

campaign poster on reverse

Who says we don't fit together?



VALUE DIVERSITY

A common argument against diversity and multiculturalism in Europe is that some cultures just don't fit together. The skeptics say that different groups, religions, cultures and their values are simply incompatible, and we can never build a united, cohesive and inclusive society out of all these differences. The Russian matryoshkas, on which this campaign poster is based, clearly show us another perspective. One character nests inside another, and another inside that, and so it goes until all the characters are put together to create something complete. In fact, the connection between individual dolls of different sizes and faces *only* becomes clear once all these diverse elements engage and use their different characteristics to build a stronger structure. So... who now says we don't fit together?

The true meaning of diversity

On one level this is understanding that many different cultures and groups live together with one another, and embracing this pluralism. On a second level however, diversity refers to the complex and many sides that make up our identities. We define ourselves not just by our nationality, ethnicity, religion or local culture, but by the many things that are important to us and our daily lives; our relationships, our jobs, our hobbies, the music we listen to, the list goes on. So, if we refuse to define ourselves by just one characteristic, should we not afford the same to others?

Diversity is not just the presence of different groups, but diversity *within* these groups. Once we accept what diversity truly means, we look beneath the surface and can start to find differences between those we considered to be the same, and similarities and connections between each other that we maybe did not realise ever existed. We stop seeing each other as members of a group, but as individuals. Our identities, just like matryoshkas, have many layers, and the combination makes each of us unique. Diversity is uniqueness fitting together, accepting and open to everyone.

21 MARCH



16-24 March 2013

European Action Week Against Racism

WHY 21 MARCH?

21 MARCH

21 March is the International Day for the Elimination of all Forms of Racial Discrimination, established by The General Assembly of the United Nations in 1966 following the brutal murder of 69 protestors in the South African township of Sharpeville in 1960. The massacre occurred during a protest against the apartheid laws of the South African government, a regime systematically enforcing racial inequality and segregation. Today racist murders and violence are still frequent and racial discrimination continues to be found at every level of our societies.

Every year around 21 March, the UNITED network coordinates the European-wide Action Week Against Racism and calls upon the international community to bring an end to racism, discrimination and intolerance. We urge NGOs, community organisations, schools, local councils and all manner of groups and individuals to join forces and confront racism with direct action. Whether by organising activities, supporting others or spreading the message, we can encourage ourselves and others to open up our eyes, see racial injustice around us and speak out against it. With our minds and voices, racism can be eliminated.

For more information: www.unitedagainstracism.org

JOIN THE CAMPAIGN

Collective action is the only way to eliminate racism, injustice and inequality. Join the campaign and add your voice to thousands of others; by speaking together we are louder, our message is stronger and travels further.

Racism is not just an isolated act, but part of a collective, continuing system of social relations. It is not always easy to see; sometimes we need each other to point discrimination out to us. Effective antiracism is a joint effort; we start by opening up our own minds and then encouraging those around us to see another future. Across Europe activists are preparing strong and innovative ways to engage with their communities during the Action Week Against Racism, join the campaign! Let us work together to speak out, loud and proud, for equality, respect and diversity. Get in touch with the UNITED secretariat to order posters and other campaign material for free, inform us about your activities (title, date, theme, place), seek advice and contacts, and keep us up to date on what's happening in your area.



TIPS FOR ACTIVISM IN CYBERSPACE

Since the rise of online communities and social networks, much of the way we interact with each other take place on the **Internet**; it is a space for forming views, and expressing those views. Some choose to use it as a tool for spreading hate and racist opinions – maybe without even realising that things said in virtual space has an impact in the real world. Of course it does not have to be this way; we can employ it as a **tool for spreading positive values** such as respect, acceptance, intercultural understanding and diversity. With each minute of each day we spend online, we are building our virtual worlds, which can then enhance our real world experiences and interactions. The Internet is a great place not only to find information, but to share information, exchange ideas, find like-minded people, build relationships with others, mobilise the public and communicate news and messages that find it difficult to get into the headlines of traditional media. In fact, are these not the main activities related to antiracist activism?

