



**all different**  
**all equal**

DJS/CAMP/NCC1/(2006) 05 E REV 3

30 May 2006

European Youth Campaign  
Diversity, Human Rights and Participation

**Outline of the  
programme of education and training activities  
for the campaign**

Document prepared by the Secretariat  
of the Directorate of Youth and Sport



## Introduction

The programme of educational activities of the European youth campaign *all different – all equal* is being progressively developed through proposals from various sources, including:

- The European Steering Group
- The programme of activities of the Directorate of Youth and Sport
- The symposium “all different – all equal” (report “The struggle continues...”)
- The proposals from consultants hired to work on this issue, especially the work done by Ms Alexandra Raykova, and Mr Mark Taylor (Mrs Françoise Nerson having been responsible for launching proposals on the communication strategy).

This programme is provisional and should be seen as a blue print for development as the campaign unrolls. The present version has been enriched with the comments and suggestions from the 5<sup>th</sup> meeting of the European Steering Group and the 1<sup>st</sup> meeting of the National Campaign Committees. This version of the programme is subject to feed-back and approval of the European Steering Group.

The present document is not intended to bring in new ideas but rather to put the different **educational** activities proposed in perspective and to identify aspects related to their feasibility in view of the preparation and implementation (e.g. budget, calendar, etc). By educational activities we have in mind activities that have a primarily educational or training function.

The activities in this programme should, directly or indirectly, contribute to the following objectives:

- To support and sustain the educational work of the national campaign committees and other partners of the campaign;
- To train multipliers on issues covered by the campaign;
- To explore the contents and issues related to specific campaign topics;
- To develop ways of associating young people and local authorities with the campaign;
- To target and involve specific social and cultural youth groups to the campaign, especially those most directly concerned by the campaign’s purpose;
- To deepen the knowledge on issues covered by the campaign and their implications on the campaign message and follow-up;
- To mainstream the issues and experiences of the campaign in European youth policy and projects;
- To evaluate the impact of the education and training activities in the campaign.

The global educational approach, as suggested by the symposium, should have a human rights education methodology where appropriate and with specific approaches being applied to specific objectives and themes of the activities. Content-wise, all activities should strive to cover the three dimensions of the campaign, Diversity, Human Rights, Participation, in a balanced manner unless the activity is specifically focused on one theme.

The different types and nature of activities should contribute to:

- Address and involve different target groups and partners, including, for example and where considered appropriate, the media;
- Address the diversity of realities and issues covered by the campaign
- Train trainers, multipliers and activists and to develop knowledge and exchange experiences on the issues covered
- Contribute to a good level of synergy and integration between the national and European levels of the campaign and support exchange and cooperation between national committees.

This document is structured in 2 parts:

- The description of the activities that have a strong educational function, including a preliminary identification of the aims and target group and an estimation of the total cost.
- The support measures for these activities, including the development of education and information materials and the measures for the evaluation of the campaign.

A synoptic table at the end of the report provides an overview and an estimation of the costs of the activities.

### Launching and closing activities

The launch will now take place on 29 June 2006, during the session of the Parliamentary Assembly of the Council of Europe, involving a ceremonial launch and a civil society launch with cultural activities. Proposals for closing activities will be the subject of a separate document.

## I. Educational activities

### 1. European Youth Event “All different – All equal”

The European Youth Event “All different – all equal” will focus on the core topics of the campaign, particularly on diversity, human rights and participation as well as on inclusion and access, anti-discrimination and intercultural dialogue.

**Aim:** Exchange of experience between young leaders of Europe, preparation of documents, recommendations on the topics of overcoming cultural, national, social and religious differences, youth participation on local, regional, national and European levels, ensuring youth participation in planning and building Europe.

**Target group:**

- Governmental and non-governmental representatives of national campaign committees
- Young people from 48 states to the European Cultural convention
- Representatives from national and regional authorities responsible for youth.

