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OPEN SESSION – REPORTING BACK

TITLE	AWARE AND ACTIVE! - PRACTICAL DEMO ON SUCCESSFUL CAMPAIGNING (IN VIRTUAL ZONE)
HOST AND CO-HOST ORGANISER(S)	INTERKULTURELLES ZENTRUM (AUSTRIA'S NATIONAL AGENCY FOR ERASMUS+ YOUTH IN ACTION)
DATE AND TIME	25 SEPTEMBER 2018, 12:00 - 12:45

WHAT WERE THE 3 KEY MESSAGES OF YOUR OPEN SESSION? WHICH CONCLUSIONS WERE DRAWN?

1. Purposeful communication about the benefits of a diverse society to the general public plays an important role in the inclusion process of people with a migrant and/or refugee background.
2. Youth work and awareness raising activities and campaigns by young people (incl. participants with a migrant and refugee background) represent a meaningful and effective approach to promote the inclusion of people with a migrant and/or refugee background in society.
3. Critical thinking and information and media literacy are essential competencies in democratic societies. Youth work can be a powerful tool to enhance critical those competencies among young people incl. among the youth workers.
 - Participants of the open session agreed on the need to spread the message of the Aware and Active! European Campaign and in particular to politicians at local, regional and European level, e.g. young politicians in the youth parliaments, representatives of the national delegations in the EC, EP members, etc.
 - Participants agreed on the fact that both capacity building targeted at youth and the motivation of young people to design and create awareness raising activities plays a crucial role regarding the success of communicating and campaigning for human rights and common values, such as diversity and inclusion. Interkulturelles Zentrum will continue to motivate the organisation of awareness raising activities through the European Solidarity Corps (ESC) as well as we intend to apply for the Austrian national grant scheme: "[Eure Projekte](#)".
 - Participants highlighted the need for more (both local and European level) communication activities and campaigns by young people for young people that are aligned to combating extremism, hate crime and fake news. The National Agencies for Erasmus+ Youth in Action (Erasmus+ YiA) will convey this message to the EC in order to implement more possibilities in the next generation of the Erasmus+ YiA programme and will also promote it through the ESC.

WHAT ARE THE 3 KEY RECOMMENDATIONS AND WHICH NEXT STEPS ARE PROPOSED? (PLEASE INDICATE WHO EACH RECOMMENDATION IS TARGETED AT – EG: THE EU SHOULD...)

1. FRA should help us to create synergies and tools that support the promotion of the ongoing projects/initiatives on relevant topics (e.g. respect for human rights in a diverse society) and to spread the Aware and Active! campaign messages to a wider audience.
2. The EU should create more opportunities and funding to support local and regional awareness raising activities by and for young people (incl. people with a migrant background) that are linked to the respect for human rights.
3. The EU should emphasise on the importance of youth work and support measures and tools to promote critical thinking and information and media literacy among young people, thus building their capacity to identify fake news and combat extremism and hate crime.

As part of the follow up/next steps after my session, my organization will...

Fundamental Rights Forum 2018

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provide more specific information and detailed description of the campaign on the project website http://en.iz.or.at/aware-and-active_project.

As part of the follow up/next steps after my session, I believe, FRA could/should ...

join the forces to spread and promote the European campaign messages to help to reach out to the widest possible audience across Europe.

WHICH GOOD PRACTICES OR NEW INSIGHTS WERE GIVEN? DID YOU DISCOVER ANY NEW POTENTIAL PARTNERS TO WORK WITH FOR YOUR ISSUE?

- ✓ Participants pointed us to a number of creative tools (such as a practical demo on successful campaigning: [A refugee's journey – achieving change in public minds](#) in Estonia) on how to ensure better impact of the Aware and Active! Campaign as well as to partners (i.e. Estonian Human Rights Centre, Slovak National Centre for Human Rights, Poznan Human Rights Centre) who would could support us in the promotion of our campaign.
- ✓ Our open session and participation at the Forum helped us to gain visibility among actors at European level and to expand our network. It furthermore provided inspiration for the creation of possible synergies with those actors.