

For Diversity. Against Discrimination.

An Information-Campaign to combat discrimination and to promote diversity in employment



Main objectives of the campaign

- To inform people - **particularly employers and employees** - about their rights and obligations under EU and national legislation
- To promote “Diversity” as a positive concept to overcome discrimination in the EU
- To strengthen and extend the network of stakeholders

Challenges

- One campaign for a diverse place as Europe
- The campaign needs support and acceptance
- A complicated topic that needs to be “bite-sized and “emotionalised” for the media

Strategy of Integrated Communication

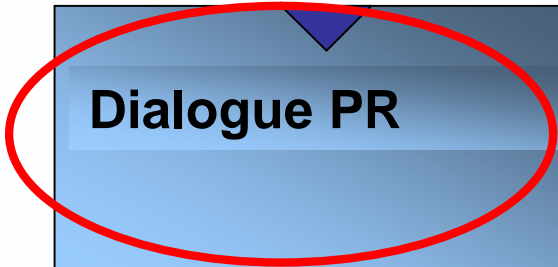
Partnership Building

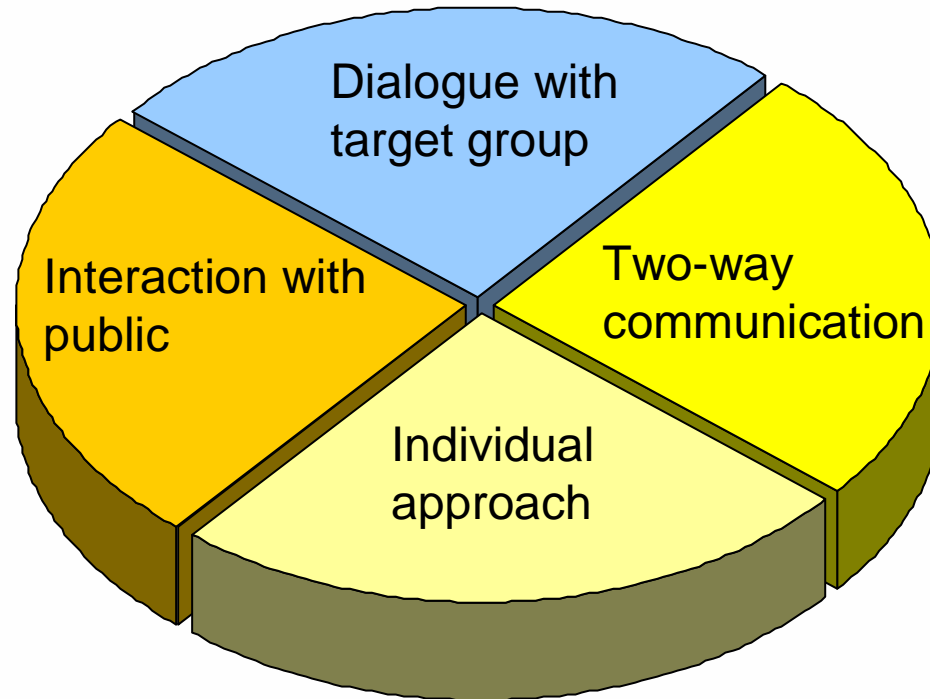
National Adaptation

Cross Media

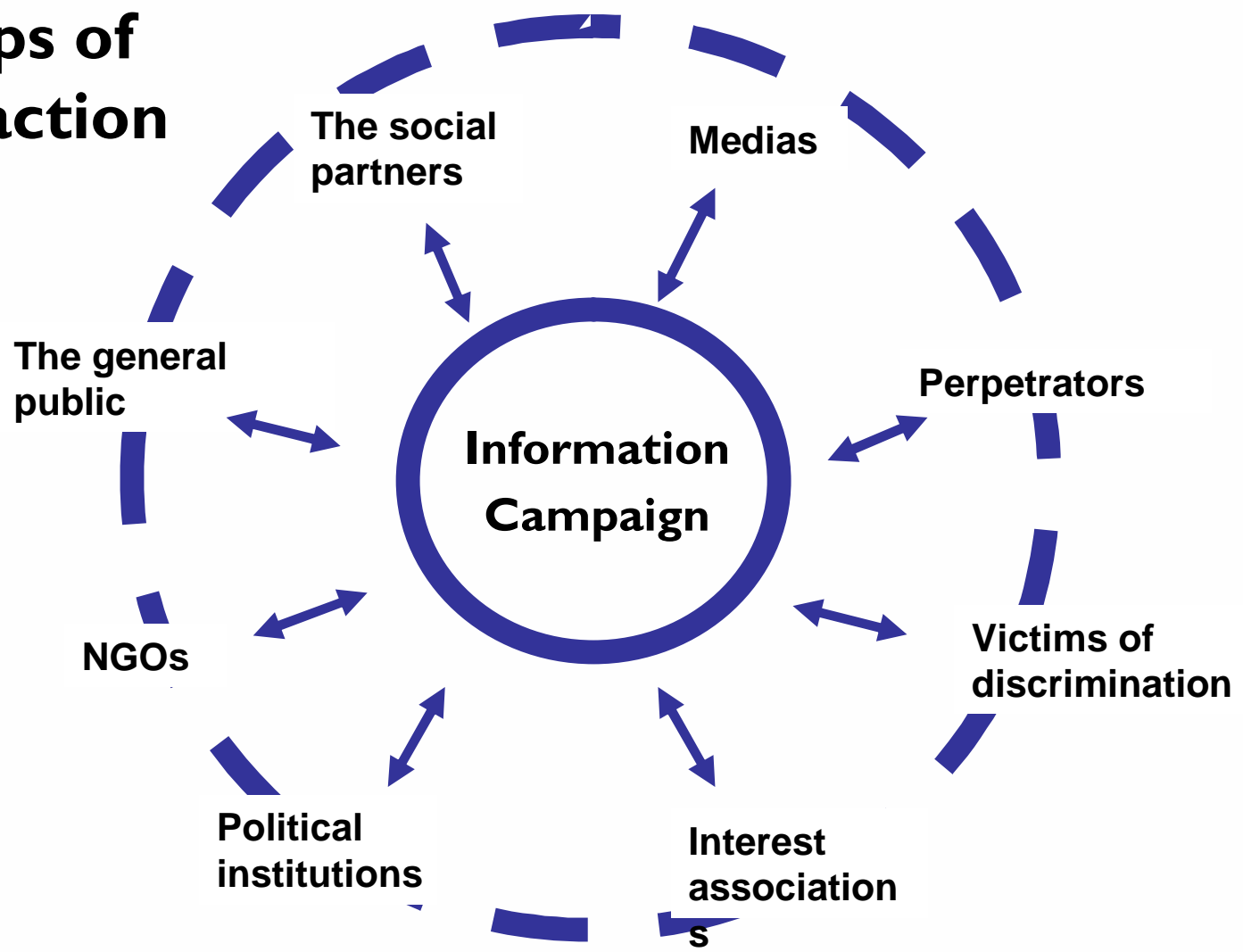
Dialogue PR

EU-wide Highlights





Groups of interaction



Messages

- Discrimination in employment is unlawful
- We are all different – fortunately
- Diversity makes the world a richer and better place



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The Measures

Media Work

Advertising

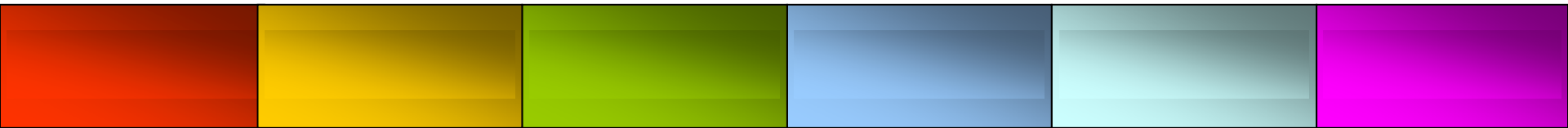
Online PR

Dialogue PR

Events

**Information &
Promotion
material**

Activity Examples



Targeting the press: For Diversity



- Journalist Award runs in 25 countries
- Over 400 entries received in 2005
- Encourages journalists to reflect the topic of discrimination
- Enables the campaign to interact with the press



Brussels Airport: April 2006

European Truck – 30 Tons of Power to Combat Discrimination

- Platform for information and entertainment
- Consultancy on the spot
- Takes the information to where it is mostly needed
- Truck is fully equipped for special needs e.g. Lift, Braille keyboard