**Dates:** 22-24 September 2006

**Venue:** St. Petersburg, the Russian Federation

**Number of participants:** 400

125 – Foreign participants

125 – Russian participants

100 – Representatives from youth NGOs from St. Petersburg

50 – Guests and steering preparation committee

### 2. Diversity Youth Forum

This activity will have, as its major function, to bring together, motivate and galvanise young people representing the diversity of minorities and majorities across Europe. The forum will identify the key issues and objectives related to diversity, human rights and participation from the point of view of young people. Particular issues to be addressed: diversity and discrimination; multiple discrimination, diversity and social cohesion: how to secure both? The Diversity Youth Forum’s format should be adaptable at national level.

**Aim:** to share and analyse the challenges associated to diversity faced by young people across Europe today and to identify the ways to address them through and beyond the “all different – all equal” campaign.

**Target group:**

- Youth representatives from the various majorities and minorities across Europe actively involved in the campaign
- Governmental and non-governmental representatives of national campaign committees

**Dates:** 25-29 October 2006 (provisional, booked)

**Venue:** European Youth Centre Budapest

**Number of participants:** 120

### 3. Symposium on the practice of Inter-religious and Intercultural dialogue in youth work

The symposium will serve to give visibility to youth work projects and initiatives related to inter-religious and intercultural dialogue. Furthermore, it will explore and address the expressions and forms of Anti-Semitism, Islamophobia and religious intolerance and how these issues can be dealt with during and after the campaign.

**Aim:** to exchange practices of inter-religious and intercultural dialogue by young people, their organisations and local authorities and to propose ways through which inter-religious and intercultural dialogue can be further sustained at the local level, through and as a result of the “all different – all equal” campaign.

**Target group:**

- Representatives from various faith-based organisations and projects involved in the campaign or its issues, particularly those involving or run by young people
- Governmental and non-governmental representatives of national campaign committees
- Representatives from local authorities implementing inter-religious and intercultural dialogue projects.

**Dates:** 28 February – 4 March 2007 (provisional, booked)  
**Venue:** European Youth Centre Budapest  
**Number of participants:** 100

### 4. Symposium on participation, democracy, good governance and active citizenship

This symposium will bring together different perspectives and practices in youth participation, including youth policy and youth work measures aimed at under-represented youth groups. It will also identify the ways through which participation can contribute to fighting structural discrimination and promoting diversity, including the possibilities provided by the revised Charter on the participation of young people in local and regional life, as well as the forthcoming manual on the Charter. The symposium should receive and provide input from and to national campaign committees in order to address participation issues in national campaigns’ objectives and follow-up.

**Aim:** To exchange practices of democratic youth participation and its role in promoting good governance and respect for diversity, to share and to further develop the work done by European, national and local authorities in relation to youth participation, which can be further sustained at the local level through and as a result of the “all different – all equal” campaign.

**Target group:**

- Representatives from youth organisations and projects involved the campaign, particularly those involving or run by young people and developing youth participation
- Governmental and non-governmental representatives of national campaign committees
- Representatives from local authorities implementing youth participation projects.

**Dates:** May/June 2007  
**Venue:** Benelux  
**Number of participants:** 120

## 5. Human Rights Education Forum

This second human rights education forum – the first one was organised in 2000 – will be dedicated to review the priorities for human rights education with young people in relation to the campaign and to the follow-up of the Human Rights Education Youth Programme. Practical outcomes will include the identification of the priority issues for the support and sustainability of human rights education at national level (including the opportunity of a Recommendation of a framework convention). The forum will serve also to mobilise the networks and partners involved in the pilot projects and national courses in human rights education to the campaign.

**Aim:** to review the current priorities and challenges for the mainstreaming of human rights education in youth work and to make proposals regarding the pursuance of the work on human rights and human rights education beyond the “all different – all equal” campaign.

