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Youth campaign for human rights online

**Concept for implementation
of the campaign
2016 – 2017**

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Executive summary

While the impact of new information technologies on all aspects of modern societies and human life has been very positive, new vulnerabilities of our societies have emerged through the growth of the Internet and social media. The Council of Europe’s No Hate Speech Movement campaign was set up to mobilise young people in awareness-raising and acting on the issues related to hate speech and human rights online. From 2013 to 2015 member States set up National Campaigns and took part in the European campaign to gain a better understanding of the issues young people are concerned with and ways forward to counter this challenge to human rights and democracy.

In May 2015, in the framework of the Action Plan on the fight against violent extremism and radicalisation leading to terrorism, the Committee of Ministers decided to continue the No Hate Speech Movement campaign until 2017. This campaign remains driven by the need to counter on-line hate speech in all its forms, including those that most affect young people, such as cyber-bullying and cyber-hate, racism and other forms of discrimination. The campaign is based upon human rights education, youth participation and media literacy.

The outreach and impact of the campaign in 2016-2017 will be especially enhanced through the inclusion of new countries, partners and activists, the reinforcement of educational activities, the development of tools for reporting hate speech and using counter-narratives to neutralise its impact. Close connections with other relevant projects and institutions in the Council of Europe, including the No Hate Parliamentary Alliance, ECRI, the Education Department and the Internet Governance Strategy 2016-2019, will maximise its impact beyond the youth sector in the Council of Europe and in member States.

This call for action to combat hate speech in all its forms with the active engagement of young people strengthens the Council of Europe’s overall mission for human rights, democracy and the rule of law across social and digital cultures.

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Introduction

To continue the youth campaign is an opportunity to consolidate and deepen the results of its first two years and also to correct some of its shortcomings. Converting this opportunity into reality is an imperative for the youth sector and for human rights activists in Europe today.

The campaign does not seek to ban hate speech, but rather to reduce its acceptance through awareness-raising, education and the empowerment of its targets, together with reporting, denouncing and exposing its consequences. The campaign responds to a socio-political need to address the growing danger and the impact of hate speech online and offline in today's societies, notably by demystifying the concepts of anonymity, impunity and inevitability. From 2013 to 2015 the campaign succeeded in raising awareness of the problem of online hate speech in the member States of the Council of Europe. The campaign, youth-led and youth-oriented, builds on the experiences of young people and their ability to use modern methods of communication and action for exercising democratic citizenship in multiple ways.

The sound application of evaluation processes¹ in the campaign has been useful for the planning policy and programme of its new phase. It provides the basis for the concept and features of the campaign in 2016 and 2017, especially with the view to secure its feasibility, adaptability and sustainability.

This document outlines the orientations until December 2017 elaborated with the contribution of the Joint Council on Youth, responsible for the implementation of the campaign by the Youth Department. It is a specific support to the implementation of the Council of Europe Action Plan on the fight against violent extremism and radicalisation leading to terrorism, especially regarding their prevention.

Background

The European campaign is being run by the Youth Department. Each member State was asked to set up and develop a campaign through a National Campaign Committee and to appoint a national campaign coordinator. They were recommended to connect and work in close relation with national governmental and non-governmental partners, especially those concerned by youth policy and youth work, human rights, Internet safety and education.

The Council of Europe provides coordination at the European level and the national campaigns pay due attention to their national contexts. National campaigns have been set up in 37 countries, in very diverse formats and with diverse impact. By September 2015 25 committees were still active; more are expected to be active until 2017.

The first two years of the campaign were a steep learning process for the actors involved, including the online activists trained in the European Youth Centres. This experience is a valuable asset to continue campaigning.

The campaign has achieved progress in key areas of policy and a certain level of political success, as well as increased campaigning capacity and competence on the topic of hate speech online. Results also include:

¹ This includes in particular the [conclusions and the recommendations](#) of the external evaluators and the outcomes of the Evaluation and Follow-up Conference "The End of the Beginning", Strasbourg, 28-30 May 2015.

- A network of national coordinators and online activists, true motors of the campaign
- An extensive group of committed partners at European level
- A shared sense of expertise and competence to address online hate speech
- A functioning online platform and an important outreach in Facebook and Twitter
- A collection of materials and tools that can be used further
- The institutional support and involvement of the leadership of the Council of Europe
- A widely recognised logo
- A resource for educational action against hate speech (Bookmarks) and a growing number of partners interested in its dissemination
- An unequivocal political recognition of the campaign's value and the support from the Parliamentary Assembly's No Hate Parliamentary Alliance
- A campaign strategy that allows for both individual and collective action
- The potential for linking with other programmes and plans of the Council of Europe.

