

Seminar with human rights communicators' leadership

Vienna, 23-24 January 2018

(Organised by FRA, with support from ENNHRI, Equinet, CoE and OHCHR)

Agenda

Tuesday, 23 January 2018, FRA premises, Conference room

16:30	Registration
17:00	Welcome & opening Michael O'Flaherty Director of the EU Agency for Fundamental Rights (FRA)
17:30 - 18:45	Panel debate <i>Which 21st century approaches do we need for effective human rights communication?</i> Technologically driven (dis)information over recent years has led to an increasingly difficult, very competitive, and ever changing communications environment. What are the challenges in communicating the essential role of human rights in our societies, and how can they be overcome? <ul style="list-style-type: none"> • Laura Ligouri, Executive Director at Mindbridge center, professor of Neuroscience at Bates College • David Mephram, Director, Human Rights Watch UK • Geraldine Mattioli-Zeltner, Adviser to the Commissioner for Human Rights, Council of Europe • Quirine Eijkman, Vice-Chair, Dutch National Human Rights Institution Moderated by Friso Roscam Abbing , Head of the Fundamental Rights Promotion Department, EU Agency for Fundamental Rights (FRA)
18:45	Case study elevators pitch Case study owners will present in one minute the content of their case study, to be delivered 2 nd day
19:00	Shuttle bus leaving to the hotel
19:30	Networking dinner at Borromäus restaurant Imperial Riding School Renaissance Hotel

Wednesday, 24 January 2018

Imperial Riding School Renaissance Vienna Hotel, Room Riding School

08:30	Welcome coffee (Foyer Riding School)
09:00	Framing & agenda Friso Roscam Abbing , EU Agency for Fundamental Rights
09:15	Check in
09:45	Case study elevators pitch Case study owners will present in one minute the content of their case study
10:00	<p>Case study round I (simultaneously)</p> <ol style="list-style-type: none"> 1. Effective communication: the brain-perspective Laura Ligouri, Executive Director, Mindbridge center, Plenary Room "Riding school" 2. Digital Storytelling in the Age of distraction Mathias Schuh, Digital Mobilisation Officer, Greenpeace "Room Croupade" 3. Getting the message – how accessibility improves communications for all Zara Todd, European Network on Independent Living Room "Levade" 4. Why the UDHR is still relevant 70 years after? Laurent Sauveur, Chief External Outreach, Office of the United Nations High Commissioner for Human Rights, Room "Capriole" 5. Creating viral campaigns: 'Dear Future Mom' Federico De Cesare Viola, PR and campaign manager, Coordown Room "Coubette"
11:00	Coffee Break (Foyer Riding School)

11:30 -
12:20

Case study round II (simultaneously)

1. Framing and Communicating Equality

Sarah Cooke O'Dowd, Communication Officer, Equinet, and Steve Taylor, Communications Director, ILGA Europe
Plenary Room "Riding school"

2. The EU Fundamental Rights Colloquium: communicating women's rights in turbulent times

Giles Goodall, Head of Unit for Communication, Strategy and Planning, DG Justice, European Commission
Room "Croupade"

3. Communicating the politically incorrect

Esben Geist, Head of Communication, Danish Institute for Human Rights
Room "Courbette"

4. Connecting human rights to the men and women in the street

Quirine Eijkman, Vice-Chair, Dutch National Human Rights Institution
Room "Capriole"

5. Better understanding UK public attitudes to human rights

David Mepham, Director, Human Rights Watch UK
Room "Levade"

12:30

Case study round III (simultaneously)

1. FRAbot: using algorithms to counter hate speech

Graham Patterson, Documentation and Online Communication Manager, EU Agency for Fundamental Rights
Plenary Room "Riding school"

2. Research grants (scholarship) for journalists

Bettina Hildebrand, Head of Communication / Spokesperson, Deutsches Institut fuer Menschenrechte
Room "Capriole"

3. The importance of positive imagery

Daniel Makonnen, Communications Officer, Open Society Foundation
Room "Levade"

4. Getting citizens to change social reality

Katarzyna Batko-Toluc, Programme Director and Board Member, Citizens Network Watchdog Poland
Room "Courbette"

	<p>5. Communication checklist: what should be included in a hands-on online checklist on human rights communication?</p> <p>Ophelia Field, Independent consultant Room "Croupade"</p>
13:15	Lunch – Borromäus restaurant
14:15	<p>Plenary conversations</p> <ul style="list-style-type: none"> • Community of Practice: <i>how could we most effectively organise ourselves as a community of human rights communicators?</i> • Fundamental Rights Forum 2018: <i>how can we best use the FRF 2018 for advancing effective communication on human rights?</i>
15:30	Plenary – Check out and concluding remarks
16:00	End of meeting