



DDCP-YD/CHS (2012) 5

Strasbourg, 9 July 2012

## **Young People Combating Hate Speech On-line**

Making on-line public space safer by mobilizing young people for human rights, launching a media youth campaign against hate speech in cyberspace and elaborating policy guidelines

### **Follow-Up Group**

First Meeting  
European Youth Centre, Strasbourg, 21 – 22 June 2012

## **Draft Report List of Participants**

Agenda points are treated as discussed in the meeting. A list of participants is appended to this report.

### **1. Opening of the meeting and adoption of the agenda**

The meeting was opened by Rui Gomes and a round of introduction of participants was done.

### **2. Role and status of the group**

The group was created at the initiative of the Joint Council on Youth based also on the conclusions of the Consultative meeting held in January 2012. One important role of the group is to advice and support the implementation of the project, particularly the campaign, especially because the project proved to be more complicated than initially assessed when the Advisory Council proposal came in 2011. This is not a formal group. The group reports back to the Joint Council.

The group will have to take major decisions in respect to the scope of the project and the approach to be taken. It also provides political legitimacy and also provides support by linking with the youth organisations in the Advisory Council, the European Youth Forum and also the member states.

The composition of the group was decided by the Joint Council on Youth:

- 2 members of the Advisory Council on Youth;
- 2 members of the European Steering Committee on Youth
- 1 representative of the European Youth Forum

The group is supported by the Secretariat and, if needed, other experts and/or stakeholders can be invited to the meeting.

### **3. Presentation of and update on the implementation of the project**

#### **3.1. The mapping studies**

Two mapping studies have been concluded: one focuses on projects against hate speech, both online and offline and formulates a series of important recommendations to be taken into account when implementing the project. The second one focuses on campaigns on-line against hate speech, but as well promoting human rights and formulates a series of recommendations concerning the campaign. The studies have been distributed to the members of the group.

A third study focusing on the relation between hate speech and freedom of expression, and the underlying causes to be addressed: racism and discrimination will be finalised in August 2012.

#### **3.2. The consultative meeting**

Took place in January 2012 and brought together different stakeholders to the project and various expertises. It proved that not much experience exists on the topic specifically even though it is true that both the Council of Europe and different organisations have worked on specific aspects (i.e. work on hate speech, racism and discrimination – Council of Europe, work with online hate –INACH, etc). The consultative meeting formulated recommendations for the improvement of the project and its implementation. The report of the consultative meeting was put at the disposal of the members of the Follow-up group.

#### **3.3. The training course for bloggers**

Two rounds of training have been foreseen for the project, aiming to create a network of 60 young bloggers and online activists. The first group was selected in April 2012 and had its first residential training course in May 2012. There are 30 participants in the course, out of which 2 from non-European countries. 2 participants could not make it to the residential training course, but they are still taking the course online.

The structure of this first course is the following:

May 2012 – Residential seminar EYCB

May – December 2012 – E-learning for all participants aiming to further develop their competences;

May – December 2012 – at the initiative of participant, group monthly actions online on specific human rights issues.

Participants have also developed project ideas to be implemented in the upcoming months. After December 2012, they will have a peer educator role in respect to the second group of bloggers and are expected to take a lead in the campaign. There is no second meeting foreseen for this group.

The group is highly motivated and particularly diverse. There is a high level of competence, but what is missing is the specific work on hate speech online. The participants are highly motivated. Strong interest on LGBTIQA issues, less vocal on racism. While we want the participant to contribute to the campaign and lead it, we are also unable to send a clear message about the campaign; therefore this meeting is also needed to clarify for participants the role they could take.

#### 3.4. Orientations of the statutory bodies, including the role of European Youth Foundation

European Youth Foundation – has it as a priority and has received applications for Category A and pilot projects, not so much in Category B, mainly from organisations which have worked with EYF before.

Resources to run the project are limited particularly in respect to human resources. Two calls for secondments have been made, unsuccessful. Calls for voluntary contributions have also been launched, only 2 contributions have been received from Belgium and Finland amounting 28000 euro.

EEA Norway grants who want to focus on hate speech for next 2 years in their funding for 15 EU member states. There is a possibility that projects of participants in the LTTC or of partners within the campaign are to be funded through their grants.

The Programming Committee has set aside 100.000 euro for the project, and it is waiting for the Follow-up group to propose how to make best use of it.

#### **Proposal for the use of the money of the European Youth Foundation**

1. Campaign preparation generally (visuals, PR, logo, website – concept/identity of campaign, strategy of running online campaign) – 20-30.000 euro to be devoted. Terms of reference – Rui.

2. Campaign coordination – consultancy contract – approx 10.000-20.000 euro to be reserved – the contract to become operational in October 2012.