run for diversity

- Emotional event
- Marathons unites people who run for the same cause
- Press effective topic
- More than 8.000 people dedicated their run to the motto of “For Diversity. Against Discrimination.”



Make it a business case!

SME Conference 2006

Objectives

To respond to the awareness-raising, information and training needs of SMEs – for the issues of diversity and discrimination

To offer an interesting and relevant programme with practical tools for participants to benefit from

Targeting Young people with Competition

Strong cooperation partner:

- Reach youth target group across Europe through a single channel
- Communicating to youth on their terms in the language of music, youth culture and youth identity
- Authenticity



“If you could take one photo that represents Human Diversity – what would it be?”



The Task:

Submit creative designs promoting diversity tailored to a young audience

Who may enter?

Students of fine arts, graphic design, visual communications, etc.

YOUR HEAD.
A SPACE FULL OF THOUGHTS.
A PIECE OF PAPER.
YOUR VOICE.

Using the Posters

- Launch Exhibition: Berlaymont
- Travelling exhibition on the Truck Tour 2006 travelling to 13 European countries
- Exhibition catalogue featuring 30 best entries
- Campaign motif for flyers, posters, adverts targeting young people



www.stop-discrimination.info

The EU-wide information platform

- Employers' section
- EU information on legislation
- EU platform to exchange information for NGOs
- 25 national website sections with national content
- Unique document library in all languages
- 4 Microsites



Information Material

- “Toolbox” incl. five factsheets and DVD in all EU languages
- EU Brochure in 21 languages
- National information flyer in 25 MS
- Promotion cards
- Posters





Thank You!