Activism is a truly social practice that can work perfectly with the Internet if considered, planned and executed properly. In this leaflet, we discuss the opportunities and pitfalls of digital activism; the do's and don'ts and also some good practice related to online campaigning. It is not enough just to know how to use a website, an application or a platform; too many pages, accounts and online platforms have been started up and now lay by the wayside, inactive and irrelevant. So here it is, **your campaigning starter kit for taking the European-wide Action Week Against Racism online**, and joining up with thousands of activists who share your goal; bringing an end to racism and discrimination in Europe!

PLANNING YOUR ONLINE CAMPAIGN

The preparation stages of your campaign require a great deal of effort and consideration. As activists, we naturally want to get active as soon as possible, but the success of your online campaigning relies solely on the work we put in beforehand.

There are different approaches to antiracist campaigning and your online campaign will belong in one category or perhaps combine approaches. Whilst all tend to be educational, they can either take positive action through circulating important information and changing people's attitudes, or be remedial; that is, combating existing attitudes, practices and actions. So, which approach suits you?

Preventative campaigns could be either take the form of awareness raising or affirmative campaigns; these are platforms for showcasing alternative voices, such as victims of discrimination in order to dispel myths, stereotypes and challenge prejudices.

Obstructive campaigns take combative action against expressions of racism and xenophobia and can include monitoring and reporting activities.

Which approach you choose will depend on issues such as your target group (certain approaches and methods work better with different groups), what your skills, talents and strengths are, and it is also important to think about safety and security.

Think both about your **long term and short term goals**; what change does your campaign want to bring about? The narrower and more focused this is, the greater the chance of success. You can then break this down into a series of steps. These should be realistic and achievable, but also they help you track progress towards your ultimate goal - great for keeping you motivated when the going gets tough! Keep revisiting these goals; if they are not clearly defined, you risk putting lots of effort in for nothing. Each thing you do should represent a step towards (one of) your objectives, and each decision you make should address these.

What **resources** are available to you? This does not only mean financial! In fact the greatest thing about online campaigning is that it requires little more than a good Internet connection, your talents and your passion. "Resources" are more about "who"; who are your team members and with whom can you build a strong coalition? Perhaps there are other NGOs and groups working on similar activities; duplicating each other's work is inefficient, but joining forces and collaborating can make your efforts so much stronger.

Consider the **campaign space**: There are two forms of campaigning using the Internet; use of online space to publicise your offline activities and events, or a campaign designed specifically for online space (using badges, avatars and "twibbons" to show support to a cause, online flash mobs, online gatherings through a platform such as Shaker). A mix of on- and offline is most common with each supporting and strengthening the other.

1. Think about your objectives

What is the aim of your campaign? Campaigns can work on three levels;

- To **inform** of a problem (e.g. level of racist attacks in your area, conditions of local Roma settlement)
- To **change** perceptions and raise awareness (e.g. deconstruct stereotypes about Muslims, Roma, LGBT)
- To **motivate** for action: positive action (e.g. post an antiracist message on your Facebook profile) and obstructive action (e.g. block an extreme-right march).

2. Who is your target group?

Define people you want to reach: young people, activists, non-activists, retired people, football fans, scholars, etc. You should have a really clear idea of your target group as **it influences the tools and methods you employ**. Think back to your goals; whose involvement do you need to achieve them? Engaging with the right people, and knowing how and where to find them is key to the success of your online campaign. Firstly, you want to build support for your goal so you want to engage your community, fellow activists and different groups in civil society, and maybe the media, but you might also want your message to reach some specific people; decision-makers in your local community for example. Remember that youth campaigns should have a fun image and style, be interactive and use informal language.

HOW UNITED CAN HELP YOU

- You can order campaign material, up to 100 posters (2kg material) for free. But if you need more for special purposes, do not hesitate to contact UNITED.
- We will produce a special List of Activities, documenting all the different activities during the campaign and the strength of the antiracist movement throughout Europe. The List of Activities will be updated regularly and is published on our website.
- A UNITED media release will be sent out to all major European press agencies, newspapers, etc. If you feel that we should include a specific media contact from your country in our list, let us know. Journalists wanting to know about specific activities will be informed about events in their country and referred to the organisations involved.
 - Call UNITED if you cannot find a partner for your activities. We might know of other NGOs in your country who are planning activities.
 - UNITED will pro-



- duce a European report after the Action Week, including as many of the activities that took place as possible. The report is spread throughout Europe to support NGOs in reporting to their sponsors and to inspire action for next year. You can order copies of last year's report for inspiration and motivation.
- You can order a copy of the European Address Book Against Racism to find like-minded organisations in other countries, or in your own country. The Address Book also includes a full list of antiracism magazines (also available online).
- You can order or download a wide variety of educational leaflets that provide hints, best-practice and specific know-how about topics relevant for the every day anti-racism work.

