

Hukuk Uyuşmazlıklarında Arabuluculuk Uygulamalarının Geliştirilmesi Projesi

The Project on Developing Mediation Practices in Civil Disputes

WORKSHOP ON THE DEVELOPMENT OF A STRATEGY/ACTION PLAN FOR PUBLIC AWARENESS AND COMMUNICATION

COUNCIL OF EUROPE PROGRAMME OFFICE IN ANKARA
R. Tagore Cad No 10/7 Yıldızevler Mah. Çankaya, 06550, Ankara
Tel: 312-468 8464

11 SEPTEMBER 2015

AGENDA

Objectives of the Workshop:

1. To finalise the **Communication, Public Awareness Strategy and Action Plan** to be used and disseminated in pilot jurisdictions for promoting mediation.
2. To finalise, in cooperation with stakeholders, the objectives, target groups, messages, activity calendar and action plan which will be constitute the basis of strategy.
3. To identify the tools in the way to meet the requirements for the access of women to justice, gender equality and needs of disadvantaged groups.
4. To identify the capacity of mediation centres in courthouses and training needs of the staff for the effective functioning of centres.
5. To develop a standard “**promotion kit/guideline set**” for mediation to be used in pilot jurisdictions.
6. To review the “**project indicators**” for the assessment of awareness.

It is underlined in the Council of Europe CEPEJ Guidelines for Mediation that not everyone should necessarily be supposed to know mediation even the mediation system is available and accessible by everyone, and it is therefore recommended that awareness raising activities on mediation should be organised for;

7. judiciary
8. lawyers, legal professionals
9. users of justice system
10. NGOs and professional organisations etc. and,
11. Public in general.

12. Awareness raising for general public:

- Articles/information in the media,
- Dissemination of information on mediation via leaflets/booklets, internet, posters,
- Mediation telephone helpline,
- Information and advice centres,
- Focused awareness programmes such as “mediation weeks”,
- Seminars and conferences,
- Open days on mediation at courts and institutions which provide mediation services.
- Internet
- Courthouses
- Universities
- Support to scientific studies on mediation and ADR mechanisms in universities, other academic institutions and mediation stakeholders
- Awareness raising included in training curricula

13. Awareness of the users/potential beneficiaries

- Members of the judiciary, prosecutors, lawyers and other legal professionals as well as other bodies involved in dispute resolution should provide **early information and advice** on mediation specific to the parties in their dispute.
- Diminishing court fees and legal aid for users
- Parties could be sanctioned if they fail to actively consider the use of amicable dispute resolution.

14. Awareness of the judiciary

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- Judges play a crucial role in fostering a culture of amicable dispute resolution. It is essential therefore that they have a full knowledge and understanding of the process and benefits of mediation. This may be achieved through information sessions as well as initial and in-service training programmes which include specific elements of mediation useful in day-to-day work of courts in particular jurisdictions.
- It is important to foster both institutional and individual links between mediators and judges.

15. Awareness of the lawyers and legal professionals

- Mediation should be included in the curricula of initial as well as continuous training programmes for lawyers.
- Bar associations and lawyers associations should have lists of mediation programmes providers and disseminate them to lawyers.
- Member States and Bar associations should take measures to create legal fee structures that do not discourage lawyers from advising clients to use mediation in settling disputes.

16. Awareness of non-governmental organisations and other concerned bodies

- Member states and mediation stakeholders are encouraged to take measures to raise the awareness of non-governmental organisations and other concerned bodies to mediation.

09:30 – 10:15 Opening

Opening remarks

Project Officer (Ms. Ozlem Demirel Cook) of the Council of Europe will provide brief information of the agenda and list identified issues in the Project interventions on communication and awareness.

Speakers:

- Mr Michael INGLEDOW, Head, Council of Europe Ankara Programme Office
- Ms Özlem Demirel Cook, Project Officer, Council of Europe Ankara Programme Office
- Mr Hakan Öztatar, Department Head, Mediation Department of the Ministry of Justice

10:15-11:15 1st Session: Professor Abdulrezak Altun (Communication expert)

Following the introduction of participants, Professor Altun will present the draft “communication strategy, public awareness and action plan” to be implemented in 6 pilot jurisdictions, and will hear comments/views of the audience.

Prepared and presented by: Professor Abdülrezak Altun

- **Elements of “communication and public awareness strategy” in mediation**
- **Target groups and analysis of groups-** *To identify the tools in the way to meet the requirements for the access of women to justice, gender equality and needs of disadvantaged groups*
- **Action plans according to target groups**
- **“Promotion kit/guideline set” for mediation**
- **Capacity of mediation centres and training of staff**
- **Evaluation of Communication and Public awareness strategy and action plan (at the end of the project) (indicators)**

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11:15-11:30 Break

11:30 – 12:30 2nd Session: Pilot implementation experiences for the promotion of mediation

Communication and awareness raising practices in pilot jurisdictions and proposals: What should be the standard practice?

