

ECRI's 2020 Seminar with Equality Bodies

Joining Forces to Communicate the Equality and Diversity Message

Concept note

This seminar will explore the ways everyone involved in the fight against racism and intolerance can communicate more effectively and how ECRI, equality bodies and other stakeholders can join forces to increase the impact of our communication on promoting equality and fighting racism and intolerance.

Communicating the message of equality and diversity widely and well is essential if we are to successfully grow support for the human right to equality and non-discrimination, influence change leaders and raise awareness.

Yet the challenges have grown over recent years. Some of this is due to a climate where the very idea of human rights is questioned. This also stems from changes in the media scene, with traditional mainstream media challenged by online news; public service media coming increasingly under attack and media diversity eroding. Other challenges result from overt attempts to manipulate audiences through propaganda, micro-targeting and using social media to hijack messages, as well as from the way online news can create “echo chambers” that magnify and spread false news and hate speech.¹

The seminar will start by focusing on the basics: how to identify different target audiences, which messages to communicate and how best to communicate those messages. It will then turn to the development of communication strategies as strategic tools to shape and guide communication work (§ 34 of [ECRI's General Policy Recommendation No. 2 on Equality Bodies](#)). The seminar will look at examples of good practice, followed by a session on using the Internet and social media, including to target young people. The second day will focus on how to better cooperate and how to mutually reinforce the impact of our communication.

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¹ See [Nils Muižnieks \(2019\), Moving Forward: Increasing ECRI's Impact](#): §§ 9 et seq.



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