**Target group:**

- Youth leaders and multipliers involved in human rights education projects in and through the campaign
- Governmental and non-governmental representatives concerned by human rights education in the national campaign committees.

**Dates:** Spring 2007

**Venue:** European Youth Centre Budapest

**Number of participants:** 120

## 6. Training course for trainers in diversity and anti-discrimination

This training course will aim at training trainers active in the campaign on matters related to cultural diversity, minorities, anti-racism, anti-discrimination and intercultural learning. The course is a link with the follow-up of the 1995 campaign (training courses for minority youth leaders and LTTC Participation and Citizenship). The participants should become an asset for all the partners in the campaign and serve also to give visibility to minorities and those socially secluded and excluded in European and national training activities on intercultural learning and human rights education.

The possibility should be borne in mind, according to financial and other possibilities, of merging this course with the Training Course on religious diversity, human rights and active participation (see point 7. below).

**Aim:** To train trainers and youth workers on anti-discrimination and anti-racism, participation of socially secluded and excluded, and minority and marginalised young people and intercultural learning in view of sustaining and developing the campaign’s education and training activities in these areas.

**Target group:**

- Multipliers and trainers familiar with youth work and training in the themes of the course and experienced in working with young people from minority and socially excluded and discriminated backgrounds and are interested/ready to develop long term activities.

**Dates:** Autumn 2006  
**Venue:** European Youth Centre Strasbourg  
**Number of participants:** 30

## 7. Training course on religious diversity, human rights and active participation

This course will train multipliers and youth leaders involved in inter-faith work on key issues related to religious diversity such as human rights and participation, including potentially controversial issues such as compatibility between human rights, active citizenship and religion, the role of secularism, etc. The multipliers trained through the course should become involved in related campaign activities organised by national campaign committees and youth organisations, in and beyond the campaign. Could interest the programme of the Partnership and involve also some participants active in Euro-Med projects.

The possibility should be borne in mind, according to financial and other possibilities, of merging this course with the Training Course for trainers in diversity and anti-discrimination (see point 6. above).

**Aim:** To train multipliers, youth leaders and representatives of authorities on inter-religious dialogue and the role of human rights and participation in view of supporting and developing campaign activities covering these issues and long term initiatives.

**Target group:**

- Multipliers, youth workers and authorities interested in further developing their competence in approaching religious diversity in education and training activities of the campaign.

**Dates:** Autumn 2006  
**Venue:** European Youth Centre Budapest  
**Number of participants:** 30

## 8. Introductory training courses on the “all different - all equal” campaign on Diversity, Human Rights and Participation (three courses)

These training courses aim at providing national campaign committees with a pool of resource people that can promote and present the campaign’s issues, objectives and approaches. Aimed exclusively at representatives of national committees in charge of awareness-raising, communication and education activities, the course will provide a fundamental insight into the three campaign issues and values. The courses will also contribute a greater interaction and mutual learning among campaign committees. Two or three of such courses should be organised, probably in conjunction with meetings of national campaign committees.

**Aim:** To train multipliers and officers active within national campaign committees on the key issues of the campaign.

**Target group:**

- Trainers, multipliers and officers in national campaign committees responsible for national education and awareness-raising activities.

**Dates:** [Tentative: May/June 2006; October 2006; March 2007]  
**Venue:** European Youth Centres; member states  
**Number of participants:** 35 per course

## 9. Training workshop for Roma activists

*NB: The European Steering Group, having examined this proposal, and bearing in mind that the workshop is foreseen for 2007, notes that this workshop may be opened up in order to be made more inclusive of other disadvantaged groups (including refugees, recent minority groups, etc.).*

This training workshop aims at training Roma youth leaders active in the campaign on the campaign's themes, crucially relevant for the situation of Roma young people in Europe. The course should bring together a majority of Roma youth activists and multipliers and some non-Roma leaders active in the campaign. Cooperation envisaged with DG III (Roma division), the European Roma Rights Centre and other Roma organisations.

