



DDCP-YD/CHS (2014) 8

Strasbourg 11 February 2014



Youth campaign for human rights online

## Follow-Up Group

Fifth Meeting  
European Youth Centre, Strasbourg, 13-14 January 2014

**Report of the Meeting**

## CONTENTS

1. Opening of the meeting and adoption of the agenda.....	2
2. Updates on the implementation of the European campaign .....	2
3. Feedback from the Joint Council on Youth.....	6
4. Review of the state of preparations of national campaigns.....	7
5. Meeting with the Director General of Democracy.....	7
6. Review of the objectives and expected results of the campaign .....	7
7. Planning of the draft programme of activities for 2014 .....	7
8. Internet governance matters.....	10
9. Publications and campaign materials.....	10
10. Role and composition of the Follow Up Group in 2014-2015 .....	10
11. Conclusions and report to the Joint Council on Youth .....	11
12. Dates and place of the next meeting .....	11
13. Any Other Business.....	11
Appendix 1.....	12
Appendix 2.....	13
Appendix 3.....	14
Appendix 4.....	16
Appendix 5.....	18
Appendix 6.....	19

### 1. OPENING OF THE MEETING AND ADOPTION OF THE AGENDA

The meeting was opened by Rui Gomes.

After of introduction of the participants and apologies from the absentees, the agenda was adopted. The European Youth Forum tried to take part in the meeting via telephone and vision conference but the technical conditions were too poor.

Ghofran Ounissi (Advisory Council on Youth - CCJ) and Laurence Hermand (European Steering Committee on Youth - CDEJ) co-chaired the meeting.

### 2. UPDATES ON THE IMPLEMENTATION OF THE EUROPEAN CAMPAIGN

#### 2.1. Regional seminar in Serbia

The first regional training seminar took place in Belgrade, Serbia, from 27 to 30 June 2013, co-organised with the Ministry of Youth and Sport of Serbia, gathering around 25 members, each country being represented by four participants. The training was very successful because it helped in raising awareness, exchanging experiences and practices and helped as well in thinking of the ways to make the campaign more specific to the Balkan area.

As an outcome of the seminar, a regional coordination committee for the campaign was set up. It is expected to meet for the first time in February.

Ena Nikolic informed the group about a regional bus project which will tour the countries in the region, including a stop-over at the European Youth Centre Budapest.

They hope that the project can be co-funded by the European Youth Foundation.

The Follow-up Group suggested adding Austria to the trip, especially if it would add visibility to the campaign in Austria during the Austrian chairmanship of the Committee of Ministers.

## 2.2. International forum in Azerbaijan

The two-day forum was held on 27 and 28 September 2013. Around 150 participants were gathered for the launching of the campaign in Azerbaijan, including 10 international participants, mostly national co-ordinators. This was a very important activity, during which the objectives and results of the Azerbaijani campaign were set, the issues encountered by other national committees were presented and a group of youth activists, journalists and bloggers was put in place. Azerbaijan is considering hosting the NHSM Youth Meeting in 2014.

## 2.3. Workshop for co-ordinators in Brussels

The two-day workshop was held on 9 and 10 October 2013. It gathered 29 national campaign committees to discuss the campaign, share experiences and concerns. Belgian organisations were also present to share their experience and motivate the campaign co-ordinators. The EEA Norway Grants took part in the programme and shared valuable information about their NGO programme.

The Follow-Up Group thanked the Belgian French Community for hosting the seminar and stressed the importance of such meetings to secure co-ordination with national committees.

## 2.4. International seminar in Portugal

The seminar took place on 16 and 17 December in Lisbon, 98 participants were present. No participants from outside Portugal attended the seminar, mostly for practical reasons. This event promoted the European and Portuguese campaign through different workshops where participants were asked to discuss and propose ideas on some specific topics related to hate speech. The participants signalled difficulties in accessing EEA Norway Grants. The event was very important to promote the Portuguese campaign, especially as there is practically no budget for it in the Portuguese Institute of Youth and Sport.

## 2.5. Conference in Ukraine

The conference was postponed in December at the request of the organisers due to the political situation in Ukraine. The conference is now scheduled for 24 and 25 January. The

Follow-up Group stressed the need, for the secretariat, to make sure that a functioning and representative national campaign committee is set up.

