



CENTRE POUR L'ÉGALITÉ
DE TRAITEMENT



COMMUNICATING EQUALITY EXPERIENCES FROM LUXEMBOURG

COPENHAGEN 31.05.2011



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Genesis : law of 28 November 2006

Missions : promote, analyse and monitor equal treatment between all persons without discrimination on the basis of

- race or ethnic origin
- sex
- sexual orientation
- religion or beliefs
- handicap
- age



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The CET can notably:

- publish *reports*, issue *opinions* and *recommendations*, and carry out *studies* touching on all matters relating to discrimination;
- produce and supply all *information* and *documentation* within the framework of its mission;
- lend *assistance* to people who feel that they have been the victim of discrimination by providing them with an advisory and orientation service intended to inform victims regarding their individual rights, the legislation, case law and the means for claiming their rights.



Brief presentation:

- Board of 5 people including a president
- 2 employees (1 director & 1 secretary)
- Budget: 80 000€ (without wages of the personnel, but with attendance fee for the board & hire charges → 40 000€)



Introductory remarks:

- Experiences with Facebook
- Experiences of a small EB
- Not an expert, just share of experiences



Reasons to choose FB:

- Free of charge
- Limited human resources
- Easy to handle
- Userfriendly informations (short & informal)
- Realtime informative
- Reach a broad public (mostly more young people)
- ↗ notoriety CET (Nov.2008)



Kind of posts:

- PR (radio, newspapers...)
- Announcements of activities
- Activity reports
- Publication of opinions
- Photos
- International days (IDAHO...)



Pros:

- Less formality than website
- News feed vs website (own initiative)
- Interactivity (likes)
- Links (newspapers articles, radio...)
- Share of informations (share a link, event...)
- Tagging
- Event invitations



Cons:

- Interactivity (unwelcome posts, spam...)
- Less independence (change of terms)



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Impact & results:

- Familiarize anti-discrimination legislation
- Link to our website (more visitors)
- Notoriety CET (& activities CET) ↗



Experiences:

- Update website & FB
- FB = informal
- Page (+ like) → own account



Contact

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Thank you