



NO HATE
SPEECH
MOVEMENT

Plural Perspectives: Promoting Diversity Awareness

BOOKLET

4th – 12th March 2024
Bucharest



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PLURAL PERSPECTIVES

The Plural Perspectives: Promoting Diversity Awareness project took place between 4th and 12th March in Bucharest and brought together 28 youth workers from Italy, France, Spain, Bulgaria, Latvia, Poland, Czech Republic, Greece, Cyprus, Hungary and Romania.

Through its implementation, we:

- Developed the competences of 28 youth workers to organize successful and efficient awareness campaigns aiming to promote tolerance through developing media literacy and critical thinking;
- Enhanced the capacity of 11 NGOs to become active against hate speech and discrimination in their local communities and online by following the No Hate Speech Youth Campaign guidelines and methods;
- Developed an efficient network of 11 NGOs by creating a sharing space meant to exchange good practices, efficient tools and improve their services and internationalisation.





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PARTNERS

-  **COSI, Romania**
-  **WalkTogether, Bulgaria**
-  **European Youth Centre Břeclav, Czech Republic**
-  **Service Civil International France - SCI, France**
-  **Calderone, Greece**
-  **Amaita Intercultura, Italy**
-  **Young Folks LV, Latvia**
-  **Stowarzyszenie Trenerskie Organizacji Pozarządowych, Poland**
-  **Solidaridad Sin Fronteras, Spain**
-  **Youth Dynamics, Cyprus**





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WHY TO TACKLE HATE SPEECH AND DISCRIMINATION

Nowadays, in a context of raising influence of **populist movements** in Europe, which tend to promote and even encourage hate speech and discrimination, increasing the xenophobia and LGBTIQphobia in our society, tackling hate speech became an emergency.

Today, hate speech and discrimination spread even faster, almost unchecked, through mainstream **social media**. The ease to access and to use social media platforms, the low cost it requires, the anonymity it offers and the large public you can reach in a short amount of time made it the new main communication channel of hate speech.

Therefore, through this project, we aimed to tackle the socio-cultural obstacles to achieving equal rights and non-discriminatory values, promoting EU values among young people, especially among those at risk of discrimination and social exclusion, and improve the level of success of spreading the message "**tolerance towards diversity**" in local communities by increasing the capacity of all stakeholders from EU to organize successful and efficient local awareness campaigns.



UNDERSTANDING DISCRIMINATION

STEREOTYPE: A generalised belief or opinion about a particular group of people. Stereotypes are usually based either on some kind of personal experience or on impressions that we have acquired during early childhood socialisation from adults surrounding us at home, in school or through mass media, which then become generalised to take in all the people who could possibly be linked.

PREJUDICE: A judgment, usually negative, we make about another person or other people without really knowing them. Just like stereotypes, prejudices are learned as part of our socialisation process. Prejudice rather works like a screen through which we perceive any given piece of reality: thus, information alone usually is not enough to get rid of a prejudice, as prejudices alter our perceptions of reality; we will process information that confirms our prejudice and fail to notice or "forget" anything that is in opposition.



UNDERSTANDING DISCRIMINATION

DISCRIMINATION: The unjust or prejudicial treatment of different categories of people, especially on the grounds of ethnicity, age, sex, or disability. Discrimination may be practised in a direct or indirect way. Direct discrimination is characterised by the intent to discriminate against a person or a group. Indirect discrimination occurs when an apparently neutral provision, criterion or practice de facto puts representatives of a particular group at a disadvantage compared with others.

PERSECUTION: Persecution is a crime that is defined as severe discrimination that results in the denial or infringement of fundamental rights, including the rights to life, liberty, security of person, equality and non-discrimination, freedom of expression and assembly and religion and to be free from arbitrary arrest, detention and cruel, inhuman and degrading treatment. The International Criminal Court (ICC) Statute defines persecution as “the intentional and severe deprivation of fundamental rights contrary to international law by reason of the identity of the group or collectivity” .



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HATE SPEECH

“**any kind of communication** in speech, writing or behaviour, that **attacks** or uses **pejorative** or **discriminatory** language with reference to a person or a group on the basis of **who they are**, in other words, based on their religion, ethnicity, nationality, race, colour, descent, gender or other identity factor.”

UN Strategy and Plan of Action on Hate Speech





1

Hate speech can be conveyed through any form of expression, including images, cartoons, memes, objects, gestures and symbols and it can be disseminated offline or online.

