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**Guidelines for  
National Campaign Committees  
and Campaign Support Groups  
2016-2017**

Document prepared by the secretariat of the Youth Department of the Council of Europe

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## THE NO HATE SPEECH MOVEMENT (2016-2017)

The [No Hate Speech Movement campaign](#) was launched on 21 March 2013 to raise awareness about the causes, manifestations and consequences of hate speech, especially online, and to equip young people and youth organisations with the necessary competences to combat it. Initially planned to run until 2015, the campaign was prolonged for 2016-2017 by decision of the Committee of Ministers of the Council of Europe in the framework of its [Action Plan against violent extremism and radicalisation leading to terrorism \(2015-2017\)](#).

Following this decision, and based on the results of the external evaluation and of the Evaluation and Follow-Up Conference (May 2015), a [concept for the upcoming two years of the campaign](#) has been adopted by the Joint Council on Youth preserving the ownership of the campaign by the partners of the youth sector of the Council of Europe.

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

Objectives	Expected results
1. To support human rights education activities for action against hate speech and the risks it poses for democracy and well-being of young people	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
2. To develop and disseminate tools and mechanisms for reporting hate speech, especially its online dimension, including through those at national level	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
	Hate speech instances are regularly and systematically supported, notably at national level, wherever mechanisms for reporting and prosecuting hate speech are in place
	The Hate Speech Watch is fine-tuned with the potential to be made permanent as a tool for people to report hate speech
	A database of tools for action against hate speech is made available and promoted
	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
3. To mobilise national and European partners to prevent and counter hate speech and intolerance online and offline	New partners are involved, notably law enforcement agencies and national monitoring bodies, for a ‘zero tolerance’ approach to hate speech
	National campaign committees transfer the experience of the campaign to sustainable follow-up action on national and local levels
4. To promote media literacy and digital citizenship and support youth participation in Internet governance.	Research on the relation between young people and online hate speech informs youth, education and antidiscrimination policies
	The expertise and competence of the Council of Europe to address hate speech and to support online youth participation is reinforced

## THE EUROPEAN CAMPAIGN

The No Hate Speech Movement has been described as a campaign of campaigns, because awareness-raising, education and action for change are best carried out at national and local level. It is important, however, to secure an optimal articulation and coordination between the European and national campaigns and directly among national campaigns (including cooperation at the regional level).

The “European campaign” is carried out and coordinated by the Youth Department of the Council of Europe. The Youth Department of the Council of Europe is responsible for:

- The coordination of the overall campaign in the Council of Europe, including the coordination with the various institutions and sectors of the organisation
- The oversight and support of national campaign committees and national support groups
- The mobilisation of international partners: institutions and international youth, human rights and antidiscrimination organisations
- The online presence and instruments of the European campaign
- The training and coordination of online activists
- Research and development of new tools for reporting and combating hate speech online at European level
- Educational resources and support to the translation of existent educational materials
- The programme of activities of the European campaign
- Campaign materials in English and French
- Reporting and evaluation of the overall campaign.

### Campaign secretariat

Currently the campaign is coordinated by the Head of the Education and Training Division of the Youth Department (*Rui Gomes*) – based at the European Youth Centre in Strasbourg. From January 2016 the secretariat should include a full time **campaign coordinator** and a **campaign assistant** (currently *Estelle Glessinger*). The secretariat is responsible for information about the campaign, including the campaign “institutional Internet site” [www.coe.int/youthcampaign](http://www.coe.int/youthcampaign)

An online coordinator (*László Földi*) coordinates the online activists and oversees the moderation of the online campaign tools.

The [online platform](#) of the campaign is hosted and serviced by *Latte Creative*, which is responsible also for the visual identity guidelines of the campaign.

## The Follow-up Group on the No Hate Speech Movement

The campaign is part of the Action Plan against violent extremism and radicalisation leading to terrorism adopted by the Committee of Ministers of the Council of Europe.