#### 2.6. European Action Days 9 November and 10 December

The EAD from 9 November against Fascism and Antisemitism took place during the European Campaign Conference. A video was made with all the participants to promote this day. The 10 December Action day was devoted to Human Rights online.

The National Campaign Committees should have more ownership of the European Action Days. This needs particularly to be improved for 2014. The partners should be informed one month before the Action Day, a group of people who follow the preparations of the EAD should be appointed.

It was suggested that Follow-Up Group members follow the implementation of the EADs. Likewise, one person from the Youth Department should follow each EAD's' preparations.

#### 2.7. Seminar for online activists

The second seminar for online activists took place in Strasbourg, between 4 and 6 November 2013. It gathered 37 participants to evaluate the work in 2013 and to make proposals for the future of the campaign. Four task forces groups were created.

Through the Google groups, the communication among activists has improved significantly. Proposals and ideas on how to change the platform have already been put forward. It would be good to know how activists are involved in their national campaign (a problem with the Slovenian campaign has been noticed).

The Follow-up Group recommended that further seminars be planned in the 2014 programme.

#### 2.8. European Campaign Conference

212 participants took place in this event from 7 to 9 November 2013. It was a successful event, although there were some imperfections: some very involved campaign committees were underrepresented (such as the Russian Federation, Armenia and Ukraine). The overall evaluation of the conference was very positive. The conference was *the* strategic event needed to gather all partners, co-ordinators and online activists and to associate with the planning of the campaign. All information regarding the Conference is available on the co-ordination website.

The Follow-up Group thanked the secretariat for the organisation of the Conference and acknowledged the proposals of the Conference for 2014 (to be addressed in point 7 of the meeting's agenda). It urged it to make available the summary report of the conference.

#### 2.9. World Forum for Democracy

The campaign was widely present in the forum, held from 27 to 29 November. In addition to a stand and presentation in the main hall of the forum, a laboratory about the campaign was co-organised with the city of Strasbourg. The laboratory brought together some 100 people, mostly from Strasbourg institutions and organisations. The panel included the UN Special Envoy for Youth, Ahmad Alhindawy; Jonathan Hayoun, Union of Jewish Students of France; a Facebook representative; Ana López; online activist and campaign blogger, and Sergio Belfor, member of the Follow-up Group. The report to the plenary was made by the deputy mayor of Strasbourg in charge of European relations, Ms Nawel Rafik-Elmrini.

The partners from Strasbourg and from the Alsace region have proposed to organise activities for the campaign in schools and with local associations.

## 2.10. Educational toolkits and action pack

Bookmarks, the toolkit to combat hate speech through human rights education, is in the last stages of production; several national committees have initiated the process for translation. Non-formal educators and trainers should also be introduced to the manual; training activities could be organised with national committees.

The Campaign Action Guide is now being prepared for the Internet site.

The movie and guide “Ce qui vous regarde”, produced by Loupiotte, is being finalised,

The Follow Up Group recommended that these tools be presented to the campaign coordinators who would be invited to make proposals and recommendations about how best to introduce them to youth workers and education facilitators.

## 2.11. Resources

A campaign manager has been appointed (Bridget O’Loughlin) and an assistant is expected to join her soon. At the moment the campaign secretariat staff includes also:

- Meltem Kutlu (programme officer) looks after the campaign mailbox, the Flash News and updating information about the national campaigns.
- Marina Filaretova (programme officer) follows the campaign in the Russian Federation and in the CIS countries
- Anca-Ruxandra Pandea (educational advisor) follows the training for online activists
- Mara Georgescu (educational advisor) is looking after Bookmarks – the Manual for Combating Hate Speech Online through Human Rights Education
- Claire Uszynski (campaign officer): Campaign website and platform, newsletters, translations into French.

Voluntary contributions to support the campaign have recently been made or promised from Finland (50 000), Hungary (20 000) and Armenia (10 000)..

## 2.12. No Hate Speech Movement platform

The Campaign in Action blog and the Join the Discussion Forum are still new tools in the platform. The blog is the place for NCCs and partners who are also invited to post information about their activities for the campaign. The forum is not very popular.

The Follow Up Group agreed to make efforts to find ways to attract more visitors to the platform and to have more content related to the campaign. In 2014, the platform needs to be used and improved, but the main features should not change. The group suggested also that more information on human rights and discrimination be provided to the platform visitors. The Follow-up Group recalled its previous recommendation for a short video to explain to visitors what they can do in the platform.

