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**EUROPEAN COMMITTEE ON LEGAL CO-OPERATION
(CDCJ)**

104th plenary meeting

16-18 June 2025

Strasbourg, Palais de l'Europe, Room 7

**PROMOTION OF THE COUNCIL OF EUROPE CONVENTION FOR THE PROTECTION
OF THE PROFESSION OF LAWYER**

(Item 12 of the draft agenda)

Document prepared by the Secretariat
Directorate General Human Rights and Rule of Law – DGI

Introduction

1. Promoting the new Council of Europe Convention for the Protection of the Profession of Lawyer is crucial for ensuring better impact. A good strategy enables targeted outreach to key stakeholders, including governments, legal professionals, and the public.
2. Promotion as outlined below is designed to raise awareness, drive advocacy, and encourage signature and ratification of or accession to the Convention. Through a combination of media engagement, digital campaigns, high-profile advocacy and other events, promotion aims to build momentum, secure commitments from states, both within and beyond the Council of Europe, and ultimately reinforce the protection of lawyers as vital actors in the justice system.
3. In addition to a general communication strategy organised in coordination with the Council of Europe Directorate of Communications, a number of promotion events are contemplated or could be planned with the involvement of the CDCJ.

1. General communication strategy

4. The target audience of the general communication strategy is by essence broad, ranging from the authorities to lawyers and from civil society to the general public. For the purpose of building support and awareness, and amplifying the message certain activities can also target academics, researchers, and law students, or media professionals, including through different social media.
5. Different activities were organised in connection with the adoption of the Convention and its opening for signature:
 - Social media campaigns by using platforms currently used by the Council of Europe like LinkedIn and X, to reach different target audiences with different tailored messages, sharing updates, and calls to action.
 - Media outreach within different member states, though distributing press releases and engage with journalists to ensure good coverage of the Convention internationally or within the specific member states.
6. Other activities have already taken form or could be contemplated at a later stage:
 - A dedicated webpage was created. It will be developed further progressively, with resources, FAQs, explanations and updates being cross-referenced with the Council of Europe Treaty Office's website and information they provide regularly on signatures, ratifications and translations into non-official Council of Europe languages.
 - Co-operation with law schools, bar associations and civil society organisations, but also for other interested public officials, could be organised to raise awareness about the Convention.
 - Advocacy toolkits and materials could be prepared. A leaflet and video were already produced to explain the Convention's importance and how it works. It will provide legal professionals and advocates with materials to promote the Convention locally.

2. Awareness-raising events

7. A series of events are already planned in connection with the adoption and the opening for signature of the Convention to bring attention to it, including for states which are not member of the Council of Europe. Many of these events will be organised in close co-operation with the CCBE, in accordance with the Memorandum of Understanding with the Council of Europe:

- Event co-organised by the CCBE and the Council of Europe in Brussels in early April in the presence of the President of the European Court of Human Rights.
- Event at the ministerial meeting in Luxemburg on the occasion of the opening for signature on 13 May 2025.
- A side-event during the 59th session of the UN Human Rights Council (16 June-11 July 2025, Geneva), involving Council of Europe member states as organisers and non-member states as co-sponsors, and organised in co-operation with the International Bar Association (IBA) and the CCBE.
- The European Lawyers' Day, which is an initiative of the CCBE, on 25 October 2025 will focus on the Convention.

8. Some events under the aegis of the CDCJ are already planned or could also be organised at a later stage:

- A conference is to be organised in the margins of the 104th plenary meeting (16-18 June 2025).
- A side-event could also be organised during one of the part-sessions of the PACE.
- A webinar could be organised to have a more global outreach together with the IBA, the CCBE and the UN Special Rapporteur on the Independence of Judges and Lawyers.
- Depending on the availability of resources, a stand-alone conference could be organised in 2026.
- Promotion package (leaflet, advisory note, etc.) could be made available to CDCJ members so that they use them in their various contacts with delegations from states beyond the Council of Europe.