5 stakeholders in the campaign can be requested from the campaign secretariat by email: youth.nohatespeech@coe.int

Sexist Hate Speech
- Sexist Hate Speech should be a continuously addressed and not only during an Action Day
- Raise awareness of multi discrimination of women, women-women discrimination, Gender roles, perceptions and sexist stereotypes inbuilt in the cultural norms and traditions
- Review "Gender matters" and update educational materials in order to raise awareness and provide proper and reliable tools to build counter narratives
- create an inclusive discourse on feminism
- Encourage more women that do not reflect traditional feminist stereotypes to take part in promoting the campaign

Antisemitic Hate Speech
- Seek opportunities to organise actions and raise awareness at local level, for example in cooperation with historical museums, Jewish organisations, visit to Synagogue etc.
- Manual for educators on how to address antisemitism, list of resource persons and interesting resources
- Focus on antisemitism, not fascism
- Partner with organisations working on Islam phobic hate speech, other groups targeted by hate Speech, religious communities, Jewish organisations.
- Action day focus: celebrate human rights defenders who actied in time of need, then and now.

Working on counter and alternative narratives
- The new manual on developing counter narratives complements Bookmarks and can be integrated in existing projects and programmes covering internet literacy, activism and hate speech, school educational trainings related to bullying and mental health, as also projects using theatre of the oppressed methodology and simulations of political debates in schools for example.
- Peer-to-peer methodologies can use the manual and encourage youth to developing counter narratives related to their group, which may also have an element of empowering the victims.
- make a database of concrete examples of counter narratives that could inspire others and be used for educational purposes and would supplement the new manual.
- NCC's could develop a regional or National training courses using the new manual
- The manual can be disseminated through:
  - Campaign events and conferences,
  - Human Rights festivals,
  - EuroDIG 2017,
  - through teacher networks and partners of the campaign;
  - Working with journalists and media;
  - develop games and cards that target younger audience
  - Action Days through articles and workshops
- Counter narratives could also come from actions of NCC's and groups working on thematic areas of hate speech, they may be promoted with examples and images in flash news, the newsletter and social media channels.

Internet Governance
- Develop an easy to understand definition on Internet Governance
- Develop educational tools to explain Internet Governance, such as video's, infographics etc. taking inspiration from the Flemish campaign.
- To strengthen awareness that online and offline human rights concerns are intertwined.
- On national level it is important to identify who is responsible for Internet Governance. NCCs should be aware of this, initiate and maintain contact.
- Review possibility to establish trusted flaggers of hate speech for Internet businesses at national level.
- To create a small group of activists working with a focus on Internet Governance to help prepare the seminar on Internet Governance in spring 2017 and to follow and share events on Internet Governance that might be of interest to the NHSM / NCC's

Action Days 2017
- NCC's should be more included in the preparation process of action days
- Cooperation between online activists and NCC's for the preparation and implementation of action days should be strengthened.
- Days proposed:
    - 7 February – Safer internet day – focus on using Bookmarks manual for Human Rights Online, to share information what is the safety in internet;
    - 20th of June – World Refugee Day
    - of July – European Day for Victims of Hate Crimes
    - 12 August - Youth Day – Youth Right is Human Right!
    - 3 December – International day of people with disabilities.

The Follow-up Group, taking into account the suggestions received, adopted the Action Days for 2017 in their October meeting, they are listed on the blog: Action Days 2017

Joint actions by National Campaigns and Activists
- Joint actions should avoid being time-bound due to the different time zones the campaign is active
- Offline graffiti actions promoting/spreading the No Hate Heart
- Creating a common postcard with slogan in all campaign languages.
- Photo or video competition
- Collect statements of a youth from each country though selfies on the question 'what's your reason to fight against hate speech?'
- Compilation of interviews of young people from all campaign countries and MP's for an action day
- NHSM Haiku (competition)

Joint actions for an Action Day (inspirations for 10 December)
- freedom of expression: taking selfie
- creating a content / message that everyone can share (e.g.: hate is not an opinion) on the postcards (online and offline)
- cigarette pack messages style of materials. e.g. hate kills - haters die younger

Conclusions

The 4th coordination meeting provided an excellent occasion for national campaign coordinators, partners and online activists to review their work, celebrate successes and coordinate future activities within the campaign.

The sessions on defining desired achievements and indicators of success for the national campaigns were particularly motivating and provided a vision towards the future. National campaigns on online activists will need to further define their indicators of success and means for reporting taking into account the general indicators and means of verification developed by the consultant.

Participants reported they felt to belong to a movement. There was overall praise for the organisers and the hosts of the event, the Albanian Ministry of Social Affairs and Youth and the country office of the UNFPA.

The participants formulated various requests and recommendations to the European campaign secretariat, they include:
- The Council of Europe should remind member states to endorse the campaign, secure its implementation until the end of 2017 and recognize the national committee. An official letter to member states would help national campaign committees, a copy of the letter should be send to the national coordinators.
- Continue to give visibility to the achievement of the national campaigns, including on the campaign platform, newsletter etc.
- Activity reports of NCC's should be made available and given appropriate visibility
- Make the logos of all national campaigns available in high definition
- An overview of activities for 2017 at European level should be provided. Request for co-financing should be communicated early.
- Find out if the 'No Hate Chain' can be in bedded in the National websites?
- Make all translations of Bookmarks available online
- Make publications of national campaigns in national languages available on the campaign website www.coe.int/youthcampaign

Thursday 22 September

Arrival of participants, check in at Hotel "Opera" or Hotel "Arber".