HOW YOU CAN HELP UNITED

Announce your activities to us! Send us your flyers, leaflets and posters or links to your campaign activities before they take place - it will help us make the media release fresh and exciting. You can also contribute to the post-campaign report, make sure your activity is included and you get the recognition you deserve! Send us reports, newspaper articles, photographs, online coverage and feedback after the event for the European report. The material does not have to be in English.

3. Choose your social media platform

To help you to decide which one suits your campaign the best, here are the main features of the most popular social networks.

- **Facebook, Google+, VKontakte:** These allow you to combine content, with no restrictions on size of your post, have the largest audience globally, offer multiple ways to interact with content, lets you create more focused groups, and the Facebook application "Causes" is a good tool for NGOs. However these social networks are not designed for activism, and too many features and a changing interface can create "Confusers" (confused users).
- **Livejournal, WordPress, Tumblr:** These blog sites are suitable for longer texts, allowing you to explore issues in more depth, and create communities based on interests and issues.
- **Twitter:** Perfect for short messages, you can aggregate content (collect together content from different sites and network) with lists and #, very quick and immediate communication, allows you to build your own network through followers and retweeting, facilitates more focused action, you can refer and link to other content (photos, twitpics, tweetdeck), great for reporting live on the spot.
- **Instagram, Youtube, Socialcam:** These image-sharing sites are characterized by attractive visual content, but with limited functionality (only one type of content, with few ways to interact). It is possible to aggregate content by different users.

So now you have mapped and planned your campaign, how do you take it from a plan to action? Here are some tips for running a successful campaign.

4. Consider your content

- **Aggregate content** by embedding and **using the #** to bring together independent efforts and those across different platforms - cooperation is always most effective!
- **Condense the form:** keep it short and simple, do not overload with facts, limit to one clear message per post.
- **Define the mood:** it should always be motivating, encouraging participation and interaction, but content could either be funny and positive OR shocking and provocative. While your campaign will surely have an antiracist message, it is important that you are not only against something, but stand for something too.
- **Personalise:** create a relationship between author and audience by using "we" to keep the campaign inclusive, speak to the individual user, use personal stories, create your own unique voice that stands out above the rest. Remember you are competing for your audience's attention!
- **Involve your audience:** encourage them to share their own content and even create content together (e.g. through posting their own photos bearing the same message), ask them questions, create surveys to encourage reflection.
- **Make it attractive:** post a combination of content types; visual content (e.g. photos and videos) catches attention more easily, then follow this with information.

- **Sustain your audience's attention:** post a steady flow of content, build your identity gradually but regularly.
- **Keep it open:** Branding the campaign limits ownership and creates exclusion among your audience. Instead, provide links to other resources. Do not aim to create exclusive content, but collect content from a variety of sources such as NGOs, newspapers, research institutes and local community groups.
- **Determine the geographic focus** of your campaigns, then use the language of your main target group, but add a translation application e.g. "Bing" to include others. If the intention is for the campaign to travel across borders, consider making it multilingual.

5. Management and administration

To make sure your page can both act and react quickly, it is best for a small team of people to look after it. Here are some guidelines and features to consider as a group.

- **Post information daily,** 10:00, 15:00 and 19:00 are good times as this is when people are online most.
- **Include pictures** (which are shared more) and make sure sharing pictures, videos and information is a quick and easy process. You should prioritise content that catches on and has the potential to go viral. Aim to have your activity spread like a fire! Remember to distinguish between your campaign and personal online activity.
- **Connect different platforms** (Twitter, Facebook, NGO website, etc) and use different types of communicators.
- **Create a team of moderators** and set some rules: properly divide responsibilities and agree on your policy for users (e.g. do you ban users? how will you take action against negative posts?).
- **Your Facebook page should have a good title;** it should not necessarily be the name of your NGO as this may not attract people who are not aware of you. Communicate the goal of your campaign instead.
- For larger campaigns, schedule a **pre-launch trial period** with approximately 100 members, ask for feedback and implement improvements.
- **Personalise your page** by adding your name in the end of your administrator posts (even if the name is fake to maintain privacy) - it starts a conversation.
- Building an online presence takes time – **be patient!** You need to put in a lot of groundwork to build your identity, so schedule consistent but gradual online activity.
- **Show your antiracist commitment:** long term change requires long term action. Plan how you can continue your activity and keep hold of your audience after the European-Wide Action Week is over.

