

ECRI

European Commission against Racism and Intolerance
Commission européenne contre le racisme et l'intolérance

Seminar with national specialised bodies to combat racism and racial discrimination

“Communicating on racism and racial discrimination”

26-27 February 2009
Strasbourg, AGORA – Room G03

PROGRAMME

Thursday, 26 February 2009:

Moderator: Ms Winnie SORGDRAGER, member of ECRI

SESSION 1: Setting the scene

9:00	Welcome by Ms Eva SMITH ASMUSSEN, Chair of ECRI
9:05 – 9:25	Communicating on racism and racial discrimination – main challenges, by Ms Claudia LAM, Acting Executive Secretary to ECRI
9:25 – 10:15	Discussion
10:15 – 10:30	Coffee Break

Moderator: Ms Johanna SUURPÄÄ, Ombudsman for Minorities (Finland)

SESSION 2: Communicating on racism and racial discrimination - developing a comprehensive communication strategy

10:30 – 10:50	How to develop a communication strategy and make it work, by Ms Tjessica STEGENGA, Managing Director, PLEON Belgium
10:50 – 11:00	<ul style="list-style-type: none">• <u>The French experience</u>: Ms Marylène COURIVAUD, Director of Communications, <i>Haute autorité de lutte contre les discriminations et pour l'égalité</i>
11:00 – 11:10	<ul style="list-style-type: none">• <u>The Irish experience</u>: Mr Richard FALLON, Acting Chief Executive Officer, Equality Authority
11:10 – 11:20	<ul style="list-style-type: none">• <u>The Bulgarian experience</u>: Ms Esen FIKRI, member of the Commission for Protection against Discrimination
11:20 – 12:30	Discussion

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12:30 – 14:00

Lunch Break

Moderator: Ms Martina KÖPPEN, Head of the Federal Anti-Discrimination Agency (Germany)

SESSION 3: Communicating on racism and racial discrimination – key partners and strategies – Part I

14:00 – 14:20

Who are the main stakeholders and how to get them on board?

- Presentation by Ms Lesley ABDELA, Eyecatcher/Shevolution

14:20 – 15:00

Key partners and strategies:

- Public institutions:
 1. Building partnerships with public institutions, by Mr Jozef De Witte, Director of the Centre for Equal Opportunities and Opposition to Racism (Belgium)
- Civil society:
 1. Building partnerships with non-governmental organisations, by Ms Mariëtte de HEIDE, Director of Article 1 (The Netherlands)
- Business:
 1. Building partnerships with the business sector, by Mr Jonas CHRISTOFFERSEN, Executive Director of the Danish Institute for Human Rights (Denmark)

15:00 – 15:45

Discussion

15:45 – 16:00

Coffee Break

Moderator: Ms Lesley ABDELA, Eyecatcher/Shevolution

SESSION 4: Communicating on racism and racial discrimination - key partners and strategies – Part II

16:00 – 16:40

Key partners and strategies:

- General public:
 1. Communicating with young people: defining their specific information needs, by Mr Johan EKMAN, Board Member of the European Youth Forum
 2. Good practice: The Equalitas Campaign, by Ms Ingeborg GRIMSMO, Head of Communications, Office of the Equality and Anti-Discrimination Ombud (Norway)

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- Victims of racism and racial discrimination:
 1. Communicating with victims of racism and racial discrimination: defining their specific information needs, by Mr Dieter SCHINDLAUER, Director of ZARA – “*Zivilcourage und Anti-Rassismus-Arbeit*”
 2. Good practice: Communicating with victims of racism and racial discrimination, by Ms Aneli JOYCE, Director of Communication, The Office of the Equality Ombudsman (Sweden)

16:40 – 17:45 Discussion

17.45 – 18:30 Reception

Friday, 27 February 2009:

Moderator: Ms Milica PESIC, Director of the Media Diversity Institute

SESSION 5: Communicating on racism and racial discrimination –working with the media

9:30 – 9:45	Working with the media: the “Speak out against discrimination” Campaign of the Council of Europe, by Ms Carole REICH, Campaign Coordinator
9:45 – 10:00	How to place diversity and issues related to racism and racial discrimination in the media, by Mr Tim WILLIAMS, Director, Projects-Direct.Net Ltd
10:00 – 10:15	Working with the media, by Mr Kamal AHMED, Director of Communications, Equality and Human Rights Commission (United Kingdom)
10:15 – 11:15	Discussion
11:15 – 11:45	Coffee Break

Moderator: Mr Michael HEAD, member of ECRI

CLOSING SESSION

11:45 – 12:00	Presentation of the main findings of the Seminar by the Rapporteur
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12:00 – 12:30	Discussion
12:30	Closing of the Seminar