Aims, Objectives, Expected Results

The campaign addresses and combats hate speech by mobilising young people as actors and multipliers for a culture of human rights and democratic citizenship, online and offline.

Objectives

1. To support human rights education activities for action against hate speech and the risks it poses for democracy and to the well-being of young people
2. To develop and disseminate tools and mechanisms for reporting hate speech, especially its online dimension, including through those 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.

Expected results

1. Hate speech is further recognised as an abuse of human rights and integrated in education for democratic citizenship / human rights education projects in both formal and non-formal education contexts
2. New partners are involved, notably law enforcement agencies and national monitoring bodies, for a “zero tolerance” approach to hate speech
3. Hate speech instances are regularly and systematically reported, notably at national level, wherever mechanisms for reporting and prosecuting hate speech are in place
4. The legal grounds for combating hate speech are better known and used with the ECRI General Recommendation on Hate Speech and the production of a compendium on how to use the Additional Protocol to the Budapest Convention
5. Research on the relation between young people and online hate speech informs youth, education and antidiscrimination policies
6. The Hate Speech Watch is fine-tuned with the potential to be made permanent as a tool for people to report hate speech
7. A database of tools for action against hate speech is made available and promoted

8. 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 member States
9. National campaign committees transfer the experience of the campaign to sustainable follow-up action on national and local levels
10. The expertise and competence of the Council of Europe to address hate speech and to support online youth participation is reinforced.

Approaches and principles of the renewed campaign

Based on the experience acquired, the campaign programme will be implemented in the respect of the approaches and principles:

- The respect of the autonomy of the national committees and a closer oversight by the Council of Europe of their composition and coordination with national strategies
- The renewal, enlargement and training of the group of online activists
- The mobilisation, through a “call for action” to combat hate speech, of partners and networks active against racism and discrimination and for human rights education
- Using Bookmarks as a basis for educational action, notably through its translation and disseminated in 20 languages and the training of 300 multipliers
- Addressing all forms of online hate speech and all communities targeted
- The recognition that most issues covered by the campaign do not relate to youth policy alone and require cross-sectoral cooperation at the national level. Examples on the role of youth work and law enforcement agents to combat segregation and other root causes of extremism will be explored and multiplied;
- Responding to ongoing political and social events in member States;
- Enhancing the role of youth work and youth policy for sustainable democracies
- Connecting with strategies and instruments in member States to combat hate crime, including law-enforcement agencies and specialised bodies, where they exist.

Campaign strategies

The campaign strategies adopted in 2013 will remain in place:

- The reliance on and support to national campaigns, hopefully implemented with the support of national campaign committees. This implies supporting new committees or campaign support groups in countries where they do not yet exist
- The usage of the [campaign platform](#) as the central point of the campaign, for online and offline actions, with a special focus and visibility to the Hate Speech Watch and the campaign in Action blog. The involvement and role of the online activists trained by the Council of Europe will remain very important
- A communication strategy making use of the presence on [Facebook](#), [Twitter](#) and [Youtube](#). A monthly [Newsletter](#) will be sent out to all activists. Flashnews will be issued every two weeks to link the stakeholders and decision-makers of the campaign
- The dissemination on Bookmarks and Human Rights Education to prevent hate speech and limit its impact

- The systematic presentation of the campaign in all Youth Department activities with clear possibilities for individual and collective action (*Call for action*).

In addition, the current strategy will be improved with the following **new or revised elements**:

- Closer and wider mobilisation of, and coordination with, European and strategic international and national partners, including e.g. the OSCE, Unesco, the EEA Norway Grants and the Anna-Lindh Foundation, with the purpose of building coalitions based on common purposes and values
- Better visibility to national actions and products for the Campaign, preparation of sustainable follow-up action after the campaign's official closure
- Focus on a limited number of Action Days and keep 22 July as a unifying Day for campaigning online and offline
- Make available adaptable curricula, modules and activities for usage of Bookmarks in and out of school and addressing various target groups
- Address a smaller number of specific issues and follow-up on processes already initiated, notably, antisemitism, antigypsyism, islamophobia/discrimination against Muslims, homo and transphobia, xenophobia and sexism
- Placing a specific focus on hate speech targeting, or related with, refugees and asylum-seekers
- Strengthen the reporting mechanisms of the Hate Speech Watch by completing the tool with "counter-narratives" that can be used by activists and by encouraging users to report cases of hate speech through national reporting systems or through the media networks concerned. Submissions to the Watch will be better visible and searchable.
- Incorporate a research dimension to strengthen the case for the campaign and improve effectiveness of the actions proposed
- Encouraging regional cooperation as a way to support national campaigns
- Associate closer the pilot projects of the European Youth Foundation to the national and European campaigns
- Support the implementation of the Internet Users Human Rights Guide in specific countries and support the Internet Governance Strategy of the Council of Europe
- A revamped Internet site for the institutional dimension of the campaign to improve internal visibility.

Steering and coordination mechanisms

The co-management bodies of the youth sector (meeting in the Joint Council on Youth) will set up a Follow-up Group with a clear mandate to support and monitor the implementation of the campaign. The invitation of partners with an observer status might be envisaged (e.g. OSCE, Unesco, Fundamental Rights Agency, ENAR, Anna-Lindh Foundation). The group should meet twice a year. Other Council of Europe services will be encouraged to work in synergy with the Youth Department on promoting the campaign.

Co-ordination meetings with national co-ordinators, activists and main partners will be organised at least once a year.

Specific working groups may be set up to increase shared ownership and coordination.

A sufficient and stable campaign secretariat in the Youth Department is essential for the campaign to work.

The recommendations of the external evaluators regarding staff and expertise will be taken into account for the monitoring and management of the campaign.

Programme of Activities and Budget

The draft programme of activities is enclosed as an appendix to this document. It may be regularly reviewed and updated according to the mobilisation of resources, the progress with implementation of the campaign and the decisions of the Joint Council on Youth.

Although the Ordinary Budget of the Council of Europe will include an envelope for this campaign, Voluntary Contributions' are requested from the member States in order to support the programme of activities (Appendix I).

Campaign materials

The implementation of the campaign will be supported by the re-edition of the brochure, and by the dissemination of Bookmarks. Other materials should also be produced:

- Publication on good practices based on 2013-2015 experiences
- Online counter-narratives to hate speech – simple, clear responses to most common forms of hate speech
- “Pocket guide” for the Campaign with a “Call for Action”
- A guide to videos and multimedia products available for the Campaign
- Pens, pins, flyers and stickers.

The member States are asked to translate the materials into the languages of their country and to disseminate them widely as possible.

APPENDIX I - Draft indicative programme of activities

The programme is composed of three main types of activities:

- Educational and training activities (Bookmarks trainings, training of activists and coordinators, thematic seminars)
- Coordination activities with activists, decision-makers, national coordinators
- Development of tools for online and off-line action and campaigning.

Each of them is strategically very important; the success of the campaign will depend on their quality and, especially, on their number as this will influence the effective outreach of the campaign. And this depends on the budget resources available for the campaign. The actual programme of activities will, therefore, be updated and changed, notably following the decisions of the Joint Council and the Programming Committee on Youth and the coordination with national campaigns and partners. “Pending funding”, in the table below, refers to activities which may be financed if extra-budgetary resources are secured (e.g. Voluntary Contributions).

Year	Activity	Funding Expected	Pending funding
2016	Preparation of “Good Practices” publication		X
	Seminar on sexist hate speech		X
	Regional Bookmarks training course	X	
	Study session at the EYC	X	
	Study session at the EYC	X	
	Strasbourg-based events (visibility)	X	
	Living Library activities	X	
	Meeting of national coordinators and activists	X	
	Publication of counter-narratives	X	
	Seminar on countering segregation and cooperation with law enforcement agencies		X
	Platform development		X
	Online coordinator	X	
	2 meetings of the Follow-up Group	X	
	Training workshop for activists and coordinators		X
	Campaign materials		X
	Improving and completing Hate Speech Watch		X
	4 Action Days		X
	4 Regional Bookmarks training courses		X
	Support to translations of Bookmarks	X	
	Meeting of EYF-funded pilot projects	X (EYF)	
	Seminar on antisemitism and hate speech		X
	Participation in Internet Governance Fora		X
Research work		X	
Meeting of national coordinators and activists		X	
Compendium of Council of Europe texts and case law on hate speech		X	
Support to targeted activities of national committees and partners		X	
2017	Regional Bookmarks training course	X	