19.30   Dinner at your hotel

21.00   Informal evening of the 'coordinators meeting' and closing evening of the training seminar 'Countering hate speech through Human Rights Education and Narratives', Restaurant Gloria, Rruga Qemal Stafa 120, Tirana, Albania. *(drinks at own expense)*

Friday 23 September

8.00   Registration at Tirana International Hotel and Conference Centre

09.00   Opening, Introduction of participants and programme
Chair: Lilla Nedeczky, member of Follow-up group and chair campaign committee Hungary.

09.45   The campaign in Europe today, challenges and opportunities
Anne Brasseur, Ambassador of the No Hate Speech Movement
Bruno del Mazo Unamuno, Representative of the Follow-up Group
Merita Xhafaj, General Director of Social Policies, Ministry of Social Affairs and Youth.

11.00   Official opening
Blendi Klosi, Minister of Social Affairs and Youth of Albania
Anne Brasseur, Ambassador of the No Hate Speech Movement and former president of the Parliamentary Assembly of the Council of Europe
Brian Williams, United Nations Resident Coordinator and UNFPA Representative
Chair: Jehona Roka, member of Follow-up Group and campaign committee Coordinator Albania.

11.30   Coffee break

12.00   Updates regarding the campaign implementation, challenges and opportunities.
Chair: Lilla Nedeczky, member of Follow-up group and chair campaign committee Hungary.

13.00   Lunch at Tirana International Hotel and Conference Centre

14.00   Travel Reimbursements

15.30   Updates regarding the campaign continues
Chair: Jehona Roka, member of Follow-up group and national coordinator Albania.

16.00   1st round working groups' carrousel: Learning and good practices in the campaign

Possible topics (tbc):
- Nohatespeechmovement.org platform tools, updates and how to utilise them in the campaign.
- Handbook 'Developing counter narratives to hate Speech for youth workers and educators'.
- Using bookmarks, sharing practices, strengthening new developments.
- Internet Governance, what is it, why is it relevant.
- Reporting Hate Speech at national and European level.
- Online campaigning, new tools, platforms and approaches can they be integrated in the campaign?

16.45   Coffee break

17.15   2nd round working groups' carrousel

18.00   Plenary feedback from the working groups.

18.30   Closing of the day

19.00   Transfer from Tirana International Hotel to restaurant 'Bujtina Gjeli'

19.30   Welcome reception at restaurant.
        Marita Xhafaj, Minister of Social Affairs and Youth of Albania (tbc)
        Olsi Dekovi, Deputy Head of Office, Council of Europe Field Office Albania (tbc)

22.00   Return to hotels.

Saturday 24 September

09.00   Evaluating a successful campaign successfully.
        Hilde M. van Hulst-Mooibroek, Consultancy for Development
        Chair Gubaz Koberidze, Follow-up group and Online Activist

10.00   Working groups: evaluating a campaign at national and European level.

11.00   Coffee break

11.30   Working groups continue.

12.15   Plenary presentation of conclusions and discussion
        Chair: Gubaz Koberidze, Follow-up group and Online Activist

13.30   Lunch at Tirana International Hotel and Conference Centre

15.00   Planning the Campaign together in working groups.
        Chair: Cristina Mancigotti, Follow-up Group and Online Activist

Suggestions for Working group (tbc):
- Action Days 2017, topics and approach.
- Working on Internet Governance with Internet Businesses and Governments.
- Working on counter and alternative narratives
- Joined European activities, identify possible activities that can be joined by all NCC and Activists.
- Taking action on Sexist Hate Speech
- Taking action on Hate Speech targeting Refugees
- Taking action on Antisemitic hate Speech

16.30 Coffee break

17.00 Feedback from the working groups in plenary

17.45 Functioning of the national campaign and online activists in working groups

19.30 Visit to local Youth Tirana Centre, food and social programme

Sunday 25 September

09.00 Opening of the Day
       Chair: Bruno del Mazo Unamuno, Follow-up Group and National Coordinator Spain

09:15 Functioning of the national campaign and online activists in working groups continues

10.30 Coffee break

11.00 Plenary Closing:
- Presentation of the NCC and Online activists working groups

11.30 Official closing of the coordination meeting.

12.00 Informal meetings to plan future activities

12.30 Lunch at Tirana International Hotel

Departure of participants

Annex 2: Report on the status of National Campaigns

The overview below summaries the discussions held at the 4th coordination meeting of the campaign in September 2016. It does not represent the views of the Council of Europe or the National Campaign Committee as a whole. An overview of all current National campaigns can be found on the campaign platforms at www.nohatespeechmovement.org/national-campaign-committees.

In the working groups participants discussed:
- What is the present status of the national campaign, and it there an appointed coordinator?
- Who are the main groups involved in the national campaign?
- What are some of the main achievement worth sharing with other national campaigns?
- What are the main challenges of the national campaign now?

Country	Appointed official coordinator	national campaign status	Main target groups	Main activities achieved	Challenges
Albania	Jehona	NCC consists of 14 NGO's and partners with the ministry on Social Affairs and Youth. It is however not officially recognized yet, this is in progress.	Children, Youth, Roma Youth	Campaign has mobilised the NGO's. NCC is functioning and campaign is spreading. An achievement is the high level of help received. There is a lot of volunteer time committed to the campaign implementation.	If the NCC would be formally recognized administrative procedures would become easier, time efficient and cooperation with other partners and institutions easier. Coordination between NGP's should improve to increase efficiency and help identify resources. Youth voices are not valued enough, youth participation should increase
Andorra	João	Not officially started NCC being re-created around the Andorra Youth Forum	LGBT organisation		To actually reach/interest young people Creation of the forum and formal commitment to the campaign
Armenia	Nelli	NCC is recently established. Its coordinated through Youth Events Holding which works under the Ministry on youth affairs. The NCC will be open for all NGO's interested to join.	Young people and NGO's	The NCC managed to achieve an open approach and bring competences of different NGO's together.	
Azerbaijan	Aysun	NAYORA acts as NCC			Coordinator appointed by NAYORA since 2 months
Belarus	Daria	Coordinated by Youth Department of	Youth workers and	Training of Youth Workers	To extend the campaign, for example

