



## The Council of Europe



1949

10 founding member states including Turkey

2012 - 47 member states

Head quarter – Strasbourg

**CMFE**  
COMMUNITY MEDIA FORUM EUROPE

ENHANCED PARTIAL AGREEMENT ON SPORT  
**epas**  
Accord Partiel Étendu sur le Sport

**FAIRPLAY**  
Viele Farben. Ein Spiel.

**FIP IFJ**

**MEDIA**  
animations  
COMMUNICATION • ÉDUCATION



**RESPECT**

**ER36**  
Université Lille Nord de France

Funded  
by the European Union  
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Implemented  
by the Council of Europe



## Council of Europe

Main role



To promote and defend:

**Human rights - Rule of law - Democracy**

Core text = [Convention for the protection of Human Rights and Fundamental Freedoms, 1951](#)

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## Council of Europe

### Main bodies



**Committee of Ministers** – Secretary General: *Thorbjørn Jagland*



**Parliamentary Assembly of the Council of Europe** – President: *Jean-Claude Mignon*



**European Court on Human Rights** – President: *Sir Nicolas BRATZA*



**Congress of Regional and Local Authorities** – President: *Keith Whitmore*  
– Secretary General: *Andreas Kiefer*



**European Commissioner on Human Rights:** *Nils Muižnieks*



## Council of Europe

### Work

Intergovernmental organisation

- ▶ Main partners = governments

To build standards to promote and defend human rights in all its member states

To monitor their implementation



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# Council of Europe

## Tools

### Conventions

Binding the member states

*1954 European Cultural Convention; 1961 European Social Charter; 1964 Convention on the Elaboration of a European Pharmacopoeia; 1989 European Convention on Transfrontier Television; 1992 European Convention on Cinematographic Co-Production; 1992 European Charter for Regional or Minority Languages*

### Recommendations, resolutions, declarations

Non binding

Building a normative framework



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## Council of Europe & *Media, Diversity, Non discrimination and Intercultural Issues*

European Convention for the Protection of Human Rights  
and Fundamental Freedoms

Freedom of expression (art. 10)

General prohibition of discrimination (protocol 12, art 14.)



## Council of Europe & *Media, Diversity, Non discrimination and Intercultural Issues*

1995 – 2008 - First steps towards a normative framework

### Parliamentary Assembly

*Rec 1277 (1995)1 on Migrants, ethnic minorities and media, Rec 1506 (2001) Freedom of expression and information in the media in Europe, Rec 1768 (2006) The image of asylum seekers, migrants and refugees in the media...*

### Committee of Ministers

*Rec(2007)2 on Media pluralism and diversity of media content, R (99) 1 on Measures to promote media pluralism, R (97) 21 on the Media and the promotion of a culture of tolerance, R (97) 20 on Hate speech, R (84) 17 on Equality between women and men in the media, Dec (2009) on the Role of community media in promoting social cohesion and intercultural dialogue...*

### Other actions

DG I Steering Committee on Media and Information society

DG II ECRI, European commission against racism and *intolerance*

CoE Commissioner on Human Rights, European Audiovisual Observatory, European platform of Regulatory authorities...

**First step = Intergovernmental work, normative framework**



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## Council of Europe & *Media, Diversity, Non discrimination and Intercultural Issues*

Since 2008 – A new step in the work of the Council of Europe

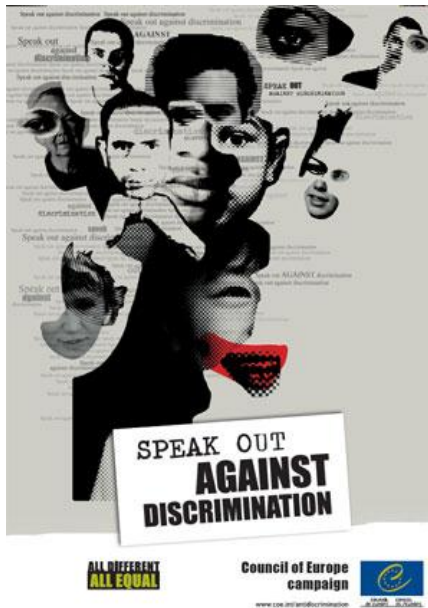
- ▶ Working with and for the European media industry and professionals

May 2008 - White Paper on Intercultural Dialogue “Living together in equal dignity...”