... TIPS!

ONLINE PRIVACY *Maintaining your safety & privacy when campaigning online*

- Make a clear distinction between your private life (and its presence online) and your campaign activities; leave no personal traces behind!
- Create a separate account and aliases for engaging on sensitive issues like racism and hate. Another benefit of an alias is that nobody can tell how many people are behind it.
 - If creating events on Facebook, to keep others protected too, hide the list of participants and do not publish the location. Tell journalists and photographers they must register for the event beforehand; this gives you time to check their background and reliability.
 - Keep the information and people connected to your activity safe. This should be a primary concern which all team members understand and agree. Just one wrong email sent is enough to compromise it.

YOUNG PEOPLE COMBATING HATE SPEECH ONLINE

This campaign, a project of the **Council of Europe's Youth Sector**, will be launched on 21 March 2013 during the European Action Week Against Racism and will run through to 2014.

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 recognise and act against this.

THE NO HATE SPEECH MOVEMENT

The campaign will be based on online communities of young people motivated to discuss and act against hate speech online. The campaign will have a European dimension that provides the umbrella under which national/local campaigns will be carried out. The national campaigns are to be implemented with the active involvement of non-governmental and governmental actors in the field of youth, in the spirit of co-management. National campaign committees are being set up in the Council of Europe member states.

The campaign will take place both online (campaign blog, data gathering through Hate Speech Watch, active social media presence, online course etc) and offline (seminars, training, etc).

A CAMPAIGN FOR HUMAN RIGHTS BASED ON FREEDOM OF EXPRESSION

The campaign is **not** run to limit freedom of expression online. It is **not** about being nice to each other online – but this is of course very important, too! The campaign is against hate speech online in all its forms, including those that most affect young people, including forms of cyber-bullying and cyber-hate.

The campaign aims at reducing hate speech and at combating racism and discrimination in their online expression; raising awareness about these phenomena is the first objective of the campaign.

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www.act4hre.coe.int

* Hate speech, as defined by the Council of Europe, covers all forms of expression which spread, incite, promote or justify racial hatred, xenophobia, anti-Semitism or other forms of hatred based on intolerance, including: intolerance expressed by aggressive nationalism and ethnocentrism, discrimination and hostility against minorities, migrants and people of immigrant origin.

UNITED for Intercultural Action
European network against nationalism, racism, fascism and in support of migrants and refugees

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WE ARE UNITED

UNITED for Intercultural Action is the European network against nationalism, racism, fascism and in support of migrants and refugees. Racism, nationalism, fascism, discrimination, restrictive migration and asylum policies, these issues have a European dimension. It is important to fight intolerance on all levels. Linked through UNITED, more than 550 organisations from a wide variety of backgrounds, from 48 European countries, work together on a voluntary basis. They base their cooperation on common actions, shared activities and on mutual respect. UNITED is and will remain independent from all political parties, organisations and states, but seeks an active co-operation with other anti-racist initiatives in Europe. Through the UNITED network organisations meet each other, work on common actions and share information. European-wide action weeks and campaigns are planned and discussed at UNITED conferences. Like-minded organisations meet each other at such conferences and work together on specific projects and on specific topics. The workers at the secretariat are in constant contact with the network organisations, ensuring that information and proposals for action are processed rapidly.

Information is received from more than 2700 organisations and mailings go out to about 2300 groups in Europe. If you want to get involved discuss the ideas and aims of the UNITED network within your organisation. Let us know when your organisation would like to join or to receive information. And add UNITED to your mailing list!



UNITED is SUPPORTED by

more than 550 organisations from 48 European countries, many prominent individuals, private supporters and long-term volunteers from Aktion Sühnezeichen Friedensdienste, Austrian Holocaust Memorial Service and the EVS, Grundtvig and Leonardo Programmes of the European Union.

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