		the Ministry of Education. It aims to involve state agencies such as High education institutes, NGO's and UNESCO.	Youth in General		within universities.
Belgium(FR)		NCC formed by NGOs and activists, with ministry support Most of the vulnerable and disadvantaged groups are represented	Open to all ages, teachers, refugees, ethnic minorities, LGTB, others.	Train the trainers; Online trainings	
Belgium(FL)	Will be officially launched on December 10th	NCC appointed , coordinated by the NGO Center for Media Literacy	Most of the vulnerable and disadvantaged groups are represented	Bookmarks translated. Youtube contest with support of Google for youtubers combating Hate speech.	
Bulgaria	Coordination by Infinite Opportunities Associationn (IOA)	Involved 4 youth centres and their municipalities, IOA and Ministry of Education, although with appointment of new minister there is un-clarity on the future. Since August the Ministry for Youth is again involved. For action days various NGO's School and Community Centres get involved	Diverse, including Roma and other minorities and youth in general	There is a growing awareness what Hate Speech is. Next step is to educate youth on how to report hate speech and work towards effective follow up of such reports.	Capacity problems, the campaign comes on top of existing projects which are funded, unlike the campaign. There is need for volunteers, time and resources/money. Demand is growing, coming including rom schools. IOA is not only implementing the campaign but also needs to respond to the needs of others.
Germany	Sina Laubenstein	NCC National coordination by a specific NGO		Wide outreach and support. Success of Youtube movies	Internet companies are on board Time needed for preparation and linking all activists
Greece	Ministry of Education, directorate of youth	Formed in spring 2016, mainly as a state entity with Ministry of Justice, secretariat of Equality, Police Department and National Committee against Discrimination members		BOOKMARKS translated and diseminitaed	Overlapping of policies with other existing structures
Georgia		NCC (Ministry) in theory but not functioning. NCoord exists.	Ethnic, religious minorities, Kurdish independentists, disabled. But they are not active.	BOOKMARKS translated in Georgian	Lack of funding Lack of support from authorities
Italy	APPICE	Support group is run by activists network(25 NGOs) from regions of Italy; National Youth Forum involved as well		NTC in November 2016 BOOKMARK translation – on-going	No finance; UNAR scattered support; Commitment of an Italian MEP to support the campaign and also of an Italian MP (Valentina PARIS)

Ireland		NCC coordinated by Youth Council; Minority groups represented and active	LGBT, against racism, Travellers community, other ethnic minorities.	Advocacy for introducing hate crime in the criminal code, Programme for youth ambassadors; Training for activists; A video called " Crossing borders" was produced	Public funding, stability and sustainability of activists.
Lithuania	National coordination by a specific NGO	NCC		Survey Outreach of activities despite shortage of resources Manual for journalists	Russian speaking journalists (focus on minorities) Youth sometimes appears as more intolerant than the rest of society Budget
Luxembourg	It will be officially launched in October but already functional	Exists an NCC and an NCC coordinator; Minorities are represented and also the disadvantaged and vulnerable groups	Disabled, immigrants, and other minorities.		To make stakeholders working together; It has a good financial support for 2017
Mexico		Campaign not officially re-started. Current coordination by a governmental service	Indigenous people, Afro-descendents, LGBT		Widespread violence Conservative society Changes in staff Institutional limits
Montenegro	Andreea Popovic	Mainly 4 NGOs are supporting the campaign implementation		NO HATE CORNER in high schools Training of peer educators Budget provided by the state budget, 20 000€/year	Risk of decrease in allocated budget
Norway	Eirik	National campaign has rebooted. A youth network of actors will be set up.			
Netherlands	Ben Ahmed	There is an unofficial support group that will ask to become official in January 2017. They receive mainly support from Ministry of Justice.		8 Activists, they aim to grow to 25.	
Moldova	Ministry appoints coordinator	Been passive this year, is under restructuring involving new people. Involved to partners, A call for more partners to join will be launched.	Nation Youth Council which has 46 youth members and Coalition of 4 Anti-discrimination organisations.	Institutions have started to address Hate Speech and took information from the campaign. They however do not use the logo. There was research conducted on reporting on Hate Crime and a new law is being drafted.	Institutions keep distance and don't join the campaign.
The Former Yugoslav Republic of Macedonia	Neal Raimi, secretary of the NCC	Agency of Youth and Sport coordinates; Youth NGOs members; Supported and endorsed by OSCE field office FYROM Renewed composition through an open call with 7 new members; Website exists; CID FYROM a reliable		Fifth edition of the No Hate Schools App NO HATE Funds from NDI FYROM, OSCE and Helsinki Committee; BOOKMARKS translation completed	