- İzmir Mediators Association (20 minutes) – Ms Şerife Özcan Tekeli
- Ankara Courthouse in Mediation Information Centre – (20 min.) –Ms Gülay Açık Yıldırım-Ms Döndü Özbaş (court staff)
- İstanbul Mediation Association (20 min.)-Ms Dilek Yumrutaş

Participants will share their knowledge, experience, challenges and proposals on the promotion activities organised in mediation associations, bar associations, mediation centres in courthouses.

These experiences and proposals will be used in the finalisation of the strategy and action plan. They will also contribute to the model for the effective functioning of mediation centres within courthouses.

12:30 – 14:00 Lunch

14:00 – 15:45 3rd Session (continued) Innovative Approaches: Activities in courthouses, bar associations and mediation associations: Training of staff in mediation information centres, awareness of pilot judges, lawyers and mediators.

- **Development of the Communication and Awareness Strategy on the basis of training needs – Seminars in courthouses: Alternative Dispute Resolution Association, Ankara (30 min.)- Mr Şamil Demir**
- Informative seminars within courthouses for lawyers and mediators;
- Raising awareness of parties' lawyers in order to obtain their support and encouragement for mediation.
- Common mistakes made by lawyers in countries where mediation is well-developed, and raising awareness concerning these mistakes

In this session, participants will share their opinions and discuss about the training of courthouse staff and awareness raising for lawyers.

15:45 – 16:00 Break

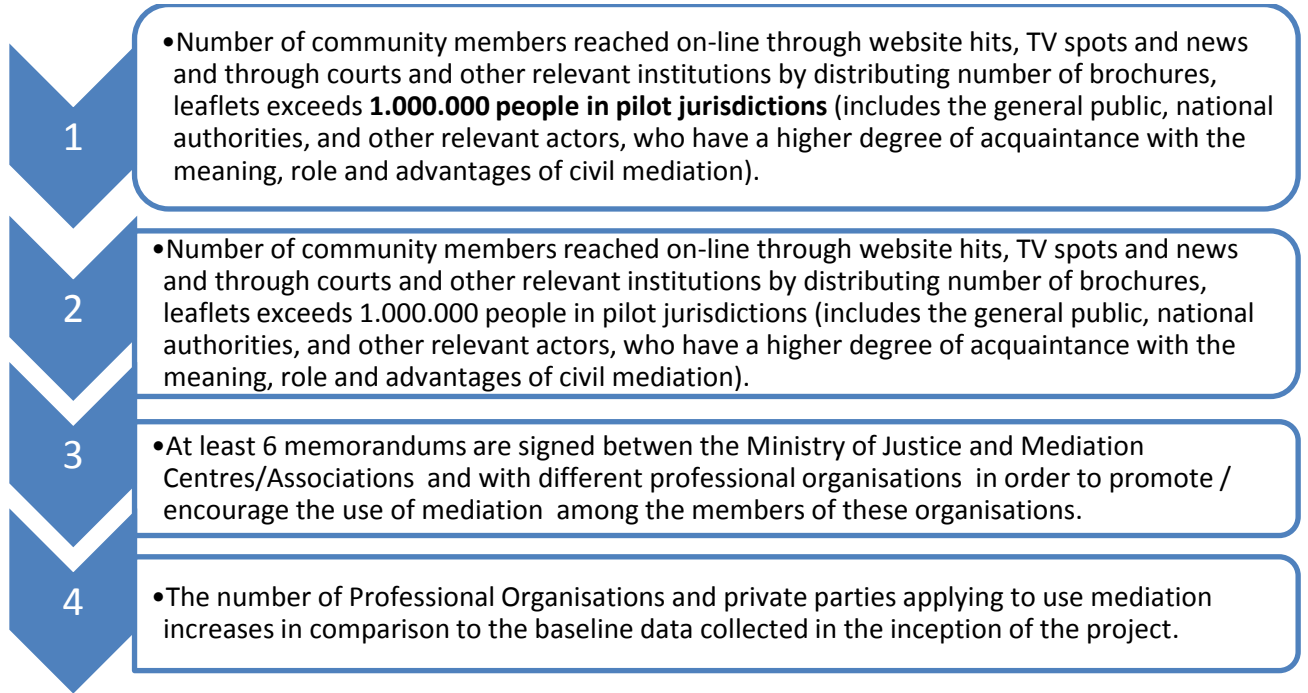
16:00-17:00 4th Session (continued) - Awareness and Promotion

Moderator: Prof Abdulrezak Altun: **Awareness raising activities and relevant project indicators: Action Plan, Activity Plan, Mediation Promotion kit/guideline set, Relations with the Media**

INDICATORS

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17:00- 17: 30 Results and further steps

In order to develop the proposals and recommendations conveyed by the participants, the moderator will make a wrap-up and present a work plan taking into consideration the discussions and issues agreed during this workshop. The participants will be invited to make further contributions and proposals on the work plan.