



DDCP-YD/CHS (2013) 11

Strasbourg, 26 March 2013

Youth Campaign against Hate Speech Online

Follow-Up Group

Third Meeting

European Youth Centre, Strasbourg, 22-23 January 2013

Room 5.1

REPORT

1. Adoption of the agenda

The proposed agenda was adopted with some changes in its order. Some points were changed according to the flow of the discussions and depending on the availability of colleagues. The meeting was chaired by the members of the Follow-up Group. Laurence Hermand, for the CDEJ and Shannon Stephens for the AC shared the role of chairing during the meeting.

2. Role, status and composition of the group

The Terms of Reference as adopted by the Joint Council were reviewed. There was one request from an international organisation to join the Group. This was discussed in the end of the meeting. (See point 12.)

3. Update on the implementation of the Project

The Secretariat presented all activities that have been implemented so far and are in progress of implementation.

The Secretary General endorsed the Campaign, and announced it in Budapest in November. The institution is strongly behind the Campaign. A lot of support was announced by various partners but no concrete agreement has been made yet. Facebook and EEA Grants stated their intention to support the Campaign. A ground research is in progress. The reaction of youth organisations in the preparatory phase shows a great interest in the Campaign objectives. There are 700 organisations that are in the contact list of the Campaign. They receive regular information. The most important task at this stage is to promote the setting up of national campaign committees. Governments seem to need more time and information. Two study sessions also contributed with ideas and proposals to the Campaign. There is a continuous communication with ELSA and to involve law students in different stages and events of the Campaign.

Challenges and opportunities: The theme – Hate Speech Online - is a challenge itself, it is not clear for many people, identifying hate speech online is not easy. The online Campaigning competence of the Council of Europe is limited. It is in lack of resources (financial and human) that could mobilise the Campaign. However the Council of Europe is able to maintain the minimum conditions for the preparation with the help of the voluntary contributions of the member states. There is a constant time and deadline pressure. Launching the Campaign will give extra motivation and will create a domino effect to join the Campaign. The Secretariate is aware that this Campaign will be a learning proces for all actors much more than in previous campaigns.

Conclusions:

- a) The secretariat will prepare a summary of the EYF granted projects.
- b) The Council of Europe will further discuss with ELSA about the possible use of the results of the essay competition in the Campaign.
- c) Outcomes and proposals of the study sessions will be compiled.
- d) The Council of Europe, in cooperation with the French-speaking Belgium, will organise a training workshop in Brussels before the European launching for committes and national campaign coordinators (mostly CDEJ members) about the Campaign. The secretariat will send more detailed information about what governments can and should do.

- e) The Follow-up Group members will also play a role in motivating other memberstates and advocating for the Campaign.

4. Internet governance

Elvana Thaci, the representative of the Internet Governance Unit, DGI – Human Rights and Rule of Law introduced the work of the Council of Europe in this respect. The Strategy 2012-2015 was adopted by the Committee of Ministers on 14 March 2012. Lines of action (for details see distributed brochure or download document¹):

A recommendation is under preparation that will recognise the public value of the Internet. Different elements of the Strategy are realised in different units of the CoE. There is an Action Plan connected to the Strategy which will be provided to the members of the Follow-up Group. A committee of experts are working on the Compendium of existing rights. They will open their drafts for consultation. 21-22 March will be the next meeting of this group in Strasbourg. There will be also a Ministerial Conference on Media and Information Society in Belgrade, and hate speech may be on the agenda.

Conclusions:

- a) The secretariat will propose the Internet Governance Unit to involve youth representatives through the Campaign into the Ministerial Conference to take into account the results of the Campaign when working on the Compendium on Human Rights and link with experts in Serbia.

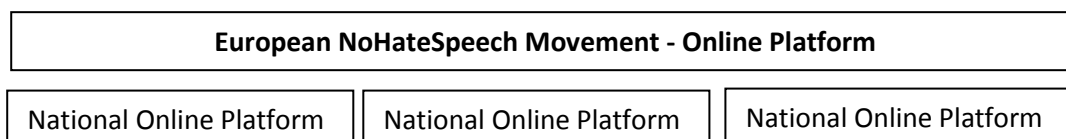
5. Presentation of Campaign visual identity and online tools (Latte Creative)

For details of the presentation see Appendix 1.

Valentine Carta presented the state of affairs of the preparation of the online Campaign tools and replied to questions of the members of the Follow-up Group.

Conclusions:

- a) The visual identity and the online tools were adopted. National campaigns will be able to develop their own platform (based on the same engine produced by Latte Creative), or can also use the European platform with adding a language possibility.



- b) National campaign committees can receive all visual templates for translation, and all online tools for building the national platform. European and national platforms will not be connected. However, common research, evaluation and statistics will be considered at later stage.
- c) Based on the accepted visual identity, further tools will be developed: banners, poster, email signature. The online community page will give the possibility to use the original “Hate Me too” solidarity concept as well.

