

EQUINET Training

COMMUNICATING EQUALITY: EFFECTIVE COMMUNICATION STRATEGIES FOR EQUALITY BODIES

Monday 30 & Tuesday 31 May 2011, Copenhagen

VENUE & ADDRESS

Danish Institute of Human Rights
Strandgade 71 (Auditorium)
1401 Copenhagen, Denmark

OBJECTIVES

The communication training has the following main objectives:

- Exchange NEBs' experiences and good practices in devising communication strategies and implementing communication activities aimed at promoting equality, raising awareness and providing information on rights.
- gain practical knowledge and understanding of strategic issues surrounding communication in the field of equality and non-discrimination
- Reflect on how to involve and collaborate with stakeholders in the field of equality to combat underreporting and lack of awareness of people's rights.

TARGET PARTICIPATION

The communication training is aimed at equality bodies' staff members who have an interest and/or role in communication strategies and activities.

Training capacity: 45 participants with maximum 2 participants per Equinet member organisation and 1 for observer Equality Body.

TRAINING APPROACH

Practitioners working in the fields of equality and communication will deliver presentations in a plenary setting.

World café method will be used to generate ideas, facilitate the exchange of experiences, learning and good practices on specific issues and exploring action possibilities around real life situations. Participants will be split into small groups to discuss the issue at hand around their table. At regular intervals (every 20 minutes), participants move to a new table. Five questions tackling different key aspects of communication will structure and steer discussion and exchange during the exercise.



Members of the working group on communication strategies & practices will act as table hosts and will be entrusted with the task of capturing the flow of ideas emerging from the table discussion. The Equinet secretariat team will assist the table hosts and will act as timekeepers.

The workshops will be facilitated by a practitioner who is familiar with this training technique and the work of equality bodies. The workshop will start with an introductory discussion explaining of the training method and set exercises.

At the end of the session, the main ideas will be summarized in a plenary session and discussed by all participants.



COMMUNICATION TRAINING PROGRAMME

DAY I - Monday 30 May 2011		
09.00 – 09.30	Registration	
09.30 – 10.00	Training - Opening Address <i>Welcome address by Susanne Nour, Head of the Department Equal Treatment & Diversity, Danish Institute for Human Rights (Denmark)</i> <i>Introduction to the training by Mandana Zarrehparvar, Chair of EQUINET Board</i>	
10.00 – 13.00	Session 1 (Plenary session) – Effective communication on a shoestring – How can national Equality Bodies develop appropriate strategy, tactics and evaluation on a budget <i>Chair: Néphéli Yatropoulos, EQUINET Executive Board Member</i>	
10.00 – 10.25	Keynote expert presentation - setting the scene & main challenges - how equality bodies can develop a communication with limited resources and make it work	Mags Patten, Communications Consultant – Mags Patten Communications
10.25 – 10.50	Questions & Answers – Discussion	
10.50 – 11.05	Summary and pointers	
11.05 - 11.30	Coffee break	
11.30 – 12.30	Learning from equality bodies' experience <i>(Each presentation is followed by a Q&A session)</i> <i>Developing, deploying and monitoring an effective communication strategy</i> The Dutch Equal Treatment Commission <i>Working with the business sector The MIA Award</i> Danish Institute for Human Rights	
		Marysha Molthoff, Communication Adviser - Equal Treatment Commission, the Netherlands Signe Hinz Andersen, Project Manager – Danish Institute of Human Rights, Denmark

	Romanian National Council for Combating Discrimination <i>Internal communication- Getting the whole organization on board</i>	Denisa Lazar, Head of Communication and Public Relations Office – National Council for Combating Discrimination, Romania
12.30 – 12.45	Questions & Answers – Discussion	
12.45 - 14.00	Lunch	
14.00 – 17.30	Session 2 – Workshop <i>Facilitator: Dr. Cailin Mackenzie, Director, MIMAT</i>	
14.00 – 14.15	Presentation of the workshop <i>Learning outcomes,</i> <i>Rules of a world café workshop,</i> <i>Overview of the themes to discuss</i>	Dr. Cailin Mackenzie, Director - MIMAT
14.15 – 16.00	Exploration of the development of a communication strategy	<i>Workshop organised in a world café style: small groups discussing specific themes</i>
16.00 - 16.30	Coffee Break	
16.30 – 17.30	Reports from working discussions followed by Questions & Answers session	
18.00 – 22.00	Social Event Boat Tour around waterways of Central Copenhagen Dinner at Bryggens Spisehuset	

DAY II - Tuesday 31 May 2011

09.00 – 10.45	Session 3 – How to integrate key partners into communication strategies developed by national equality bodies <i>Chair: Jozef de Witte, EQUINET Executive Board Member</i>	
09.00 – 10.15	Trade unions – Example of an effective collaboration with trade unions	Heidrun Silhavy Austrian Trade Union Federation (ÖGB), Austria
	Business - Recipient of the Maltese Equality Mark	Louise Agius, Head of Diversity, Learning & Development - HSBC Bank Malta
	Civil society - Cooperation with national NGOs	Stéphane Lévêque, Directeur FNASAT – Gens du voyage, France
	The media - Journalist	Roberto Chinzari Perugia School of Journalism Alumnus Association, Italy
10.15 – 10.45	Questions & Answers – Audience Discussion	
10.45 - 11.15	Coffee break	
11.15 – 12.30	Session 4 – How can national Equality Bodies unleash the potential of social media <i>Chair: Kalliopi Lykovardi, EQUINET Executive Board Member</i>	
11.15 – 11.45	Practical steps to Obtain and sustain participation; Social media & risk management, including the moderation of blogs and forums, chats and Facebook profile	Alan Anstead Founder and Chief Executive of UK NGO “Equality”
11.45 – 12.00	Questions & Answers – Discussion	



12.00 – 12.30	<p>Learning from experience</p> <ul style="list-style-type: none"> - Luxembourg Centre for Equal Treatment - Portuguese Commission for Citizenship and Gender Equality (CIG) 	<p>Nathalie Morgenthaler, Director</p> <p>João Paiva, Coordinator</p>
12.30 – 12.45	Questions & Answers – Discussion	
12.45 – 13.00	Closing session	
12.45 – 13.00	<p><i>Presentation of the workshop conclusions</i>, Anne Gaspard, Executive Director, Equinet</p> <p><i>Closing Speeches</i> Susanne Nour and Mandana Zarrehparvar, Danish Institute for Human Rights</p>	
13.00 - 14.30	Lunch & departure	