		and important partner			
Poland	Jan	NCC exists,	Teachers and students represented, Ethnic minorities as well	Night of the temples with a No HATE Campaign approach	Lack of funding Uneven distribution of assumed involvement
Portugal	Margareda	NCC exists, coordinated from ministry level	Within the Red Cross there are minority groups represented, there are public bodies that work in favour of these groups, and other NGOs that deal with these groups.	BOOKMARKS translated	To manage a training course on BOOKMARKS
Romania	Irina Dexler	- Formed through an open call launched by Ministry of Youth 9 members(NGOs, 2 institutions – observatory status and Football federation; Norway and EEA Grants Operator		Non-formals(Non-formal LAB under theme "No Hate" Envisaged regional BOOKMARKS for December 2016	Funds provided from other sources for activities; Scattered involvement of NGOs member of the NCC; Political context (parliamentary elections December 11 that might generate a change in the structure of the Government)
Spain	Bruno	NCC active Movimiento contra la Intolerancia is a strong network of NGOs dealing with hate victims like minorities, religious prosecuted, homeless people, etc		Bookmarks in process of translation	
Slovakia	Andrej	Active NCC, composed according to CoE guidelines, including various governmental sectors		Visegrad cooperation formalised by ministries; common priority on Roma Training on Bookmarks Outreach in schools	No Roma organisations in NCC No specific budget this year
United Kingdom	Umit, Deborah	Support Group Governmental coordinator No NCC; but informal cooperation			Post-Brexit environment Reaching school Finding niche in crowded specialised environment Action Days

Annex 3 Indicators of Success defined by National Campaigns

The summary of the working groups provided below gives an overview of the indicators of success and means of verification by country as formulated by the member of the relevant National campaign present in the meeting.

Member, coordinators and online activities from the same country were grouped to work together. Together they had to define:
- When is your campaign successful, what is the outcome wished for
- What are the Indicators of Success
- How will the success be recorded/documented

Each working group adopted a slightly different approach. To ensure all inputs given are summaries the information in not presented consistently per country.

Group 1 - Armenia, The Netherlands, Belarus, Iceland, Albania, Bulgaria, Norway, Moldavia

Country	Outcomes	Success	Indicators
Armenia	Goal: get the info out there! This means more people know about NSHM/ HS. More organisations start using campaign tools incl. Bookmarks in Armenian	- Media coverage - more people know what campaign is about. - NCC members can better explain the campaign to their members/youth - new & functional website NoHate.am include examples in a database for example and link with main European campaign sites
Albania	- Media coverage for all over NHSM events online to reach youth and TV+radio to reach older audience - Bigger community of online activists - Growing number of NCC members /involving schools & universities / more volunteers - Recognised NCC leads to easier admin & access to partners - Albanian language info to manuals	- Online activists goes from 2 to 15! - There will be more response on FACEBOOK page - Better quality of Training Courses means: - Pax know what is HS - checks quantity of trainers - there is follow up by participants - A recognised NCC will allow for cooperation with organisations/ religious communities which can be beyond NHSM
Belarus	Campaign covers whole of Belarus More stateholders are involved, Universities, government, NGO's,	- Nr. of workshop Pax - People know about NHSM - More info online

	Unesco	- Incl. on security online / extremism - Online info packs
Bulgaria	More visibility and recognition for campaign Translate and use Bookmarks Policy on discrimination / justice Involvement of ministry of Justice	To achieve visibility and therefore there should be: - Media plan/ strategy - Bloggers network, Specially in Bulgarian - More (online) activists Bulgaria is president of EU 2018 - 1^e half indicator of success would be youth component on NHSM in the presidency.
Iceland	Campaign covers the whole of Iceland	
Netherlands	Recognised movement – Nat. coalition for the campaign with 50 ambassadors (Nat. Activists) like trainers, bloggers, volunteers per city: they are knowledgeable and implement activities 20 organisations join on topic of intolerance (have link NHSM) - Benelux cooperation, particularly with the Flemish campaign	- Translate Bookmarks 100 people trained - Visibility - Presence in 4 major cities city (Rotterdam, Amsterdam, Den Haag, Utrecht)
Norway	- People believe they can change society 10 engaged org in NCC that do projects, meet and there is synergy between their work and the campaign	
Moldova	- UN+ other agencies support / join to help give value to NHSM - reach at least 30% country – through network teacher on ICB - at least 4 media companies reached that act on HS (eg. Report button) - regional event (Black Sea) on HS → to learn from shared challenges	

The working group participants brainstormed on possible reporting tools they could use and suggested:
- Collect links of media coverage
- Short & clear report form of NHSM/CoE. It ask about cover media coverage and Facebook reports (TAG manner)
- Online country database, which should be:
  - accessible for NCC's
  - could include a Google maps tool making visible on what is happening in country/region

Group 2 - Azerbaijan, Germany, Lithuania, Mexico, Slovakia, United Kingdom, Commonwealth Youth Programme

Country	Outcomes	Success	Indicators	Reporting tools
Azerbaijan	Raising awareness of institutions and population in general (The campaign is being re-defined, no other success indicators identified yet)	Recognition of the logo Interaction on social media and report of hate speech on Facebook and other social media Translation and effective usage of Bookmarks	
Germany	Raising awareness of the general public about HS Changes in public policy and governmental action Securing a national-wide network of activists Journalists reach on hate speech Youth workers include hate speech as part of the content of their educational activities with young people	Media visibility Online media presence and followers Numbers of downloads of memes, videos and other campaign tools Usage, requests for Bookmarks in Germany	Web analytics Records from Facebook, Twitter, Youtube
Lithuania	260 journalists are empowered to react, neutralise and recognise hate speech Organisations working with vulnerable groups, in particular people with mental disabilities, LGBT youth, Roma and former detainees, react and communicate at crisis moments or instances of HS targeting those groups Public opinion about those vulnerable groups changes positively 60 Youth leaders and youth workers develop critical thinking skill through peer-education	Tests and monitoring of media Opinion polls Level of recognition of the campaign logo (Panda) Ex-ante and ex-post evaluations in training activities Monitoring group/personal change	Report and evaluation forms from activities Records from peer-group leaders Web statistics
Mexico	Decentralisation and outreach (presence) of the campaign in all 32 states of Mexico Human rights(education) approaches are mainstreamed in all activities	64 activists/multipliers are trained and form a network (2 per state) Structural discrimination approaches are applied in activities 8as opposed to single issue/target group) National surveys on public opinions	
Slovakia	Positively influence the attitudes and knowledge of young people on Human Rights Reaching out 20000 young people in schools Laws about hate speech in Slovakia are changed/reinforced and judicially enforced more consistently	Training of 100 multipliers and youth workers on Bookmarks Usage of Bookmarks	Evaluation forms
United Kingdom	Major stakeholders and players already active in the UK (StopHate, Tell Mama, etc.) give visibility to the movement and its logo Bringing human rights education to school and youth work		Records of local radio podcasts downloaded or streamed.

