

Good practices on communication

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4th session

Good practice: examples of successful communication



Good practices on communication

WITH SPECIFIC ATTENTION ON HATE SPEECH

Why is it important?

Hate speech, when used to discriminate, stigmatize and denigrate, weighs on everybody, but even more on *the most vulnerable groups*.

It does not allow its targets, to be treated equally or perceived positively from the society. As a result, they:

- remain stereotyped and marginalized;
- become precluded, not included, practically socially excluded;
- receive unequal opportunities and means (educational, cultural, economical, social and political).

What are the challenges?

- The institution of the CPD has been viewed as:
 - a newly build small institution,
 - with a nonconsolidated role in the state structure or society.
- The mediatic climate in Albania is very polarized and politicized and Human Rights do not make news.
 - Time dedicated on TV related to social issues has been very short and secondary;
 - Some human rights protected and promoted are not popular.



TELLING YOUR PERSONAL STORY, YOUR OWN PREJUDICES AND WHAT HAPPENED THAT YOU MADE A CHANGE.

- At an ERA (Equal Rights Association) Conference held in October 2019 in Tirana, I was invited as a key note speaker. It was there where among other I publicly admitted to have had prejudices toward LGBTI community as a whole.
- This was due to the culture of the society I have been raised, and its very negative, violent and contemptuous opinion toward homosexuals and transgender people.
- Of course this came natural, as I was part of this environment till the age of 18.
- Fortunately, I had the possibility to study in a western country, well consolidated and with a strong stand on the protection and promotion of human rights.
- I was part of new society, of course affected of its prejudices, but very committed on the understanding of the quintessence of the human rights.
- At times I was subject to prejudice, which helped me to understand how it does feel firsthand, but also to realize how immature of me was to consider people from their belonging and not for what they really were.



COMBATTING HATE SPEECH UNION MAKES POWER

- Sometimes we might feel really small and helpless in combatting hate speech.
- Mostly, because we see that it is widespread.
- Specifically, because we see that frequently hate speech is used from eminent politicians and public figures.
- Frankly, because not rarely we might be subject to attacks, aiming to delegitimize our institutions.
- What we can do?
- Build alliances. Of course with civil society, but also with other institutions which have the same nature of ours or directly interested on the issue.
- In Albania this approach has brought to the creation of the No Hate Alliance, between People's Advocate, Audiovisual Media Agency, the Council of Media and the CPD, aiming to unite forces when it comes to joint declarations condemning hate speech.



USING INTERNATIONAL TOOLS

- Albania is a country eager to adhere at the European Union.
- Generally, Albanian institutions, politics and public opinion do believe in the EU and in international organizations.
- People are more keen to understand and accept messages if they are forged by international organizations.
- CPD is part of EQUINET (European Network of Equality Bodies).
- In May/2019 EQUINET published a recommendation on combatting discrimination and hate speech in election campaigns.
 - This recommendation was translated in Albanian and was delivered to the highest institutions such as Parliament, Central Election Commission, People's Advocate, etc., and posted in their websites.
 - It was also sent to all political parties.
- In June/2019 Albania held its local elections and no cases of hate speech were reported during the electoral campaign.



CREATING A DEDICATED SPACE FOR ANTIDISCRIMINATION WHILE GETTING CLOSE TO THE LOCALITIES

- In February 2020, we celebrated the *10th anniversary* of the passing into law and establishment of the institution of the Commissioner for Protection from Discrimination.

To promote this event we organized *The Antidiscrimination week*, aiming to make people talk about equality, tolerance and antidiscrimination at a large scale in different cities, institutions and mediatic spaces.

Activities:

- ✓ seminars in universities;
- ✓ expositions;
- ✓ theatrical performances;
- ✓ sports competitions;
- ✓ Interviews, articles and TV debates.
- ✓ closing event at the Albanian Parliament (with representatives from international agencies and local NGOs, religious institutions, etc.)

Main goals:

- ✓ Promoting human rights and emphasizing positively the most vulnerable;
- ✓ Promoting CPD regional offices;
- ✓ Spreading messages and giving echoes to the events also through local media;
- ✓ Testing the impact in order to engage to annual antidiscrimination weeks.



IN CONCLUSION

- For a new institution such as CPD, operating in a very politicized climate where the political parties monopolizes all media spaces and public opinion, is important to:
 - ✓ Use media space and particular moments to give personalized messages in order to explain where the real problem stands;
 - ✓ Create alliances with similar bodies and institutions interested in the same issues;
 - ✓ Use all possible instruments that are proven effective in the specific context.
 - ✓ Be in the field and use the potential of local media.
 - ✓ Create a dedicated space to promote equality.
- Frequent and consistent presence in traditional and social media on hate speech and its consequences:
 - make people talk, reflect and better understand the problem that hate speech creates in the society, and
 - serves as a path to change things for the better.



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CPD - Albania

Questions?

Comments?

**THANK YOU
FOR YOUR ATTENTION!**

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