**Aim:** To train active Roma youth leaders in the themes and approaches of the campaign and enable to further involve and associate young Roma in the campaign and its follow-up.

**Target group:**

- Youth researchers, youth workers and youth policy professionals directly concerned and involved in the campaign.

**Dates:** Spring 2007

**Venue:** European Youth Centre Budapest or Strasbourg

**Number of participants:** 25

## 10. Seminar on intercultural learning, participation and human rights education

This seminar aims at deepening the knowledge and understanding of the key conceptual issues related to a critical understanding and development of the policy and educational dimensions of the campaign. The role of intercultural learning and its practice (where has intercultural learning gone?), the interaction between human rights education and intercultural learning (how to integrate both?) and the issue of participation (definition, acceptance and restriction of the terms of participation, especially of “disadvantaged” young people), should be some of the issues to be debated. The seminar will bring together researchers, youth workers and policy makers involved in the campaign. It should obviously interest also the Partnership with the European Commission.

**Aim:** To analyse and deepen the understanding and practical meaning of intercultural learning, participation and human rights education and how these concepts and approaches should be explored during and after the campaign, especially in relation to their implication in non-formal education.

**Target group:**

- Youth researchers and youth workers and policy makers involved in the campaign.

**Dates:** Spring 2007

**Venue:** European Youth Centre Budapest or Strasbourg

**Number of participants:** 35

## 11. Training course on methodologies (“Living Library”, “Compass”, Charter manual, etc.)

The European Steering Group agreed to review this Training Course on the basis of revised proposals to be submitted by the Secretariat for a wider Training Course on methodologies.

**Aim:** To train trainers and multipliers on how to set up and develop public campaign activities using the methodologies of various existing and forthcoming tools.

**Target group:**

- Trainers and multipliers involved in the programme of activities of the national campaign committees.

[**Dates:** January 2007

**Venue:** European Youth Centre Budapest or Strasbourg

**Number of participants:** 40

## 12. Seminar of the role of social youth work for diversity and cohesion

This seminar should seek to involve youth workers involved in direct youth and social work projects with young people and neighbourhoods that are socially deprived or, generally, “at risk”. In addition to discussing ways through which these young people can be associated and feel part of the campaign, the seminar would also contribute to bring into the campaign the realities and issues of young people that are potentially less involved in the campaign structures.

**Aim:** To deepen the understanding and exchange practices about the role of social youth workers in relation to young people at risk of exclusion and marginalisation and how to address this problematic through the campaign.

**Target group:**

- Youth and social workers actively involved in street and outreach work in socially deprived environments and interested in participating in the campaign.

**Dates:** Spring 2007

**Venue:** European Youth Centre Budapest or Strasbourg, or in a member state.

**Number of participants:** 40

## 13. Study sessions at the European Youth centres

In principle, all the study sessions held in 2007 should contribute to the campaign’s programme. In reality, it is important to secure that the campaign is more than a label. These criteria could mean, for example, that there should be the possibility for participants being recruited mainly through the national campaign committees. In “exchange”, the study sessions would be regarded and treated and given visibility as main activities of the campaign. To be decided by the Programming Committee.

## 14. Pilot projects

One of the most successful features of the 1995 campaign was the possibility to develop and involve local pilot projects. In addition to the changes they brought about in their social context, the pilot projects were also one of the few ways to include and support local youth

activities which would, otherwise, not be present in the campaign at all. At present, the European Youth Foundation does fund pilot projects in category D and D-HRE. Given the scarcity of resources and the almost coincidence of purpose between the pilot projects currently being funded and the campaign, it is neither necessary nor adequate to create another specific budget. Instead, the focus of pilot projects should, for 2007, focus on campaign objectives. The priorities for 2007 could thus be fixed to adapt better to the campaign.