	in Britain (other indicators for success not yet identified; the partners have a very localised outreach)		
Commonwealth Youth Programme	Young people take action in selected Commonwealth regions and connect the campaign with peace-building (strategy still to be developed)		

Group 3 - Russia, Italy, Romania, Greece, Morocco, Montenegro, 'the former Yugoslav republic of Macedonia'

Indicators → domains of interventions

- Diversity of actors (NGO's Youth NGO's, authorities re. sustainability)
- numbers of actors
- Activism   - visibility
    - budget
    - other resources (time allocated)
- level of involvement
- continuation (future plans)
- number of young people involved
- (#) of NCC approved Action Plan
- diversity of activities
- number of new actors involved
- the existence of a wide network of activists and campaign implementers (on country and European level)
- decentralisation of activities
- time it takes for reaching out partners for national/local level
- continuation of the NCC (Campaign) despite the political changes
- quantitative analysis of where online content reaches out
- the (#) of initial national (NCC) level of needs analysis (assessment)
- the (#) of an online formalized / coordinated community
- the level of NCC's / Campaign activities recognition at national / local level
- the number of independent initiatives outside NCC's planning
- the (#) of NCC coordinator

Group 4 - Estonia, France, Hungary, Turkey, Ukraine, Quebec - Canada,

Country	Outcomes | Success	Indicators
Estonia (starting campaign now)	The Estonian campaign will be successful if there less hate speech among young people and the people working with them.	Approach of the measuring success: changing attitude of people, changing availablity of learning opportunities, new resources mobilized • Feedback from participants from activities in evaluation forms regarding attitude to HR, hate speech, discrimination • Number of applications in Erasmus+ projects with the topic (HRE, countering hate speech) • Number of educational activities • Number of participants of Bookmark trainings • Number of cases through monitoring hate speech
France (no official campaign yet)	The French campaign is successful if it spreads diversity education in schools, business, and institutions and in the media.	• Evaluation will happen now on activities that happened already. • Number of action days • Number of seminars • Number of conferences • Number of direct actions in schools • Number of meetings with politicians and administrators • Number of Facebook, Twitter followers and engagements • Number of newsletter recipients and number of link clicks • Number of employment generated • Number of organisations involved • Mapping hate speech and hate crime incidents in France (number of cases) • Number of reviews of actions • Number of counter narrative online content elements produced
Hungary	The Hungarian campaign is successful if the concept of digital citizenship is drafted and includes HR education and countering hate speech in the National Youth Strategy and the Public Education Curriculum.	• Amount of financial support collected • Amount of voluntary time (VTR) • Number of volunteers involved • Number of participants of awareness raising activities • Number of participants of information providing activities • Number of participants of educational activities (peers, multipliers) • Number of action days involved in or initiated • Number of people engaged with online content (like, share, comment)

		• Number of traditional media coverage • Number of partner organisations involved • Digital citizenship (including countering hate speech, Bookmarks) gets into the public education system • Governments includes non-formal education for countering hate speech (HRE) into the National Youth Strategy (2016-17) • Number of meetings with governmental representatives in relation to the Movement • Number of strategic partnerships
Turkey (no official campaign yet)	The Turkish campaign will be successful if the campaign becomes well known in Turkey, it becomes visible publicly, it becomes a topic of public discourse.	• That the Support Group gets officially organised by the CoE • Number of participants in educational activities • Number of participants in meetings • Number of organisations involved • Number of partners associate with the Turkish Movement (website) • Number of Facebook followers • Number of Twitter followers • Number of people reached in information actions • Number of materials distributed in activities • Number of Turkish hate speech reports on HSW • Number of activities reported on the NHSM Platform • Evaluation forms of the educational activities
Ukraine	The Ukrainian campaign is successful if it appears coherence among all NCC members, they have the same understanding.	• Number of organisations involved in NCC • Number of projects realised by them • Number of people involved in the activities • Number of media mentions of the Movement • Number of visitors of Facebook page • Reactions of people to content provided • Feedback from participants of multiplication activities
Quebec / Canada	The Quebecoise campaign is successful if people know about the campaign and talk about it and there are at least 2 independent groups of young people involved in the Movement and the cooperation is strengthened between the Quebec NGO and the CoE in the field of youth work, HRE.	• Number of downloaded Bookmarks by teachers • Number of schools will be visited with the workshop on Bookmarks • Number of participants of the training activities • Number of followers on the Facebook page of the Quebecoise campaign • Number of other methodology resources used

Group 5 - Georgia, Ireland, Poland, Luxembourg, Portugal, Spain, Belgium (Flemish and French Speaking communities)