Year	Activity	Funding Expected	Pending funding
	Study session at the EYC	X	
	Study session at the EYC	X	
	Forum on the Living Library	X	
	Meeting of national coordinators and activists		X
	Fact sheets to counter islamophobia and discrimination against Muslims	X	
	Seminar on countering segregation and roots causes of radicalism		X
	Platform development	X	
	Online coordinator	X	
	3 meetings of the Follow-up Group	X	
	Training workshop for activists and coordinators	X	
	Campaign materials		X
	4 Action Days		X
	4 Regional Bookmarks training courses		X
	Support to translations of Bookmarks	X	
	Participation in Internet Governance Fora		X
	Research work		X
	Evaluation and closing seminar		X
	Evaluation and reporting		X

APPENDIX II – Involvement of other Council of Europe sectors

The involvement of other sectors of the organisation is crucial to achieve results in some specific areas. Co-operation should thus be sought and negotiated on the basis of ad hoc proposals and with a clear role for each partner. Whenever relevant, the co-operation should also involve Steering Committees.

Possible cooperation could be foreseen as follows (no-exhaustive):

Institution/Sector	Possible domain for cooperation
Parliamentary Assembly	No Hate Alliance – support to national campaigns
Congress	Activities in/with specific towns/regions
Conference of INGOs	Coordination with Working Group on Hate Speech Possible invitee to the Follow-up Group
DG I – Action against Crime	Work with law enforcement agencies Research
DG I – Information Society	Compendium on measures for application of Additional Protocol to the Budapest Convention on cybercrime and encourage further ratifications Bookmarks and Users’ Guide translations and training Internet Governance
DG II – ECRI	Dissemination of the new General Recommendation on Hate Speech
DG II – Children	Action Day on Internet Safety Internet Literacy
DG II – Roma	Activities on combating antigypsyism and hate speech targeting Roma
DG II – SOGI Unit	Activities on trans and homophobic hate speech and multiple discrimination
DG II – Equality Division	Activities on sexist hate speech
DG II – Education	Links with the project Competences for Democratic Culture and Intercultural Dialogue and the project Digital Citizenship Education.

APPENDIX III - Terms of Reference of the Follow-up Group 2016-2017

The No Hate Speech Movement campaign has been prepared and implemented from 2012 to 2015 under the guidance and monitoring of a Follow-up Group set up by the Joint Council on Youth. The group had the status of a working group of the Joint Council. Its meetings and functioning were paid from the programme of the activities of the campaign.

The proposal of the secretariat and of the outgoing Follow-up Group is built on the experiences of three years of work. The role of the Follow-up Group remains largely unchanged, proposals of change in the composition, especially of the observers, are made in order to strengthen shared ownership and coordination with the stakeholders of the campaign.

Role of the Follow-up Group

The Follow-up Group, based on the guidelines given by the Joint Council on Youth, shall in particular:

- i. in the respect of the role and decisions of the Programming Committee on Youth, oversee the preparation and implementation of the European-level campaign activities and instruments
- ii. support and monitor the programme of activities of the European campaign, notably in relation to the objectives and expected results
- iii. make proposals for other campaign-related activities, notably in cooperation with other international organisations
- iv. advise on support of and action to be taken in relation to national campaign committees or campaign support groups
- v. make recommendations on ways to link the campaign with other Council of Europe initiatives related to hate speech, anti-discrimination, human rights education and Internet governance
- vi. prepare the evaluation of the campaign and conduct evaluation of single activities
- vii. advise the Joint Council on Youth on action required in the preparation, implementation, evaluation and follow-up of the campaign
- viii. report to the Joint Council on Youth on progress in the implementation of the campaign and recommend decisions where appropriate.

Composition

Members

The Follow-up Group shall comprise 6 members of the Joint Council on Youth:

- 3 members representing the European Steering Committee on Youth
- 3 members representing the Advisory Council on Youth

Observers

- a) Two national campaign committees
- b) One representative of the online activists and moderators
- c) Conference of International NGOs of the Council of Europe
- d) European Youth Forum
- e) European Youth Information and Counselling Agency

- f) European Youth Card Association
- g) European Steering Committee of Education Policy and Practice
- h) NGO Grants programme of the EEA and Norway Grants

The members of the follow-up group may further co-opt up to a maximum of 4 observers.

Duration of the mandate

The group shall function until the closing and evaluation of the European campaign, i.e. until Spring 2018.