*Category D (general pilot projects):*

- Activities aimed at raising self-confidence of young people from disadvantaged backgrounds in view of promoting social cohesion;
- Development of innovative approaches to youth participation at local level;
- Activities addressed to minority young people and their participation in the campaign and at local level;
- Projects addressing local conflict situations related to diversity and discrimination.

*Category D-HRE (pilot projects on human rights education):*

- Projects focusing on realities of discrimination and intolerance faced directly by young people at local level;
- Projects aimed at multiplying human rights education youth activities at local level (e.g. using Compass and the “all different – all equal” Education Pack);
- Projects dealing with inter-religious dialogue and forms of religious intolerance.

All projects should, of course, be based on the active participation of young people and contain also a peer-education approach.

## 15. Evaluation meeting with pilot projects organisers

This evaluation meeting will be important for strategic reasons – to take stock of the results and impact of the campaign – but also for education reasons: to foster learning among local organisers and to take into account the educational experiences in the follow-up to the campaign.

**Aim:** To associate the local practices of the pilot projects and to evaluate their contribution to the European and national campaigns.

**Target group:**

- Organisers and leaders of local pilot projects supported by the EYF and have a clear link to the campaign.

**Dates:** Autumn 2007

**Venue:** European Youth Centre Budapest or Strasbourg, or in a member state.

**Number of participants:** 40

## 16. Evaluation conference

Like in the 1995 campaign, this campaign will need to be evaluated. The evaluation should be initiated from the start (see below, evaluation measures) and must also be shared and discussed so that the achievements can be consolidated and the follow-up secured. The evaluation conference should obviously bring together all the stakeholders and the different experiences developed through the campaign.

**Aim:** To take stock of and consolidate the campaign achievements, to evaluate the results of the campaign and to plan the follow-up to the campaign.

**Target group:**

- Representatives of main stakeholders and actors in the campaign, including the national campaign committees, European Steering Group, leaders of main projects developed in the campaign.

**Dates:** November 2007

**Venue:** European Youth Centre Budapest

**Number of participants:** 100

## II. Support measures

### Development of education resources

As recommended by the symposium, the existing educational resources for the campaign need to be completed by activities and background texts on:

- Terrorism
- Fascism
- Religion and religious dialogue
- Remembrance
- Disablism
- Homophobia
- Traffic in human beings

This work will consist of developing activities to integrate Compass and the Education Pack “all different – all equal” and the Charter. They should integrate the Campaign Action Pack.

### Campaign Action Pack (also referred to as Guide, Zip Kit, etc.)

The Campaign Action Pack will be a resource for young people actively involved in the campaign at national or local level and carrying out occasional education activities. The Action pack will provide simple and basic resources to explore Diversity, Human Rights and Participation with young people. It will be produced by Council of Europe; and national committees will be responsible for translation – and adaptation - into national languages and distribution in their own countries.

- The Action Pack will be produced to reach as many young people as possible, and must be as simple as possible – written in a language easy to understand (“Youth language”)
- The Action Pack will have a strong educational dimension, bringing together a “collection” of selected resources from Compass and from the Education Pack “all different – all equal”, plus the forthcoming CD Rom on the Charter.
- The Action Pack will reach the wider campaign public; it should be a give-away to people in different settings, and the message should be “It is in your hands”
- The Action Pack will be motivation material, and should be available on the Internet

### Evaluation process

In order to secure an adequate and reliable evaluation of the campaign, the evaluation process must be defined and planned before the campaign starts (this was one of the shortcomings identified in 1995). At least the following elements should be defined and agreed by September 2006 at the latest:

- The specific objectives of the European campaign
- Guidelines for specific objectives of the national campaigns (to be developed by the national campaign committees)
- The criteria for the evaluation of the European campaign and guidelines for the evaluation criteria of the national campaigns;
- The indicators for the evaluation

- The forms and methods of securing evaluation of the different European activities and proposals for the evaluation of national committees activities;
- An evaluation plan, leading and culminating in the evaluation conference.