In the Youth Department, the campaign is run under the supervision of the Joint Council on Youth, expression of co-management in the youth sector of the Council of Europe. The Joint

Council on Youth has set up the Follow-up Group of the campaign to guide and monitor its implementation. The Follow-up Group:

- Oversees the implementation and preparation of the European level campaign activities and instruments;
- Supports and monitors the programme of activities of the European Campaign;
- Makes proposals for other campaign activities, especially in cooperation with other international organisations;
- Advisee on the support of and action to be taken in respect to national campaign committees;
- Prepares the evaluation of the campaign and of single activities;
- Makes recommendations on how to link with other Council of Europe initiatives;
- Advises the Joint Council on Youth on action required for the campaign good running
- Reports to the Joint Council on the progress of implementation of the campaign and recommend decisions where appropriate.

The Follow-up Group is composed of 3 member of the European Steering Committee on Youth and 3 members of the Advisory Council on Youth. It includes also, as observers, 2 national campaign committees, 1 representative of online activists; the Conference of INGOs, the European Youth Forum, the European Youth Information and Counselling Agency; the European Youth Card Association, the European Steering Committee on Education Policy and Practice, the NGO Grants programme of EEA and Norway Grants.

## National Campaigns (NCCs)

National governments – the entities responsible for youth - were invited already in 2013 to set-up national campaign committees according to guidelines provided by the Council of Europe. The committees should involve government representatives, youth organisations and other civil society actors, as well as other stakeholders such media channels and partners. In 2015, some of the national campaigns have closed while others are in different stage of re-definition or re-creation.

In 2015 the Council of Europe is re-inviting the governments, through the governmental youth authorities, to set up or decide on the continuation of the work of National Campaign Committees according to the guidelines in this document. National youth authorities should inform about their plans, the composition of the national committee and the coordinator/s of the campaign by **31 January 2016**.

In case there of no answer the Youth Department may recognise and support a national Campaign Support Group.

## GUIDELINES FOR THE COMPOSITION OF A NATIONAL CAMPAIGN COMMITTEE (NCC)

The national committees should bring together the main stakeholders concerned or already active in the various dimensions of the campaign at national level. This will secure the

creation of synergies, a deeper and wider impact and also the capacity to advocate at the political level for the issues of the campaign.

1. The following type of stakeholders should be invited to integrate the NCCs:

- National youth councils or similar platforms gathering at national level youth organisations
- Governmental agencies/bodies/authorities involved with antidiscrimination and antiracism issues, dealing with complaints of hate speech online and offline, media monitoring and regulation, Internet governance and regulation, human rights issues, as well as Youth and Education.
- Members of Parliamentary committees dealing with Youth, Human rights, anti-discrimination and media - including the members of the No Hate Alliance
- Members of the European Commission against Racism and Intolerance
- School students organisations and unions
- National coordinators of the programme of Education for Democratic Citizenship of the Council of Europe
- Teacher organisations or unions and networks for education for citizenship and human rights
- Human rights, minority and anti-discrimination non-governmental organisations and movements;
- Organisations, groups and movements involved with Internet governance
- Safer Internet Centres or similar institutions
- Online activists involved with the campaign at the European level
- Organisations that have received funding from the European Youth Foundation in the period 2013-2015 for activities in the framework of the campaign;
- Organisations that have received funding from the EEA Norway Grants to work on the topic of hate speech, where applicable;
- Organisations of targets and victims of hate speech and hate crime
- National branches of European partners in the campaign (European Youth Forum, European Youth Card Association and European Youth Information and Counselling Agency);
- Internet and media related businesses and organisations and organisations involved in media monitoring at national and regional level;

All stakeholders that have been already involved in previous NCCs and Support Groups, and given that they proved commitment, should be invited for the NCC.

2. The NCC should have a document outlining the role, responsibilities of the committee, its mandate, structure, members, working methods and decision making procedures, ways to become/cease being member of the committee.
3. A national action plan for the campaign should be drawn by the committee.
4. The documents regarding functioning, composition and action plans should also be communicated to the Youth Department of the Council of Europe.

The National Campaign Committee should ensure a contact person – or **national coordinator** - for communication with the Council of Europe.