	Georgia	Ireland	Poland	Luxembourg	Portugal	Spain	Belgium French	Belgium Flemish
nr of nat partners	10	22	100	30	25	50	100 entities/ 350 indiv.	15
Have national action plan	no	no	no	no	yes	yes	yes	yes
1.When is your campaign successful	1.The level of dissemination of the message / including using Bookmarks 2. When the level of understanding HS has increased amongst teachers, youth workers, etc. 3 when people know the logo/campaign	1.If after training youth they become ambassadors of no HS, for sustainability 2.the level of knowledge about NHSM is increased (knowing logo, and live up to it) by using Bookmark	When: 1. NCC is active 2.active network of online activists 3.existing action plan, where all member do their part active 4.dissemination via Bookmarks	1.when the visibility of the campaign: on nat. level is by 80% embraced 2 %% of teachers trained in ToT to disseminate Bookmarks	When there is an 1.active network of online activists 2.existing action plan, where all member do their part active 3.dissemination via Bookmarks	When more entities are joining the campaign	When the understanding of HS by youth workers and teachers is increased	When more parties entities are joining
2.What should all stakeholders do in order to ensure/ contribute to success	Better cooperation on national level. (now many do more their own thing)	They all should contribute with activities, initiatives, projects and financial support. But hey need technical support from the national council	* We should involve the national stakeholders on European level.*Stimulate feeling of engagement / being part of the team. *Opportunity to develop their own priorities. *Raising awareness together.	They need guidelines for projects. They all can contribute with activities, initiatives, projects and financial support	Let each stakeholder have proper target groups , do what you are good at.	Execute the action plan	* Execute the action plan. * We have collaboration charters , they are getting a label	Execute the action plan
	All: the stakeholders should be stimulated to have FFF (Focus, Faith, Fire); work on logo and framework visibility; Adaptation of European campaign in communication/coordination/terminology and follow the given guidelines on these; Participate in Action Days (on voluntary base)							
3. What do	All:							

you need from central to make national more successful	• Money €€€
	• Political support
	• Materials / tools, including functional central website QQT (in Quality, in Quantity and Timely)
	• Central information, at least half year early, so that we can organise our stakeholders in time
	• Easy structure: with clear communication, clear roles, clear responsibilities
	• Efficiency, divisions of roles
	• Communication, also including :
	    - internal communication with coordinators
	    - feedback after providing reports
	    - connecting with non/national partners (regional) and parliamentarians
	    - knowing what's going on elsewhere
	    - etc.
	• SMART coordination							

	Georgia	**Ireland**	**Poland**	**Luxembourg**	**Portugal**	**Spain**	**Belgium French**	**Belgium Flemish**
1.How do you know what the campaign is doing in your country (how do you monitor)	FB-page (groups) Via CoE and via partners Forms on the webpage	*Facebook *Gmail *newsletters	Via *Facebook *Activists *twitter *newsletters	*Via nohatespeech.lu *Informal meetings as much important as formal meetings with members * forms on the webpage	*Google groups * Yammer platform (both were not so functional) Best is e-mail *FB page	Via nohate.es Partner report to us	*Facebook 2 groups: 1 for activists and 1 for members *newsletters *meetings with stake-holders / members	

	Suggestions: - have a pool of questions to pose
	     - pool of resources
	     - for all countries **e-mail** – sending and receiving – is the top nr. 1 for contact and
	      reporting & sharing							

2. what works for you in order to report to the secretariat	For all: • good forms on the central webpage + feedback from CoE after a NCC has submitted something • Flash News is ok for sharing and to hear from other as well, is not about measuring • newsletter is ok for sharing and to here from other as well, is not about measuring • mail ++++ is the best! • shared events • FB groups - is not perfect for communication; should be better structured and planned • very important to divide what is for internal monitoring/measurement/ and updating on progress, and what is for public for motivating and inspirational							
3.Tip & tools for better measuring	Collective: • have good communicators • have good and common indicators / make a list of tentative indicators a country can choose from • have common objectives							

| | | determine what kind of **impact** we want to have in the end? use FB page / YouTube viewers and count the shares and likes count: number of involved participants number of events/actions/project per category involvement of countries in international actions Do enough and regular follow-up: of the actions/activities/projects initiated by participants Include the media, and do not forget to count your appearance in the media per category (logbook) generate narratives: stories of change |

Annex 4 Evaluation indicators and means of verification for national campaigns developed by the consultant

Introduction
The NHSM campaign, launched in March 2013, was prolonged in 2015 to the end of 2017. The Joint Council on Youth adopted a [concept for the implementation of the campaign](#) for 2016-2017. It specifies the 4 key objectives which are:
1. To support human rights education activities for action against hate speech and the risks it poses to democracy and the well-being of young people
2. To develop and disseminate tools and mechanisms for reporting hate speech, especially online, including at national level
3. To mobilise national and European partners to prevent and counter hate speech and intolerance online and offline
4. To promote media literacy and digital citizenship and support youth participation in internet governance

To support monitoring and evaluation, basic indicators and means of verification were developed by an external consultant for each of the actors implementing the campaign. These groups of actors are:
6. campaign management, incl. European campaign secretariat & Follow-up Group
7. central online campaign, incl. community of online activists
8. institutional partners, incl. other Council of Europe departments and European bodies
9. national campaigns in the different country and regions
10. campaign partners, incl. European youth organisations and networks.

The proposed indicators incorporate the inputs collected at the 4th coordination meeting of campaign coordinators and activists on 23-25 September 2016 in Tirana, Albania. They were reviewed and adopted at the 11th Follow-up Group meeting on 20-21 October 2016 in Strasbourg.

The indicators and their means of verification are generic to allow the evaluation of the diverse practices and processes in the campaign. Each stakeholder in the five different groups of actors should work with the indicators applicable to their situation. The selected indicators will allow them to monitor and evaluate the results of their contributions to the campaign consistently.