- ▶ [Speak out against discrimination Campaign](#)



## Speak Out Against Discrimination Campaign



Role of the media in a multicultural Europe

Targeting media industry professionals

3 objectives:

1 – [Training media professionals](#)

2 – [Writing, seeing and hearing diversity in the media](#)

3 – [Producing and disseminating innovative and inclusive information](#)

# Speak Out Against Discrimination Campaign

## Main results

### Campaign outputs

[Journalism Training, Discrimination & Diversity Toolbox](#)

[Media & Diversity: The next steps to promote minority access to the Media Report](#)

[Tell us about Diversity! A Practical approach to intercultural media content](#) and [its media cross-reports](#) produced in partnership with the Intercultural Cities programme



### Campaign outcomes

Commitments of various European media actors (EBU, ACTE, ENPA, IFJ, EJTA, EPRA... ) and professionals (with approx. 200 contacts in 2008 increased to 1500 at the end of 2010)

Media Recommendations of the *Living together in 21st Century* Report

### Campaign learning

Specific media issues to be covered **versus** Inclusive approach in media content & production

# MARS – Media Against Racism in Sport

A joint [EU](#) / CoE Programme



## Objective

To implement a European network of media professionals and actors:  
to INCLUDE diversity and non discrimination as an ongoing angle of media coverage  
to ensure expression and representation of all the community in public debate  
to foster intercultural dialogue

## Motivations

Media choose sources, subjects, treatment  
Influence agenda and perception of public debates  
= major actors of democratic life

Too many people excluded from media content and thus from public debates:  
25% news' subjects = women / 51% European population  
Migrants & Ethnic minorities > 5% main news' actors / 10% EU population  
LGBT people > 1% seen on UK TV / 6% UK population  
Disabled persons > 1% seen on UK TV / 20% UK population

## MARS – Media Against Racism in Sport



Sport : An example for improving diversity inclusion in any form of media coverage

### Sport

Important area for building social cohesion

Priority sector of investment of the media industry

Major product of media consumption

Symbol of media deficiency in relation to social and cultural diversity

*40% Sport articles = 1 source (20 % = no source!) (PTG, 22 countries)*

*Sport news actors = < 90% = male and <75% white (Belgium, AJP, 2011)*

*Female athletes = 4 more chances to be covered by a female journalist*

*5% Sport news authors = female journalists (PTG, 22 countries)*

### MARS

Non discrimination and diversity = an ongoing angle of media coverage

Methodological approach applied to sport coverage

Crossing media practices

Innovative modes of production to be extended to all media sectors and form of media coverage.

►► To develop an inclusive and intercultural approach to media content production.



# MARS – Media Against Racism in Sport

## Areas of action

### Journalism & Media Training & Literacy – *Crossing approaches to keep an open mind!*

Production of journalism training tools using media literacy resources to develop critical perspectives on news production methods by future and in-service journalists

### Ethics & Editorial Management – *Diversity as an ethical rule...*

Case studies on existing codes of ethics and of conduct  
Building of ethical rules including diversity as an ongoing angle of media coverage

### Media Productions – *Pairing for innovation !*

Pairing of media professionals  
Co-production media reports including diversity as an ongoing angle of media coverage



## MARS – Media Against Racism in Sport

### MARS activities



National (15) and European Encounters (3) in the field of training, ethics and production

3-day encounters / 35 (National) to 100 (European) participants  
Exchanges of professional practices & production of media tools

European Media Work Exchanges (Cross-visits / Visites croisées) : 210 exchanges in 2011 and 2012

10-day professional visits between 2 media professionals  
Exchanges of professional practices & Production of media tools

# MARS – Media Against Racism in Sport



## MARS European Partners

[CMFE](#) - Community Media Forum in Europe

[IFJ / EFJ](#) - International Federation of Journalists / European Federation of Journalists

[MediaAnimation](#) – NGO facilitating a European network on Media literacy

[VIDC / Fair Play](#) – NGO coordinating Fair Play network

[UEFA](#) - Union of European Football Associations

## MARS in the Council of Europe

Directorate Democratic Governance, Culture and Diversity

[Cultural Policy, Diversity and Intercultural Dialogue](#)

[Intercultural Cities](#) network

[SPARDA](#) EU / CoE joint programme

[MARS Team](#) - 1 programme manager, 1 programme assistant & 1 web publisher

[EPAS](#) - European Partial Agreement on Sport



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## MARS – Media Against Racism in Sport



### MARS Expected Outputs

Online Resources and Contact Database

Booklet on Journalism and Media Training & Literacy Exercises

Leaflet on Ethics and Editorial Management

### MARS Expected Outcomes

Implementation of CoE recommendations by and with European media actors

Provide input to CoE bodies and works (media, diversity, intercultural dialogue, sport...)

Long-term European network of media professionals

Inclusion of diversity, intercultural issues and non discrimination in media content

Recognition of diversity as an angle of coverage and a valuable advantage for media development

## MARS – Media Against Racism in Sport



**To stay informed** – Subscribe [MARS Newsletter](#)

**To follow activities** – Visit [MARS website](#)

**To contribute** – Join the MARS ‘friend’ [Facebook page “European Journalists for Diversity”](#)

# Thanks !