3. Survey and launching seminar – to be supported through the voluntary contributions.

4. Involvement of NGOs and blogger network:

– Launch a special call for NGOs for small projects in 2012 aiming at consultation, collection of good practices and build of national coalitions. These would be standard projects to be realised and implemented at national level. These seminars/meetings could bring potential coordinators for the campaign at national level and would prepare the campaign at national level. Even if no follow-up in 2013 they would still be success as they would place that speech on the agenda of youth organisations. These would range between 2000-5000 euro/project.

– Micro-grants for development of educational approaches to deal with hate speech online: i.e. Meeting of trainers to develop e-learning units; small training courses, etc. These would range between 3000-5000 euro/project.

A line of funding to be launched in September concerning micro-grants to develop innovative ways of dealing with hate speech (i.e. app on Facebook, online game, etc). This should be open to students and launched in cooperation with Pestalozzi and colleagues from Education. Rui and Antonia interested to develop it.

*Attached to the document the consolidated proposal to the Programming Committee working group. See Appendix no. 1.*

#### **4. Links with the Council of Europe work on Internet Governance and cybercrime**

A presentation of the project was realised for the CDMSi and several countries expressed interest in the project. A good cooperation is established with ISM Directorate of the Council of Europe. A lot of effort has been placed into presenting and informing about the project at different events.

A workshop was realised at the EuroDiG conference in Stockholm in June 2012 and the Youth Department also contributed to the New Media School organised by the European Youth Forum next to the event. A workshop is also planned for the Internet Governance Forum to take place in Baku in November 2012.

An important cooperation is done with the Norwegian EEA EFTA grants in organising a high level conference on hate speech in Budapest, preceded by a training course on hate speech online for bloggers and activists. The Youth Department cooperates on both events.

#### **5. Review of the strategic objectives and resources of the project**

The objectives were revised as it follows:

The project aims to combat racism and discrimination in their online expression of hate speech by equipping young people and youth organisations with the competences necessary to recognize and act against such human rights violations.

The specific **objectives** include:

- To mobilise young people and youth organisations to stand up for human rights by taking action against racism and discrimination in online space, with a particular focus on hate speech online;
- To engage with young online activists and youth organisations in order to develop competences and tools to take action for human rights in online space;
- To map different forms and perceptions of hate speech online, their impact on young people and ways to address them;
- To create a network of 60 human rights activists and train them in online campaigning against racism and discrimination;
- To develop and run an online campaign against racism and discrimination, with both a national and international dimension;
- To contribute to the democratic governance of Internet, by developing guidelines for policy and practice with young people and youth organisations;

#### **Expected Outcomes:**

- awareness-raising of hate speech online (and links with HR, racism and discrimination)
- put hate speech high on the agenda of youth organisations and youth policy in Europe
- empowerment of young people in relation to the internet as public space for citizenship action
- ensure that the views and concerns of young people in relation to Human Rights online are taken into account in policy processes and forums;
- young people are involved in the campaign and have a broad range of tools and methods to draw on when they encounter hate speech online
- guidelines for education and action against hate speech online, with a focus on media literacy and critical awareness included here
- showcase of best practises/success stories on website
- network of HR online activists and bloggers, resource persons and experts

The project uses as reference definition the definition of hate speech of the Council of Europe.

## **6. Media campaign: key messages, means and process of preparation and management**

The group focused the discussion on the objectives of the campaign and the process of preparation and management.

The campaign aims to:

- motivate, engage and mobilise young people to take action against hate speech online
- Create a sense of urgency; support/involve youth organisations in taking action against hate speech online.

The campaign targets:

Young people from the 47 member states of the Council of Europe who are active on-line as mainstream Internet users and members of social networks; the primary age groups concerned are 15 to 25 year olds.

The campaign should involve young people and youth organisations as main partners and stakeholders. They

Further steps in developing the campaign:

1. launch a call for companies, groups, media professionals to make proposals for the visual identity of the campaign and the strategy to implement the campaign; The tender should include: slogan, visual identity, key messages, online presence and ways to involve target group (i.e. website, social media presence, apps and games to be developed, etc.), means to ensure sustainability of the campaign, evaluation and monitoring strategy. The tender should favour a fresh young approach. The call could be restricted. We should expect results in September 2012 and a decision by October 2012. The campaign will be mainly in English, we should keep in mind the possibility of translating the main messages in other languages.
2. The winners of the bid should be invited for the October seminar which should also include a 'pitch' of the initial ideas.
3. There is a clear need to have a consultant working to coordinate the campaign and be based within the Secretariat. A second call should be launched in September for a consultant to support with ensuring the necessary political presence and the coordination and logic of the entire campaign, an additional task would be to ensure the full online presence. This could be a separate consultancy contract.

*See Appendix no. 2 for the Call for expressions of interest for the identity and strategy for a European online youth campaign against hate speech.*

## **7. Preparation of the main activities in the 2012 programme**

The consultative meeting and the studies recommended the realisation of survey among young people on the question of hate speech and the perception of hate speech.

