

Real equality – Indicator 4: Communicating and promoting human rights and equality

You may wish to consider talking to your media or communications team or equality department about good practice in the field of accessible communications and if this can be brought into the project, for example, in the design of any leaflet or poster that may be produced or in how you approach publicizing events on social media. You can also read more from the Council of Europe on the importance of [community media](#).

Inspiration from other cities

The city of Turin, Italy, hosted a [2-day workshop](#) on intercultural communication and mediation for Italian city officers and policy makers in 2018 on the theme of “Explaining interculturality: how do you present, discuss & defend intercultural policies at the local level”. The workshop addressed two main questions: how to effectively communicate intercultural policies and strategies to citizens and how to engage in constructive dialogue at round tables, district meetings and neighbourhood events.

In [Sabadell](#), Spain, the project “Sewing our rights” is inspired by a reflection on the Universal Declaration of Human Rights. Women from Sabadell meet to share their experiences and sew them. Each work is accompanied by an article of human rights legislation. Workshops take place in civic centres, and women are encouraged to share their stories with other women in the neighbourhood. Works were exhibited at the civic centre where the workshops took place.

[Ansan City](#), Republic of Korea, runs a multicultural newspaper project with a local media company providing non-nationals with a range of information about the city twice a month. It has a circulation of 20,000 copies. The city also runs classes to teach residents how to use YouTube, social networks, and blogs to publish their own materials.

In [Paris](#), France, the House of Journalists is a governmental association that welcomes refugee journalists who have fled their home countries. The organization helps them through all the stages of their asylum process and gives them the means to express themselves freely.

The Municipality of [Cascais](#), Portugal, has created a webpage to share the stories of persons with migrant backgrounds who are residing in the city. Any group of two or more persons where one of the participants is born in Cascais and the other person is not, can share their stories on the website. There, they can tell the story of how they arrived in Cascais, how they met the other person in the presentation, about their lives and the interaction in their city. The storytelling is done in text with supporting images.

This is an extract from the guide “[How intercultural is your policy or project](#)”. For all indicators, checklists, and good practice, please see the full guide.