## **3. FEEDBACK FROM THE JOINT COUNCIL ON YOUTH**

The Joint Council on Youth agreed to extend the campaign for the entire year 2014, with a possibility to run until 2015 (to be decided at its next meeting, in March 2014). It also asked for a discussion about the strategic added-value of the campaign.

#### **4. REVIEW OF THE STATE OF PREPARATIONS OF NATIONAL CAMPAIGNS**

The secretariat prepared a table with information about each country and their different levels of preparations. This will be available in the campaign site and updated regularly. All countries are aware of the campaign and those who didn't join have specific reasons for it.

The Follow-Up Group suggested preparing table with an indicator about the level of compliance of the national campaigns (e.g. composition, programme, resource). This would allow the members of the Follow-up Group to view the status of the campaign and recommend action to any specific campaign committee. Sergio Belfor will prepare a set of criteria and their respective weight in such a table.

The Follow-Up Group agreed also on a specific approach to adopt for France, Germany and the UK at the CDEJ, CCJ and Joint Council on Youth meetings.

#### **5. MEETING WITH THE DIRECTOR GENERAL OF DEMOCRACY**

Snežana Samardžić-Marković, Director General of Democracy, addressed the meeting. She introduced the campaign coordinator, whose appointment is a sign of the commitment of the Secretary General to the campaign.

She presented to the Follow-Up Group the Internal Task Force of the Director General, which is a group that aims to mobilise other sectors of the Council of Europe to support the implementation of the campaign and its objectives. The task force is a coordination mechanism; it will not interfere with the activities of the campaign and it is not going to replace or interfere with the role of the Follow-Up Group.

She stresses as well the need to push France and Germany to be part of the campaign, because without those two countries it is difficult to confirm its success. France and Germany are very important, not only because of their sizes but because of the important presence of hate speech in the two countries.

The Follow-up Group suggested that each entity in the Task Force indicates what they can do or contribute to support the campaign and its objectives in the Council of Europe.

#### **6. REVIEW OF THE OBJECTIVES AND EXPECTED RESULTS OF THE CAMPAIGN**

The Follow-up Group reviewed the strategic objectives as proposed by the secretariat following feed-back at the meeting of the Joint Council and of the European Campaign Conference. Among others, more attention should be paid to education and training activities; youth policy agenda should look more deeply into Internet governance.

The new version of the objectives, to be revised and updated by the secretariat, should be presented at the next meeting of the Joint Council Meeting. The version revised by the Follow-up Group is appended to this report (Appendix 3).

#### **7. PLANNING OF THE DRAFT PROGRAMME OF ACTIVITIES FOR 2014**

The Follow-up Group reviewed the proposals formulated by the workshops of the European Campaign conference (available online [here](#)). These proposals form the backbone of the

programme and strategy for 2014 and 2015, as detailed below. A tentative calendar of activities can be found in appendix 2.

#### 7.1. European Action Days

The Follow Up Group proposed to consult the national campaign committees, to see what they are interested in and if anyone is particularly interested in working for one of these days. The Group estimated that it would take one or two weeks to consult NCCs. The preparations for the EADs should begin at least 4 weeks before; the partners should be involved and informed at the same time (one month before).

The provisional list of Action Days is appended in the draft calendar.

Questions remain about a day devoted to sexism and misogyny and to Islamophobia and religious intolerance (now proposed for 21 September).

The Follow-up Group also took note of the guidelines for the preparation of the action days, especially in regard to the specific role of national committees, partners and online activists.

#### 7.2. Hate Speech in Political Discourse and the European Parliament Elections

We should invite the workshop participants to see if they are willing to do the pilot project (Bálint Molnar); many of the proposals are very interesting and could go beyond the elections to the European Parliament. Cooperation with United should be envisaged, especially in relation to the election campaign.

#### 7.3. Evaluation and impact of the campaign

Proposals on how to evaluate the campaign should be made in March. One or two evaluators could be contracted to run the evaluation process. This meeting for evaluation should ideally be done without recourse to voluntary contributions.

In the meantime, the form proposed by the conference workshop should be disseminated and used so as to collect data on activities.