2

Hate speech is “discriminatory” (biased, bigoted or intolerant) or “pejorative” (prejudiced, contemptuous or demeaning) of an individual or group.

3

Hate speech calls out real or perceived “identity factors” of an individual or a group, including: “religion, ethnicity, nationality, race, colour, descent, gender,” but also characteristics such as language, economic or social origin, disability, health status, or sexual orientation, among many others.

Source



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INTERNATIONAL TOOLS

United Nations initiatives

- The Rabat Plan of Action
- The Plan of Action for religious leaders and actors
- Social Media 4 Peace
- Beyond the long shadow: engaging with difficult histories
- #SpreadNoHate Series
- UNESCO's Media and Information Literacy initiatives (MIL)
- The "Verified" Initiative
- The International Day for Countering Hate Speech

Click on the titles
to find out more



Council of Europe

- European Commission against Racism and Intolerance (ECRI)
- No Hate Speech Movement

EU framework

- Framework Decision on combating certain forms of expressions of racism and xenophobia
- High Level Group on combating hate speech and hate crime
- Financial support to national authorities and civil society organisations working on hate speech and hate crime, through the Citizens, Equality, Rights and Values (CERV) programme.



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THE RABAT PLAN OF ACTION



Advanced guide to analysing a case of hate speech

Targets a potentially vulnerable group?
Targeted group are victims of discrimination/violence?
Negative stereotypes of targeted group?
Speech connected to negative stereotypes?
Political representation of targeted group?
Extent of support to targeted group?

CONTEXT



SPEAKER

Status of the speaker?
Capacity in which speech was made?
Influence of speaker on audience?
Credibility of the speaker?
Influence of speaker on targeted group?

Past actions of the speaker?
Reaction of the speaker?
Intended audience?

ASSUMED INTENT



How provocative/aggressive is the speech?
How direct was the hate?
Was it a call to action?
Linked to other dominant hate narratives?
Legal status of the hate speech?



CONTENT AND FORM

Public or private speech?
How was it disseminated?
How often was it disseminated?
Quantity of disseminated materials?
Accessibility of the hate speech?
Extent of audience reached?

REACH OF THE SPEECH



LIKELIHOOD OF ACTION

Effects produced?
Audience has the means to act?
Probability of audience acting on the hate speech?

www.coe.int/human-rights-speech/analyse



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HATE SPEECH CAMPAIGN

Tips to organize a raise-awareness campaign about hate speech

Options

1. **Counter the hate**, or stop the hater, shut them up, challenge their view, show it is irrational, protect people, hold accountable, show the consequences of the hate, etc.



2. **Provide alternatives:** show a different picture, call for inclusion and solidarity in difficult times, appeal to human rights principles and human dignity, promote critical thinking about complex situations, replace a stereotype with a positive image of the ‘other’).

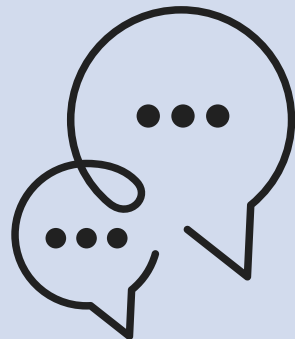


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HATE SPEECH CAMPAIGN



Message

You should brainstorm a general idea what kind of message or values you want to address with your human rights based counter or alternative narrative campaign.

What are the emotions you want to trigger with the message?

Audience

Your human rights based-narrative campaign should be designed for your target audience – so always (!) keep the people in mind you actually want to address.

Even the best planned and most creative campaigns can fail, simply because it talks past its intended audience. Thus, your target audience is the starting point when choosing the tone of your messages, the possible messengers as well as the platform you are using to share your content.





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HATE SPEECH CAMPAIGN

Platform

Choosing the right platform is crucial when planning a counter or alternative narrative campaign. This is closely related to the audience selection as well as you need to be active on the same platform as the people you want to reach. The platform selection should also consider the type of campaign you want to run as one platform might be better than the other to reach your objectives.

For online campaigns, follow the **No Hate Speech Movement**, a youth campaign led by the Council of Europe Youth Department seeking to mobilise young people to combat hate speech and promote human rights online.



**NO HATE
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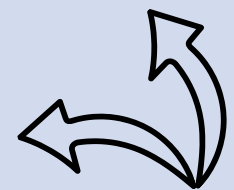


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EXAMPLES OF CAMPAIGNS



**Click on the
pictures to
find out more**



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