¹

- d) Users must be able to use different media hosting sites to upload content. So besides Youtube and Instagram other media host sites must be involved. Russian and Spanish speaking social media sites should also be considered.
- e) Achievements and success stories will have to be added to the landing page. There must be a Take Action button on the HateSpeech Watch. The concept of the Take Action button will be developed by the Secretariat.
- f) There will be a Facebook page for the Campaign linked to the online tool. Moderators are also handling the Facebook page and Twitter account.

6. Objectives, strategy and methods of the Campaign.

The secretariat presented the Campaign objectives which were supported by the group.

- a) raising awareness
- b) supporting human rights online
- c) decrease levels of acceptance of hate speech
- d) mobilizing youth
- e) mapping out hate speech online
- f) building solidarity

Conclusions:

- a) Latte is not responsible for any content aspect; the campaign secretariat is..
- b) The strategy to reach these objectives should be based on a step by step approach. The main tools are online tools and educational tools. Actions are better placed on national level for legal, linguistic and cultural aspects. The secretariat will send a one page explanation to members states on what they are expected to do.
- c) Moderators should be familiar with different linguistic, cultural and national backgrounds. Moderation policies should be developed by involving the Follow-up Group and the selected moderators. The age limits of moderators will be 18-30. Moderators should receive some kind of allowance for the expense related to the work they are expected to do. The secretariat will first find the online community manager and some volunteers to start with and on the second phase is to recruit the other moderators. The secretariat will send an open call for moderators in February or March. Moderators will work in waves for a certain period of time, allowing changes in the group.
- d) Lower age limit for the registration shall be 13 in the European context, unless there is a special regulation in the member states which defines the age limit for participating in online social media. Real identity is priority. Institutions can also register as user.
- e) There is already a Facebook group which is primarily used by the Council of Europe as well, the one that was initiated by participants of the Budapest workshop. There are other groups as well.
- f) There will be three primary educational tools. The online learning tool on hate speech, the online campaign toolkit for organisations and an online Campaign package for schools. The Toolkit for activists was postponed and taken off from programme and budget list. Translations of the toolkits can be done by national campaign committees.
- g) The European Youth Capital 2013, Maribor could be involved to host one of the events
- h) The evaluation criteria will also have to be developed in 2013. Results of the ground research shall be presented in the Launching event.
- i) Study sessions will be closely connected to the Campaign, in light of the reports they produce.

- j) A working group will be set up in the next Follow-up Group meeting to prepare the the European Campaign Conference.
- k) National Seminars will be presented to the CDEJ members and NCC coordinators in March. Council of Europe offers trainers, travel expenses of international participants (national contribution is local costs).
- l) NGOs can apply for financial support to EYF and EEA, YiA, this information should be available on the coordination website of the Campaign.

7. National Campaign Committees

The secretariate presented what happened so far, and what information was provided by member states. Some CDEJ members state not having yet received the letter from the Director General. The Belgian representative explained the situation in Belgium : there will be three subcommittees and a coordination committee. Montenegro is waiting for the nomination of a new director. Contacts to CDEJ members and to NGOs that were involved in the Campaign preparatory activities are all available on the Campaign website.

Conclusions:

- a) A workshop for CDEJ members and national campaign coordinators will be organised. The Belgian governmental member of the Follow-up Group offered to host this meeting in Brussels on 13-14 March.
- b) The secretariat will send a one page document to governments (examples, expectations, tools). The secretariat will consider calling CDEJ members if there is no reaction.
- c) Secretariat will produce a calendar and notification system to national campaign coordinators on the Campaign coordination site.
- d) The fact that the European launching will be on 21st March does not mean that all national campaigns should be launched by this date. It was agreed that the deadline for establishing national campaign committees is June 2013.

8. Launching Event

It has not yet been designed, so the Group brainstormed on the basic principles: It should be a media focus event, a simple ceremony. The main launching will be online. It should be linked with other internal events (study sessions), involving also local young people. The online elements could include online flashmobs, webinars. European youth organisations could be involved. The Secretary General of the Council of Europe should be involved. It should remain low budget. The involvement of Facebook, Google and other important private actors should be considered. Young people should be present.

Conclusions:

- a) The Follow-up Group set up a task force to design the launching composed of Shannon Stephens, Dariusz Grzemny and Sergio Belfor.

9. Joining the movement

A visual element should be given for partners/supporters of the Campaign. The Follow-up Group agreed with the secretariat's proposal for formalising the joining to the movement by organisations, especially European ones.

ERYICA informed that is going to support the dissemination of information at its general assembly is in Turkey.

EYCA suggested that in some countries their members could be part of the national committee or support group, especially in cases where the governments would not be able to set up a committee. The organisations should also be provided with materials such as a template for a poster that can be customised .