#### 7.4. Communication, coordination and networking within the movement

Communication and coordination among national committees is essential. There should be meetings involving National Campaign Committees and activists separately.

The Follow-up Group recommended that NCCs be asked if they want to host meetings of national coordinators. The first meeting for NCCs should be around March/April and the second around September/October.

#### 7.5. Education and training

The guidelines for translation of Bookmarks are already sent to some NCCs that requested them for translation. A programme of training should also be developed with national committees and partners (e.g. Wergeland Centre).

#### 7.6. National Campaign Strategies

The Follow Up Group suggested that each NCC propose an action plan and that the Council of Europe should send them guidelines for a work plan.



National support groups should be implemented in countries where there is no national campaign committee but where there are active organisations in the field. These countries should be identified and a strategic plan should be proposed for the April meeting.

#### 7.7. Impact and Advocacy for Policy Change

The Follow Up Group agreed to send instructions to NCCs for Safer Internet Day. It has also agreed that the Council of Europe would develop a plan of action that will be developed with the internal task force.

Guidelines should also be prepared for NCCs about information and support to victims of hate speech (helplines and reporting sites).

#### 7.8. Building online communities and ensuring youth participation

The celebrity ambassadors idea could not be followed up by the secretariat, it is currently not a priority to pursue this at European level. The guidelines to respond and react to online hate speech need to be updated. Twitter, Facebook and YouTube have different programmes that aim at promoting the campaign, for example Twitter has “Tweets for good”.

The “motivation” for the online activities proposed by László Földi and presented by Darek has been validated (see appendix 5).

The Follow Up Group underlined the need for recognition for online activists. The idea is to implement a system of certification to recognize their work (online and offline certificate). The Secretariat agreed with all the proposals. The reimbursement of expenses incurred by the activists needs to be related to identifiable tasks and respect the financial procedures in place at the Council of Europe. One activist should as well present himself/herself in the newsletter.

#### 7.9. Preparing the NHSM Youth Meeting

Azerbaijan has proposed to host the meeting; confirmation is waiting from their side to know if they are going to host it and what they can provide for the 200 participants during the last week of September. The Secretariat should inform the Follow-Up group about progress..

#### 7.10. Fundraising for the campaign and projects

The Follow-Up group agreed with the recommendation to contract someone to fundraise for the campaign. This person would be paid according to the money he/she raises.

News was shared and concerns were expressed about the small number of campaign projects funded by the EEA Norway NGO Grants and the distance between some operators and the campaign. The Secretariat was requested to clarify matters with the Grants’ Financial Mechanism Office in Brussels. The idea of organising some joint training activities should be taken up again.

The Director General of Democracy should be informed concerning the EEA Norway Grants.

#### 7.11. Working with Internet Businesses and social networks

The Follow Up Group found it very relevant to develop counter-narratives strategies. The Secretariat is open for proposals to develop these kinds of strategies. First of all, the Hate Speech Watch should be further developed.

How to build up a counter narrative project that is credible and consistent, understood by young people? The Follow-Up Group decided to get back to this point later; Sergio will look into that. Darek should see with one of the activists if there is one of them interested in finding a way to develop counter narrative arguments.

The procedures on how to report directly on Facebook and Twitter from the platform need to be available, as well as some guidelines and tools. It is very important to take full advantage of the offers of Twitter, YouTube and Facebook. The secretariat will follow-up previous contacts and seek to get to clear agreements before the end of March.

#### 7.12. Research and Survey

The Secretariat informed the Follow-Up Group of the interest of researchers to support the campaign. Research is important to give credibility to the campaign and to strengthen its impact.

The Follow-up Group agreed to re-run the online survey, prepared with the group of researchers to be set up. The new online survey should be prepared based on the first one, but should be more complete and incite more participation through the national committees. A small meeting with these researchers should be planned to see where and how they could support the campaign.

### **8. INTERNET GOVERNANCE MATTERS**

EuroDig Conference in Berlin in June: European Conference on Internet governance. There will be a global Internet governance forum in Istanbul planned for October; cooperation with the Turkish Campaign Coordinator should be envisaged. Participation of Follow-up Group members in these fora should be envisaged.

The Follow-up Group took note with interest of the presentation of the campaign at the meeting of the Steering Committee on Media and Information Society. It also expressed concern at the Advisory Council on Youth not being consulted about the Compendium of Internet Users Rights under preparation by DG I.

