

Agenda of the EQUINET Training for Equality Bodies
USING COMMUNICATIONS TO TACKLE UNDER-REPORTING
26-27 September 2012, Malta

Venue

Grand Hotel Excelsior – Great Siege Road, Floriana, FRN1810, Malta

Target audience

The event will represent a valuable learning opportunity for equality bodies' staff members who have an interest and/or role in communication strategies and activities.

Objectives

This training event aims to secure that participants:

- Gain practical knowledge and understanding of strategic issues surrounding communication activities that responds to the challenge of under-reporting of discrimination;
- Gain practical knowledge on the best ways to reach vulnerable groups and potential victims of discrimination, build trust and deliver the right messages;
- Exchange experiences and practices in devising communication strategies and implementing communication activities that contribute to building a wider culture of rights;

Method

The event will employ a range of different methodologies including:

- World Café discussions to facilitate the exchange of ideas and experiences between equality bodies. Members of the Equinet Working Group on Communication Strategies and Practices will act as table hosts. The discussions will be themed around the key communication challenges posed by under-reporting. Participants can visit three discussion tables in the time allotted.
- Workshop debates to examine and discuss instances of innovative and effective practice by equality bodies. The workshops will last for 30 minutes, which will allow participants to join three workshops in the time allotted. Each workshop will involve a ten minute presentation of a good practice with time then given to discuss this practice.
- Presentations by expert speakers from different equality bodies, NGOs, and the European Union Agency for Fundamental Rights (FRA).
- A plenary workshop facilitated remotely by Richard Hawkins on '[Common Cause](#)' to explore a values-based approach to contributing to a culture of rights. The Common Cause website will enable you to access background reading materials about the initiative (notice especially the Handbook), and give you some basic general information that can be useful before participating in the workshop.

DAY 1 – Wednesday 26 September 2012

8:30 - 9:00	Registration & Welcome coffee/tea	
9:00 - 9:30	Opening Address from Romina Bartolo – Executive Director, National Commission for the Promotion of Equality (NCPE), Malta	
	Introduction to the Training from Jozef de Witte – Chair of Equinet	
9:30 - 11:40	Session I (Plenary) – Concepts and practices for tackling under-reporting Chair: Csaba Ferenc Asztalos (Equinet Board Member and President of the Romanian National Council for Combating Discrimination)	
9:30 - 10:00	An illustration of a conceptual framework for responding to under-reporting: FRA's Sociological study on Access to Justice	Dr. Jana Gajdosova Fundamental Rights Agency
10:00 - 10:15	Questions & Answers – Discussion	
10:15 - 10:35	Presentation of the NEB's strategy to tackle under-reporting	Marco Buemi National Office against Racial Discrimination, Italy
10:35 - 10:55	Presentation of the NEB's strategy to tackle under-reporting	Libby Kinney Equality Commission for Northern Ireland
10:55 - 11:10	Questions & Answers – Discussion	
11:10 - 11:40	Coffee break	
11:40 - 13:00	World café – Sharing Ideas and Experiences	
	<p>Topic 1: A key challenge in tackling under-reporting through communication is building knowledge of rights in groups that experience inequality and discrimination.</p> <ul style="list-style-type: none"> • What does my organisation do to build this knowledge of rights that is innovative and effective? • What more can be done about this, what are the possible solutions to address this challenge? <p>Topic 2: A key challenge in tackling under-reporting through communication is developing confidence to exercise rights in groups that experience inequality and discrimination.</p> <ul style="list-style-type: none"> • What does my organisation do to develop this confidence and capacity that is innovative and effective? • What more can be done about this, what are the possible solutions to address this challenge? 	

	<p>Topic 3: A key challenge in tackling under-reporting through communication is contributing to a culture of rights in the wider society.</p> <ul style="list-style-type: none"> • What does my organisation do to contribute to this culture that is innovative and effective? • What more can be done about this, what are the possible solutions to address this challenge? 	
	<p>Hosts: members of the Equinet working group on communications</p>	
<p>13:00 - 14:00</p>	<p>Lunch</p>	
<p>14:00 - 15:00</p>	<p>Session II (Plenary) – Building trust with (potential) victims of discrimination Chair: Cosmin Popa (Equinet Communications Officer)</p>	
<p>14:00 - 15:00</p>	<p>Panel discussion on the issue of Effective Communication with People and groups that experience inequality and discrimination</p>	<p>Gabriella Calleja – Malta Gay Rights Movement Javier Saez – Fundación Secretariado Gitano, Spain Klara Cozlova – Zivot 90, Czech Republic Giulia Grazioli - Lega per i Diritti delle Persone con Disabilità, Italy</p>
<p>15:00 - 15:15</p>	<p>Questions & Answers – Discussion</p>	
<p>15:15 - 17:00</p>	<p>Innovative Communication Workshops</p> <ol style="list-style-type: none"> 1. Using the right language and channels to reach target audiences: The workshop will revolve around an innovative communication tool (a smartphone app) aimed at fighting discrimination against LGBT people and lessons to be learned by equality bodies in terms of language and channels of communication. 2. Communicating through mutual education: The workshop will revolve around the Ombudsman’s <i>mutual education strategy</i> for raising awareness of equality legislation within the Roma community and learning more from Roma representatives about the problems they face. 3. Using Connectors: The workshop will revolve around the communication potential of working with connectors: individuals/groups that have a relationship of trust with vulnerable communities and could play a role in better connecting equality bodies to these communities. 4. Building partnerships with civil society and other institutions to improve communication: The workshop will revolve around ways in which equality bodies can build effective partnerships with NGOs or other relevant actors that can lead to better confidence building, communication and rights-awareness among vulnerable communities. 	
<p>18:00</p>	<p>Departure for social event and dinner</p>	

DAY 2 – Thursday 27 September 2012

9:00 - 13:00	<p>Plenary Workshop – Engaging our audiences more effectively in order to contribute to a culture of rights.</p> <p>Facilitated remotely by Richard Hawkins from the <i>Public Interest Research Centre</i> and <i>Common Cause</i>.</p> <hr/> <p>This workshop will explore the values that motivate people and the need to connect with these values if we are to contribute to a culture of rights in society. Participants will explore:</p> <ul style="list-style-type: none"> • How values work, how people use values and how values change. • The implications of this understanding of values for communication work and the framing of messages. <p>Common Cause is an initiative of a number of UK based NGOs who came together to discuss the inadequacy of responses to a range of social and environmental issues. They drew on research in cognitive science and social psychology and eventually published <i>Common Cause: The Case for Working with our Cultural Values</i>. They continue to develop this work through workshops and the publication of a handbook.</p>
13:00 - 13:30	<p>Concluding remarks and closing</p> <p><i>Romina Bartolo</i> – Executive Director, National Commission for the Promotion of Equality (NCPE), Malta</p> <p><i>Tamás Kádár</i> – EQUINET Acting Director</p>
13:30 - 14:30	<p>Lunch and departure</p>