An evaluation of the work of the NCC in 2013-2015 should be realised and its results taken into account for the new composition and working methods.

## **GUIDELINES FOR NATIONAL CAMPAIGN SUPPORT GROUPS (CSG)**

National Campaign Support Groups may be set in organised in the absence of a governmental response or the decline of the governmental authorities to take up the continuation of the campaign. CSGs are organised by non-governmental organisations, be they youth organisations and/or other type. The CSGs should still strive in their activity to involve governmental authorities as partners.

The CSGs are subject to approval/recognition by the Youth Department of the Council of Europe which may propose specific conditions according to the situation of the country. The National Support Group also should nominate a **group coordinator** and a contact person in relation with the Council of Europe.

## **GUIDELINES FOR THE RENEWED CAMPAIGN**

A good planning of the new campaign should include:

1. Setting up of national objectives of the campaign for the next two years;
2. Identification of a national plan of activities that supports the national objectives, which can also include activities organised by partners and members in the national campaign committee and activities to be supported through national grant making opportunities, as well as advocacy and research activities undertaken;
3. Mobilisation of financial resources and fund-raising plan;
4. Human resources plan (including how to mobilise and work with volunteers);
5. Communication strategy: including a communication plan for the campaign (visibility, PR), but as well internal communication and communication with the Council of Europe;
6. Monitoring and evaluation strategy;
7. Identify how to best make use of the support offered by the Council of Europe and other partners.

The Youth Department of the Council of Europe suggests the following steps when planning the ‘new’ campaign taking into account the new directions established at European level.

### **1. Evaluation and needs assessment**

- a) Carry out an evaluation and needs assessment of the campaign at national level focusing on gathering information in respect to: processes, results and impact, changes at policy level, resources available as a result of the campaign until 2015;
- b) Review research on hate speech, youth, internet, discrimination and racism that could provide you with new directions/information.

### **2. Strategic directions to be integrated at national level**

#### ***Human rights education as response to hate speech***

- a) Integrate human rights education activities at national level including training courses based on Bookmarks;
- b) Foresee measures for the translation of Bookmarks in the languages used in the country;

- c) Foresee measures to integrate the topic of hate speech in human rights education activities and programmes in formal and non-formal education contexts and provide education and training support. (i.e. teacher training)

***Hate speech reporting and monitoring***

- d) Gather information about who is responsible to deal with hate speech complaints;
- e) Disseminate information in a user friendly manner on how young people and Internet users can report to national authorities and Internet and social media providers instances of hate speech and hate crime;
- f) Ensure support to monitoring of hate speech at European level on specific topics selected of common agreement;
- g) Ensure partnership and common educational and awareness raising activities with law enforcement agencies and bodies responsible for dealing with hate speech and hate crime complaints.

***Digital citizenship and youth participation***

- h) Ensure online presence of the campaign at national level
- i) Identify if there are National forums for Internet Governance and support youth participation
- j) Identify media and internet literacy needs and address them through educational and advocacy programmes

***Cross-sectorial cooperation***

- k) Identify policy gaps in respect to internet governance, reporting and prosecution of hate speech and hate crime, media and digital literacy, human rights education and potential advocacy objectives and cooperation areas.

***Regional cooperation***

- l) Check with NCCs in the region if there are issues or strategic cooperation (training courses, platforms) where cooperation can take place.

***Communication strategy***

- m) Make use of the visual identity package of the No Hate Speech Movement;
- n) Make plans for internal communication among NCC/NSG members;
- o) Plan and appoint someone to ensure communication with the Council of Europe (for reporting but as well to ensure that all opportunities are made use of).

**Please consider!...**

Inviting members of the **No Hate Alliance** to important activities and meetings of the NCC. Encourage them to hold a meeting or hearting about online hate speech (or the campaign) in the national parliament.

Contacting education authorities and schools to introduce training or education activities based on **Bookmarks. EDC coordinators** can be particularly relevant and helpful.

Liaising with your national member of the European Commission against Racism and Intolerance (**ECRI**) in order to connect with work on hate speech at national level. Getting involved in national strategies or programmes on, for example, combating racism and antisemitism, (cyber) bullying, Roma inclusion, gender equality, children rights, Internet governance...