### **9. PUBLICATIONS AND CAMPAIGN MATERIALS**

The brochure will be updated with the 2014 programme of activities. The Follow-up Group recommended that pens be produced (easy to ship to activities and activists) as well as a postcard, poster or sticker with the various versions of the campaign logo.

### **10. ROLE AND COMPOSITION OF THE FOLLOW UP GROUP IN 2014-2015**

The Follow Up Group has the role of overseeing the implementation of the campaign. Given that a new Advisory Council will start its mandate, the composition of the Follow-up Group should be reviewed – this will be decided by/at the next meeting of the Joint Council on Youth. The Secretariat suggested including EEA and Norway Grants, perhaps some NCCs or activists and moderators.

The Follow-Up Group reviewed the document prepared by the secretariat for the next Joint Council, notably by adding the EEA Norway Grants to the list of possible observers, as well as one representative of the online activists.

## **11. CONCLUSIONS AND REPORT TO THE JOINT COUNCIL ON YOUTH**

The report to the Joint Council will include the conclusions of this meeting of the Follow-up Group and a proposal for a discussion on the strategic added-value of the campaign.

## **12. DATES AND PLACE OF THE NEXT MEETING**

The next meeting of the Follow Up Group will take place on **15-16 April 2014**.

## **13. ANY OTHER BUSINESS**

All the reports and preparatory documents of the Follow-up can now be consulted or downloaded from [www.coe.int/youthcampaign](http://www.coe.int/youthcampaign).

## List of participants

### Members

#### Advisory Council on Youth (CCJ)

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

**Shannon Stephens**, European Youth for Action - apologised

**Sergio Belfor**, United for Intercultural Action

#### European Steering Committee on Youth (CDEJ)

**Laurence Hermand**, Bureau International de la Jeunesse, French-speaking Community of Belgium

**Ena Nikolic**, Ministry of Youth and Sport of Serbia

**Dicle Akinci**, Ministry of Youth and Sport of Turkey - apologised

### Observers

**Nele Bulens**, European Youth Information and Counselling Agency - apologised

**Jerry den Haan**, European Youth Forum - apologised

**Dariusz Grzemny**, consultant/trainer

**Kristiina Ling**, European Youth Card Association

### Secretariat

**Snežana Samardžić-Marković**, Director General of the Democracy

**Tina Mulcahy**, Acting Head of the Youth Department

**Bridget T. O'Loughlin**, Campaign co-ordinator, Youth Department

**Claire Uszynski**, campaign officer

**Anca-Ruxandra Pandea**, **Mara Georgescu**, **Menno Ettema**, Educational Advisors, Youth Department

**Marina Filaretova**, **Meltem Kutlu**, programme officers, Youth Department

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

**APPENDIX 2**
**Draft Calendar of Activities 2014**

	<b>Activity</b>	<b>Dates</b>	<b>Venue</b>
<b>January</b>	5 <sup>th</sup> Meeting of Follow-up Group	13-14	Strasbourg
	<i>Bureaus of the CCJ and CDEJ</i>	27-28	<i>Strasbourg</i>
	National NHSM Conference	23-25	Kyiv (to be confirmed)
<b>February</b>	Study session with SCI Reacting to extreme right hate speech online	2-9	Budapest
	European Action Day - Safer Internet Day	11	NHSM
<b>March</b>	Study session with IGLYO and OBESSU "Standing together for action and advocacy against bullying"	2-8	Budapest
	European Action Week Against Racism and Discrimination	21-28	NHSM
	<i>Meeting of the CDEJ, CCJ and Joint Council on Youth</i>	24-26	<i>Budapest</i>
<b>April</b>	Seminar on Antigypsyism	6-10	Strasbourg
	European Action Day against Antigypsyism and in solidarity with Roma people	8	NHSM
	Study session with FERYP "Young Roma Women = Empowered Women"	8-15	Strasbourg
	Training of Trainers in Human Rights Education	7-17	Budapest
<b>May</b>	European Youth Event	9-11	Strasbourg
	European Action Day against Homophobia and Transphobia	17	NHSM
	Seminar on hate speech, homophobia and transphobia	14-18	Budapest
<b>June</b>	EuroDIG Conference	12-13	Berlin
	European Action Day in support of Refugees and Asylum-Seekers	20	NHSM
	Youth Peace Camp	14-23	Strasbourg, Rust
	Conference on multiple discrimination	23-27	Strasbourg
	Study session with EYCE - "Say no to Hate! Young people addressing hate speech from an interreligious perspective"	29 June - 6 July	Budapest
<b>July</b>	European Action Day in Solidarity with Victims of Hate Crimes	22	NHSM
<b>August</b>			
<b>September</b>	Internet Governance Forum	2-5	Istanbul
	European Action Day against Islamophobia and Religious Intolerance	21	NHSM
	Youth Meeting	24-28	Baku (tbc)
<b>October</b>			
<b>November</b>	European Action Day against Fascism and Antisemitism	9	NHSM
<b>December</b>	European Action Week for Human Rights	8-15	NHSM