Two surveys to be realised:

1. An online European –wide survey to be launched this year. This should be an easy, quick survey for which the analysis should not be too complicated. This survey also aims to actually support the preparation of the campaign by gathering a community of interested young people. This is to be done via an online survey tool, i.e. Survey Monkey.  
Shannon and Rui will prepare the basic questions for this one by 14 July 2012. The questionnaire should stay online until 30 September; some primary results should be presented in the October seminar.
2. National based surveys would be more extensive and would provide a model of good practice,

done by the rules of sociological research. The European Pool of Researchers could be contacted to develop a template questionnaire that could be focused on more specific issues from country to country. These surveys should be ready for distribution at the end of September.

#### **Brainstorming for survey questions no. 1:**

- definition/understanding of HS online
- experience of HS online
- how should we deal with HS online
- Which groups are subject to HS online?
- Have you even done something online that could qualify as HS?
- projects you have knowledge of working against HS
- where is HS speech online (sites)
- Does HS online affect your online life?
- what do young people regard as acceptable/unacceptable forms of HS
- how do you deal/respond to HS online
- question about freedom of expression and HS in balance
- Do you think support is needed?
- British report page 51
- merge questions in groups thematically
- closed, short questions best
- basic demographic data (internet use, country of origin, residence...) based on age groups 13-17, 18-25, 26-30

#### **Promotion of the survey:**

- Language must be very simple to enable higher participation.
- at least have the 'teaser' in all the languages
- this is a concrete place for the Advisory Council to contribute
- signature line underneath every email, Facebook and spamming contacts, training course participants and past database, EYF beneficiary database, youth forum, national youth councils, schools;

*See appendix no. 3 for the draft Guidelines for the survey.*

#### **Launching Seminar – planned for 9-13 October 2013**

Involves 50 people for 3 days, the secretariat will try to move the later in October. This is an event where project is to be presented to the public, to potential partners (national-European). It is essential that the results of the tender for the campaign and the results of the survey are available.

#### **Aims/objectives of the event:**

- to present the campaign and gather feed-back from the main stakeholders ('pitching')
- to create the sense of urgency among stakeholders highlighting the importance of acting (sense of urgency)
- to rally partners and involve stakeholders than we've already involved (i.e.: service providers like Google – a moment to sell the idea to them)
- key note speeches
  - o Gavin Titley could be a key note speaker on racism (also going to CDEJ summer university)
  - o freedom of expression
- The results of the seminar should clarify the way the campaign should be organised.

## **Participants:**

- Statutory Bodies representatives;
- youth organisations and national youth councils;
- CDMSi members;
- ISPs & business community;
- Human Rights Commissioner and the Chair of ECRI (European Commission Against Racism and Intolerance); PACE;
- Ensure we have at least 1 person per country;
- 50-80 people

## **Targeted participants:**

- CDMSi – Rui
- CDEJ/CCJ, youth orgs, NYCs – through call
- ISPs/business/content providers – invitations,
- Letizia has contacts in Brussels
- people who were in Stockholm – make info available to the people who were there
- kids online ???
- participants in the Consultative meeting
- Norway + EEA grants – Rui
- ERYICA, EYCA
- EU commission – Safe internet programme
- School networks (Access, Pestalozzi) – Ruxa

## **TC Bloggers**

Next measures for Group 1:

- learning process to continue until December 2012;
- visibility should be given to the group;
- ensure their participation to different events in the project;
- projects should be supported and developed in order to integrate in the overall project.

Group 2:

- selection process to be launched 1<sup>st</sup> September, dead-line for application to be after the seminar;
- e-learning to be launched in November 2012; seminar planned for April 2013.
- To be coached by participants in group 1.

What is the role of the participants?

- consulting them to see what they would like to see strategy for the objectives as defined;
- consult them on their role; there is potential for group action, but as well for individual action.
- Give visibility to the different kinds of initiatives they have taken.
- Ensure their connection with Statutory bodies representatives

### **3. Visibility materials, Internet site and other support measures (discussed under other points)**

Ruxa to ensure by the end of July visible presence online of the project and the training course.

- general info about project
- campaign will have it's only website/hub to be advertised here
- call for seminar to be launched as soon as possible.

### **4. Review of the programme for 2013**

The programme of activities for 2013 has been already approved by the Programming Committee and it includes:

- Training Course for bloggers
- resources for project internet site/follow-up for bloggers
- 2 meetings of the follow-up group
- 2 international seminars on specific matters of hate speech (not defined)
- Campaign conference (voluntary contributions to support)
- Money for the campaign
- support to network of bloggers/activists online
- activities in member states through voluntary contributions

5. Dates and place of the next meeting

The next meeting will take place on 10, 11, 12 September (2 days and 1/2) in Strasbourg.

6. Evaluation and closing of the meeting

## **LIST OF APPENDICES**

- 1-** Proposal of the Follow-up group to the Programming Committee for activities to be funded by the European Youth Foundation;
- 2-** Call for expressions of interest: Identity and strategy for a European online youth campaign against hate speech
- 3-** Guidelines for the survey

## **LIST OF PARTICIPANTS**

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