The campaign secretariat has prepared separate documents for each of groups of actors the with the indicators and their means of verification applicable to them. All documents can be found on the [campaign site](#).

Objective 1
To support human rights education activities for action against hate speech and the risks it poses to democracy and the well-being of young people.

Expected results:

1.1 Hate speech is further recognised as an abuse of human rights and integrated in education for democratic citizenship and human rights education projects in both formal and non-formal contexts

Indicator of change	Proof
• Bookmarks in translated/ published/ distributed	Nr of bookmarks manuals distributed (incl. online downloads) Requests for copies of bookmarks received.
• Activists/multipliers are (re-)trained and form a network	records of active activist
• The level of NCC's / Campaign activities recognition at national / local level	public events where the campaign is Acknowledged by society and political leaders
• Human rights(education) approaches are main-streamed in all activities of the campaign	Activity reports, distribution and use of bookmarks
• Recognition of the logo	level of use of the campaign's logo by others / partners
• Interaction on social media and report of hate speech on Facebook and other social media	* web analytics
• Proportion of human rights education brought to schools and youth work in the country	Activity reports, confirmation of ministery for education/ teacher trainers feedback
• Increase in the use of tools incl. Bookmarks in national language, and level of integration in existing curriculum	Translation and distribution of bookmarks (incl. downloads)
• The amount and frequency of diversity-education in schools, business, and institutions and in the media.	Activity reports
• Nr. of Governments who include non-formal education for countering hate speech (incl. HRE) into the National Youth Strategy (2016-onwards)	
• Level to which diversity-education in schools, business, and institutions and in the media has moved from being an exception to regular topic and wide spread/ coverage over the country	Behaviour change interviews, Observation/analyses of media coverage and online posts of trained persons.

- Level of awareness and behaviour change of teachers, students and media regarding the risks/damage of diversity rejection of minorities (Jews, Roma's, asylum seekers, handicapped, certain religious believers, etc.)

- Proportion of high school students that testify to have been confronted with hate speech online (after they have become more aware of HR/HS (for ex. when educating with Bookmarks)

Behaviour change interviews, exit questionnaires and/or follow up questionnaire after trainings and workshops. Observation/analyses of media coverage and online posts of trained persons. Data from surveys/ research

1.2: A network of trained young human rights activists remains active for the values of the campaign and the mission of the Council of Europe in the member states

Indicators of change

- The extent to which national online human rights and No Hate Speech Movement activists are trained & participate, their level of activity

- Proportion of schools in the country where young people receive HR education including topics of the risks of hate speech and exclusion

- The quality of Training Courses has been increased - checking quantity and quality of trainers to events- so there is follow up on potential activists

Proof

records of training; levels of web-participation

Records of trainings/workshops; nr of school approached and their positive responses Behaviour change interviews with the trainers; analyses of evaluation results and content of training courses.

Objective 2
To develop and disseminate tools and mechanisms for reporting hate speech, especially online, including at national level.

Expected results:

2.1 Hate speech instances are regularly and systematically reported, notably at national level, wherever mechanisms for reporting and prosecuting hate speech are in place.

Indicators of change

- Nr. of media companies that act on HS, following interventions from the National campaign committee/partners
- Nr. Of regional event on reporting HS are organised in order to learn from shared challenges
- Nr. of universities and national institutions that work on reporting of hate speech that are included as national partner
- Functional national website, including examples, database, and link on how to report hate speech, incl. to the main European campaign sites on reporting hate speech
- Number of hate speech reports at HSW per language

Proof

Statistics, confirmation emails, screen shots

List of NCC members and reports on their involvement

- More hate speech reported by young people and the people working with them at European HSW or national equivalents.

- NCC made mapping of national mechanisms for reporting hate speech and makes results accessible for general (youth) public

2.2: The Hate Speech Watch is fine-tuned with the potential to be made permanent as a tool for people to report hate speech

Indicators of change	**Proof**
• Number of reports on HSW from NCC's and their partners and/or activists	
• Use of reports on the Hate Speech Watch as examples in training courses, events and public awerness raising initiatives of NCC's	
• Promotion of HSW as a tool in events and courses of NCC's and their partners	Reports of educational events.

2.3: A database of tools for action against hate speech is made available and promoted

Indicators of change	**Proof**
• Embedding of the central NH Campaign tools in national NHSM-website	counting reports of participation in awareness raising activities, in information providing activities, in participants of educational activities (peers, multipliers)
• Amount of voluntary time (VTR) and number of volunteers involved in NHS/HR promotion by using the NHSM-tools	
• Number of downloaded Bookmarks and other tools by teachers and youth workers	
• Number of followers on the Facebook page of the national campaign/ national website and engage with information reported from the European campaign, specifically related to tools	
• Resources and tools from NCC are shared with other NCC's and European campaign, promoted and made available for wide public.	

2.4 The legal grounds for combating hate speech are better known and used with the ECRI Recommendation on Hate Speech and the production of a compendium on how to use the Additional Protocol to the Budapest Convention

Indicators of change   **Proof**

If NCC works with journalists/ media companies:
- Nr. of journalists empowered to react, neutralise and recognise hate speech online and offline
- Nr. journalists who report on HR concerns related to hate speech online and promote inclusiveness

- NCC's are involved/consulted regarding changes or new laws on hate speech
- NCC's are involved/consulted in monitoring of enforcement of national law on hate speech
- Ministry of Justice is involved in the national campaign, (for example addressing hate speech concerning policy on discrimination / justice)
- Nr of reactions of general public on media articles and other content concerning hate speech and legal actions that can be taken.
- Nr. of NCC's that have disseminated information in the national language on the legal grounds for combatting hate speech - how to use the (Additional Protocol to the) Budapest Convention / the ECRI Recommendation on Hate Speech

records of training courses Newspapers articles, other media outings.
Records of local radio podcasts downloaded or streamed.