### Strategic objectives and expected results of the campaign

*Document revised by the Follow-up Group of the campaign at its 5<sup>th</sup> meeting (Jan. 2014)*

The campaign 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 recognise and act against such human rights violations.

Within this framework, the campaign cuts across the programmes and priorities of the Council of Europe youth policy as adopted by the Joint Council, including: Human Rights Education and Youth Participation, Roma Youth Action Plan, Intercultural Dialogue; Fighting discrimination and inclusion of vulnerable groups, Youth policy development, Recognition of youth work and non-formal education.

It also addresses various other policy areas of the Council of Europe in the Human Rights, Democracy and Rule of Law pillars. Its objectives and expected results should therefore concern the whole organisation as well.

The various sectors of the Council of Europe active in and responsible for work in these areas are involved in the campaign preparations.

The campaign is currently being prepared in 36 countries and is expected to run (at European level) through to December 2014 (at the earliest). Evaluation and follow-up measures will be implemented in 2015.<sup>1</sup>

#### 1. Human rights; combating racism, discrimination and intolerance

- 1.1. Ratification by member states of the Additional Protocol Additional Protocol to the Convention on Cybercrime (concerning the criminalisation of acts of a racist and xenophobic nature committed through computer systems).
- 1.2. Preparation of an ECRI General Recommendation on combating hate speech online (and cyber hate)
- 1.3. Recommendation of the Committee of Ministers to member states on addressing hate speech online, focusing on national monitoring mechanisms and educational strategies
- 1.4. Charter or “code of conduct” to be agreed or endorsed by social media networks and service providers
- 1.5. Council of Europe “Hate Speech Watch”, as an online database to report, discuss and monitor hate speech, particularly in political and public discourse (online and offline)

#### 2. Citizenship and human rights education, youth policy

- 2.1. Inclusion of media education and Internet literacy in programmes and strategies for EDC/HRE in formal and non-formal education (possible update of the Charter on Education for Democratic Citizenship and Human Rights Education)
- 2.2. Support to online and off-line educational resources against hate speech online, including cyberbullying
- 2.3. Development of online youth work and non-formal education, including a virtual (European) youth centre
- 2.4. Information and education about how human rights and democracy apply to the ways that Internet is governed and organized
- 2.5. Inclusion of training modules on digital competence related to democracy online for teachers, non-formal education trainers and youth leaders
- 2.6. Adoption of 22 July as European Day of Remembrance for Victims of Hate Crimes (and related activities)
- 2.7. To support, recognise and enlarge the network of the online human rights activists leading the online campaign
- 2.8. To support the dissemination of the Guide on the Rights of Internet Users.

#### 3. Youth participation and Internet Governance

- 3.1. Consultation and inclusion of youth representatives in Internet governance projects

---

<sup>1</sup> States parties to the European Cultural Convention *not* yet known to be taking part: Albania, Andorra, Denmark, Estonia, Germany, Holy See, Ireland, Kazakhstan, Liechtenstein, Lithuania, Luxembourg, Monaco, San Marino, United Kingdom.