## **Support from the Council of Europe**

The Youth Department of the Council of Europe offers:

1. Coordination of the overall campaign;
2. Support to NCC/CSG to engage with other Council of Europe entities and with partners of the campaign (international institutions and organisations);
3. Organising regular coordination and training meetings for members of the National Campaign Committees;
4. Making available tools, educational materials and campaign materials for the NCC/NSG to translate and use in their activities;
5. Institutional and educational support to activities and work of the NCC/NSGs;
6. Visibility to national actions through online platform of the Council of Europe.

The working methods for coordination and communication will be regularly reviewed during the meetings of national coordinators and online activists.

## **Role of activists and partners**

### **Online activists and Online Campaign Coordinator**

An enlarged group of online activists, young volunteers from entire Europe, support the campaign online coordinated by Online Coordinator. Their responsibilities include:

- Ensuring the update of the No Hate Speech Movement online platform, with a particular focus on the Hate Speech Watch and the blog Campaign in Action
- Ensure constant update of the social media channels of the Movement;
- Ensure online engagement of young people, youth workers, trainers, etc. with the online platform;
- Ensure online presence and articulation of the European Action Days;
- Act as liaisons and provide visibility to the National campaign activities and work.

The work of the online activists is further articulated here.

### **Campaign Partners**

The campaign has mobilised some 65 partners at national, regional and international level. The partners shape their role and participation in the campaign by organising activities and actions on the topics of the campaign, supporting and taking part in European Action Days and in many other ways, organising activities in cooperation with the Youth Department, being members in the Follow-Up Group of the Campaign.

The logos of the partners have been placed online on the platform, visibility and recognition for their actions has been given.

A minimum package of visibility on partners' websites *will be ensure for the 'new' campaign.*

## **SOME EXAMPLES OF NATIONAL COMMITTEES**

### **Norway**

The National Campaign Committee included 22 organisations in Norway that met in roundtable once at minimum once per quarter. It also established a National Working Group of 9 organisations to coordinate the work and ensure the smooth running of the campaign. The National working group met once per month. The Campaign Committee also included stakeholders from formal education sector and media. The committee had a government contact person and also served as contact point with the 22 July Victims Support Group.

### **Serbia**

The National Campaign Committee was established by the Ministry of Youth and Sport, who also took the leading role in the campaign and ensured initial funding for the campaign activities, as well as staff. The Committee involved other governmental representatives from: Ministry of Education, Science and Technological Development, Ministry of Culture and Information, Ministry of Labour and Social Policy, Ministry of Justice and Public Administration, Ministry of Interior, Ministry of Health, Ministry of External and Internal Trade and Telecommunications.

8 NGOs, including the National Youth Council, were part of the Committee along with human rights organisation, Special Prosecutor's Office for War Crimes, and media stakeholders, Colour Press Group, and a researcher from the Institute for Philosophy and Social Theory.

The committee was chaired by the State Secretary of Youth and Sport and coordinated a civil servant from the Ministry of Youth and Sport and a youth NGO representative.

The committee was organised in three working groups following the directions of the campaign: online, offline and legislative, and met at least once per month.

### **Poland**

The youth authority launched a competition to select a youth organisation to run the campaign in the country following the guidelines of the Council of Europe. Young Journalists' Association 'Polis' won the selection and ensured the coordination of the campaign.

The National Campaign Committee included representatives of governmental bodies from the Ministry of Education, Ministry of Administration and Digitalisation, Ministry of Sport, Bureau of the Government Representative for Gender Equality, Centre of Development of Education, Bureau of the Council of Europe in Poland, Bureau of Education of the Capital City of Warsaw, and Institute for Jewish History. It also included about 30 non-governmental organisations (among which the EEA Norway Grants operator), about 15 youth organisations from all over Poland and 2 media stakeholders involved also in safer internet projects.

The committee, entitled a national campaign alliance, was coordinated by the National Campaign Coordinator and it met about twice per year. The coalition was a horizontal structure without any hierarchy.