10. Budget and resources and programme

The secretariat presented the appended document (**DDCP-YD/CHS (2013) 7.**) on programme elements and budget and the following decisions and changes were made. For the revised budget tables, please see document Budget and Programme of Activities (**DDCP-YD/CHS (2013) 7. rev**)

Conclusions:

- b) Staff costs should have the priority to ensure the minimum level of administration and coordination on the European level. A campaign coordinator and half time secretarial assistance are required.
- c) In relation to the production of Campaign tools the following should have priority:
 - Campaign introductory brochure online and offline,
 - poster in online design
 - online learning module
 - online Campaign toolkit for organisations
 - online Campaign package for schools
 - research study online.
- Other elements of the 2nd table of the provided document 7 should only be produced if relevant financial resources will be available.
- d) According to the 2013 programme activities the following changes were agreed regarding the financial constrains of the Campaign:
 - the online teaser campaign should be costless
 - there should be more than 3 Action Days
 - European Action Days will have one budget
 - there will be a training workshop for CDEJ members and camapign coordinators
- e) As for activities in 2014; an expert meeting on online hate speech and a seminar for experts to discuss potential policy outcomes should be added. Follow up on projects supported by EYF in 2012 and the future of the online tools (property of the CoE) after the Campaign will be decided later. Follow up to the camapign will be organised in the direction of online youth work and activists, 2 national seminars shall be considered
- f) The secretariat will provide a table with the amount of Voluntary contributions that can be spent in 2013.
- g) Priorities will be revisited int he next meeting.

11. The role of European Youth Foundation

The Foundation can support youth projects with local impact connected the Campaign in 2013.

The Foundation still has 19.000 Euro to support the Campaign strategy from the decisions of the Programming Committee. In relation to the needs and proposals made for support of the EYF to the campaign management and preparations in 2013, the secretariat had proposed;

- To dedicate up to 40.000 € for consultancy services for the Moderation Coordinator of the Hate Speech Watch;
- To devote up to 15.000 € for consultancy services of a media consultant for the first two months of the campaign
- To devote up to 20.000 € to support the training, communication and expenses of decentralised Hate Speech Watch moderators.

The Follow-up group agreed with the general terms of the proposal and entrusted the secretariat of the Foundation to prepare the draft decisions for the Programming Committee and, if necessary, to negotiate alternative solutions. In the doing so, the Follow-up group also stressed the following:

- Priority should be for the Moderation Coordinator because this is a crucial role for the online campaign to function;
- The existing 19.000 € may be split, at the start and if necessary, between the media consultant and the Moderation Coordinator;
- The 20.000 € for expenses of decentralised moderators should be organised in the form of grants to youth organisations.

12. Other decisions

- a) The Group decided to set its next meeting for 21-22 May (from afternoon 21 to end of the 22), and another meeting on the 17th October (one day after the statutory meetings).
- b) IGLYO expressed their interest in joining the Follow-up Group, and other organisations may follow later. The motivation of these organisations is very important however. The Group decided not to accept requests like this in general and instead invites all organisations who are motivated to take part in the organisation of the European Campaign to take the lead and care of one of the European Action Days in a thematic approach. The secretariat will make a proposal about which days and themes can be possible, and which organisations can be addressed.
- c) There is no need to have a formal chair of the Follow up Group. There will be email communications and it is important to acknowledge the receipt of these emails.
- d) Report to the Joint Council. The secretariat will prepare a report to the Joint Council in April. The Follow up Group members should be involved in the preparation of the report to be able to present it.

13. Evaluation of the meeting

All members of the Group expressed their gratitude to be part of this group and were in general satisfied with the preparation and the outcomes of the meeting, and are very motivated and inspired to work further on the Campaign.

- a. Positive comments: lots of progress were made, the atmosphere was very constructive and positive, the presence of Latte Creative was highly appreciated, the stronger presence of CDEJ members is very helpful,
- b. Aspects to be improved: receiving documents earlier, regular updates to Follow up Group members (on budget, programme, national committees), members of the Group can also lobby and advocate for the Campaign

LIST OF PARTICIPANTS

Members

Advisory Council on Youth (CCJ)

Ghofran Ounissi, Forum of European Muslim Youth and Students Organisations (*apologised*)

Shannon Stephens, European Youth for Action

Sergio Belfor, United for Intercultural Action

European Steering Committee on Youth (CDEJ)

Laurence Hermand, French-speaking Community of Belgium

Aleksandra Mitrovic-Knezević, Ministry of Youth and Sport of Serbia (*apologised*)

Salih Arikan, Ministry of Youth and Sport of Turkey

Observers

Letizia Gambini, European Youth Forum (*apologised*)

Dariusz Grzemny, consultant/trainer

Saša Petrášová, European Youth Card Association

Jelena Miljanic, European Youth Information and Counselling Agency

Guest

Valentina Carta, Latte Creative

Secretariat:

Elvana Thaci, Internet Governance Unit, DGI-Human Rights and Rule of Law (tbc)

Tina Mulcahy, Acting Head of the Youth Department

Jean-Claude Lazaro, European Youth Foundation

Laszlo Földi, secretariat of the campaign, Youth Department

Anca-Ruxandra Pandeia, Mara Georgescu, Educational Advisors, Youth Department

Rui Gomes, Head of Division Education and Training, Youth Department