3.2. Internet governance issues to be placed in the youth policy agenda(s)

**4. Freedom of expression, safety online**

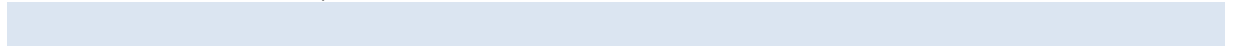
- 4.1. Guidelines for warnings of hate speech and offensive content in computer games
- 4.2. Development of children and youth-friendly policies on content, privacy and reporting of harmful content by major social networks
- 4.3. Dissemination and updating of the Human rights guidelines for online games providers, together with stakeholders of the gaming industry.
- 4.4. Development of “Trusted site” standards with national stakeholders and Internet businesses *(following processes led by other stakeholders)*
- 4.5. Development of online games and human rights-friendly gaming communities (lower priority)

---

These objectives were discussed and supported by the Campaign Conference (7-9 November 2013).

Internally, they would deserve being discussed with the various sectors of the organization concerned by and involved in the campaign before the conference.

Coordination in view of their implementation should be secured for 2014 and 2015.



## Optimizing the Preparation and impact of the European Action Days

Based on the experiences of 2013 there are some clear conclusions on how to organise the European Action Days, which are landmarks of the online campaign. The following recommendations are to be taken into consideration when planning the European Action Days in 2014.

### General recommendations:

1. **The frequency of the Actions Days** should be limited to a realistic number of day in order to allow the necessary time for preparation, coordination and engagement, and to give space for evaluation and for building up the coherence between them.
2. **Theme of the Action Days:** Based on the outcomes of the Conference it is clear that there is a strong concern for the following issues/targets of hate speech in Europe:
  - a. *Sexism and Violence against women*
  - b. *Homophobia and Transphobia*
  - c. *Racism and Xenophobia*
  - d. *Antisemitism*
  - e. *Islamophobia*
  - f. *Antigypsyism*
  - g. *Xenophobia targeting refugees, asylum-seekers and migrants*
3. **The role of the online community.** The main roles of the coordination of Action Days should be decided so as to clarify and safeguard the roles of the campaign coordination, the online moderators and activists and the national campaign committees with regards to objectives, content and methodology.
4. **The focus and objectives of the Action Days** should be decided by the Follow-Up Group, that also provides the basis of the preparatory work and the involvement of partner organisations.
5. It is crucial that each Action Day involve the relevant **European youth organisations** and other NGOs in the preparation, implementation and evaluation of the Action Days. In order to involve them into the process, the Council of Europe should select them, or send out a call for interest. For each European Action Day, the Council of Europe should establish a **strong and motivated coalition of organisations**.
6. The Council of Europe must invest in **motivational measures** both the organisations and for volunteers.
7. The **National Coordinators and Committees** need to be better involved in the preparation and implementation of the Action Days. For this they must receive information about the Action Days well in advance, preferably 4 weeks.
  - a) Realistic general **evaluation criteria**, and indicators for the European Action Days should be set up together by the campaign secretariat, the online community manager and the Follow-up Group.

### Timeline of a European Action Day

Based on the 2014 Campaign Plan of the Follow-Up Group this is an ideal timeline of implementation of one European Action Day. The objectives and focus of each Action Day is set up by the Follow-up Group. The first section (blue) is the process of setting up the concept of the EAD, the second section (green) is the preparation of the EAD, the third section (red) is the implementation of the EAD, and the last section (pink) is the evaluation process of the EAD.

Weeks	European Campaign Manager (Youth Department)	Online Community Manager
1	Establishes the coalition of European organisations involved	Establishes the EAD team of Activists
2		Prepares a proposed Action Map of the EAD
3		Shares the proposed Action Map with the organisations involved and receives the feedback from these organisations
4	Consults with the Online Manager and agrees about a final Action Map	Consults with the Campaign Manager and finalises the Action Map



5	Informs National Campaign Coordinators about the final Action Map	Starts coordinating the preparations for the EAD based on the final Action Map with the online community and the organisations involved
6	Supports the involvement of the National Committees	Prepares the EAD with the EAD Team of Activists and the partner organisations
7	Supports the involvement of the National Committees	Prepares the EAD with the EAD Team of Activists and the partner organisations
8		Implements the EAD with all partners and the community
9		Collects information for evaluation from Activists and organisations
10		Collects information for evaluation from Activists and organisations
11	Receives the Evaluation report of the EAD and shares it with the National Committees and other partners involved.	Writes the Evaluation Report of the EAD

## **Recognition and Incentives for Online Activists**

### **1. Certification**

The Council of Europe will issue a nicely designed certification (online and printed version) for the registered activists who took part at least in one EAD already in 2013 and will continue issuing them in 2014.