Recording and analyses of media articles and social media exchanges
Articles, flyers, social media information distributed and number of engagements etc.

Objective 3
To mobilise national and European partners to prevent and counter hate speech and intolerance online and offline.

Expected results:

3.1 New partners are involved, notably law enforcement agencies and national monitoring bodies, for a 'zero tolerance' approach to hate speech

Indicators of change

Proof

- Number of new actors involved since 2015

Letter of commitment, membership records, meeting attendance

- Diversity of actors in NCC and in the national campaign initiatives (NGO's, Youth NGO's, authorities, institutions)

membership records, Records from peer-group leaders

- Level of involvement of NCC partners/members in campaign initiatives

Use of logo, report on campaign, acknowledge partnership in public events, informed of European level and national campaign initiatives and aim to join

- The existence of a wide network of activists and campaign implementers in the country / in the region

Activity reports which include partners and their role

- Good coherence / smooth cooperation among all NCC members on national level; they have the same understanding
- Campaigning priorities and boundaries are communicated and understood by NCC-members and other local stakeholders

• Youth leaders and youth workers develop critical thinking skill through peer-education	Ex-ante and ex -post evaluations in training activities
• All members contribute with activities, initiatives, projects and financial support.	
• Amount of members who are given technical support from the NCC	
• Existing organisations working with vulnerable groups (to define per country) react and communicate at crisis moments or instances of HS targeting those groups and seek cooperation with campaign/ncc	records of monitoring group/personal change
• Public opinion about vulnerable groups targeted by hate speech changes positively	Analyses of media and social media coverage on these vulnerable groups. Response from general public regarding vulnerable groups during incidents/crisis
• Media plan/ strategy of law enforcement agencies and national monitoring bodies cover the campaign and/or promote zero tolerance to hate speech	
• Amount of financial support collected	
• Level of engagement of the national stakeholders with the European cause (being part of the team), and at the same time develop their own priorities.	participation in European Action Days
• Functional national website, including examples (also upload), database, and link with main European campaign to both sites	
• Primary government expenditures as a proportion of original approved budget, for those national departments/NGO's/Institutes that educate (formal or informal) on media literacy and digital citizenship and support youth participation in Internet governance, in order to prevent and to counter hate speech online.	

3.2 National campaign committees transfer the experience of the campaign to sustainable follow-up action at national and local levels

Indicators of change   **Proof**

• Level of activism (visibility, budget and other resources (like people/time) allocated	Google maps – visibility on what is happening; activity reports
• Number of young people involved	Feedback from participants of multiplication activities in notes/ interviews/ short questionnaire/s
• NCC offers of a diversity of activities to get trained/ to become involved	
• Continuation of the NCC (Campaign) despite the political changes in a country or region	
• Functionality and number of visits of the national campaign website and social media channels	

• Quantitative analysis of where online content outreach	Reactions of people to content provided
• The level of NCC's / Campaign activities recognition at national / local level	
• The number of independent initiatives outside NCC's planning but acting on the same topic	
• Changes in public policy and governmental action	
• Nr of traditional media coverage	
• Digital citizenship (including countering hate speech, Bookmarks) gets into the public education system	
• Number of organisations involved in NCC, Number and kind of projects realised by them	
• Number of national newsletter recipients and number of link in these newsletters clicked	web analytics
• For the national action plan collaboration charters are in place and functional, including reporting to NCC	reports received by NCC-coordinator
• Guidelines for projects are developed by NCC to help the members	
• Level of national participation in central Action Days (on voluntary base)	existence of guidelines

Objective 4
To promote media literacy and digital citizenship and support youth participation in internet governance.

Expected results

4.1 Research on the relation between young people and online hate speech informs youth, education and antidiscrimination policies.

Indicators of change	Proof
• Initial national (NCC) level of needs analysis (assessment) has been done, as is an inventory what is already done by certain stakeholders, so the NCC's know where are the national gaps they should address through the national campaign	
• Youth workers include hate speech issues (online/offline) as part of the content of their educational activities with young people	
• Attitude change in society can be observed: the number of young people having competences to behave different regarding hate speech online increases	Interviews youth workers/ educators/ peer to peer; Analyses of social media content and comment sections on internet.
• Events on combatting hate speech from NCC members and non NCC members are equally documented and used for research and analyses	Research data bases/results
• Increase of acceptance/ better cooperation with organisations/ religious communities regarding non-discrimination and NHS	accounts of public visibility of logo and the use of the word 'HS' in the country.

- Coverage: nr. of active ambassadors of NHS like trainers, bloggers, volunteers per city per province/ city
- Number of people engaged with online content local sites
- The danger of HS online and off line has become a topic of public discourse

- NCC's and/or its' members are involved in national internet Governance processes
- NCC's are consulted/involved in Youth and/or education policy planning.
- Hate Speech, Human Rights online and Internet Governance are topics covered in media literacy education

4.2: The expertise and competence of the Council of Europe to address hate speech and to support online youth participation is reinforced

Indicators of change   **Proof**

- The level of young people participating themselves, in defending human rights, online and offline
- Nr of youth involved in national campaigns that contribute to Council of Europe seminars and events to voice their perspective on issues related to Internet Governance
- Growing number of volunteers, dedicating more time to internet governance at European level and comment on Council of Europe policy processes

- Nr of NCC's that know, promote and contribute to the Council of Europe Strategy for internet Governance
- The concept of digital citizenship is drafted and includes HR education and countering hate speech in the National Youth Strategy and the Public Education Curriculum.