### **2. Appreciation**

Each month the online community manager in consultation with the campaign manager proposes an online activist to be the NHSM Activist of the Month who shall receive special attention and some kind of special reward (a notebook, a smartphone or a gift that is relevant for the online work.)

### **3. Covering expenses**

Activists who will be actively involved in the implementation of European Action Days in 2014 may be entitled for a lump sum to cover their expenses, loss of income, time and work etc. This amount could be somewhere around 200 Euros.

### **4. Training**

The Council of Europe may offer the participation in special training courses in 2014 in advanced online activism in the NHSM (a kind of next step in developing skills and competencies). Conditional to available offers and places.

### **5. Community building**

The Council of Europe will ensure 2 meetings for the activists in Strasbourg or Budapest in 2014 in order to organise themselves and discuss necessary issues in connection to building and maintaining the community, organising the work and networking.

### **6. NHSM Promotion Box**

Each registered activist should receive by post a package of promotion gadgets of the NHSM: 20 T-shirts, 100 badges, 200 leaflets, 30 posters, 100 stickers, etc.)

**Terms of Reference of the Follow-up Group****Proposal for revision**

Document prepared by the secretariat with the Follow-up Group of the campaign

The current terms of reference for the Follow-up Group were reviewed and adopted at the 27<sup>th</sup> meeting of the Joint Council on Youth.

The group has the status of a working group of the Joint Council. Its meetings and functioning are paid from the programme of the activities of the project *Young People Combating Hate Speech Online*.

The group has played a crucial role in the preparation and launching of the campaign and its members are highly committed activists and advocates for the campaign.

The new composition of the Advisory Council on Youth (CCJ) calls for a revision or confirmation of the representatives of youth organisations, which should take place at the 31st meeting of the CCJ in March 2014.

The developments of the campaign at European and national level invites also for a reflection about the role of other key campaign partners in the Follow-up Group, such as the online activists and moderators, national campaign committees, European NGOs and other strategic partners.

The changes proposed by the secretariat are visible by their colour (blue) and **type font** (Arial).

**Role**

The Follow-up Group, based on the guidelines given by the Joint Council on Youth (CMJ), shall in particular:

- i. in the respect of the role and decisions of the Programming Committee on Youth, oversee the preparation and implementation of the European-level campaign activities and instruments (including Internet-based ones)
- ii. make proposals for other Campaign-related activities, notably in cooperation with other international organisations
- iii. advise on support of and action to be taken in relation to national campaign committees (criteria for setting up and recognition, institutional support), and on procedures and criteria for support and recognition of activities carried out by partners at the European, national and local level
- iv. make recommendations on ways to link the campaign with other Council of Europe initiatives related to hate speech and anti-discrimination
- v. advise national partners, governmental and non-governmental, when they devise and organise activities at national level in the context of the Campaign and co-ordinate in this connection the network of actors working on this issue at national (and local and regional) level
- vi. prepare evaluation criteria for the Campaign and conduct an evaluation of activities organised in connection with the Campaign
- vii. advise the CMJ and other Council of Europe bodies concerned as to how to follow up the Campaign **within the Council of Europe as a whole and in particular in the youth sector**

- viii. report to the CMJ on progress in the implementation of the campaign and recommend decisions where appropriate.

### **Composition**

The membership of the group should, as far as possible, reflect a balanced geographical distribution.

#### *Members*

The Follow-up Group shall comprise 6 members from the Council of Europe youth [statutory bodies](#), as follows:

- 3 members representing the European Steering Committee on Youth (CDEJ)
- 3 members representing the Advisory Council on Youth (CCJ)

#### *Observers*

- a) European Youth Forum
- b) European Youth Information and Counselling Agency
- c) European Youth Card Association
- d) [The EEA Norway Grants \(NGO programme\)](#)
- e) [One representative of the online activists and moderators](#)

The members of the follow-up group may further co-opt up to a maximum of 4 observers.

### **Expenses**

The Council of Europe budget will bear the travel and subsistence expenses of the meetings of the Follow-up Group.

### **Duration of the mandate**

The group shall function until the closing [and evaluation](#) of the European campaign, [i.e. until October 2015 \(last meeting of the CMJ within the 2014-2015 programme\)](#).