



Developing a comprehensive strategy against racism, intolerance and hate crime



Με τη συγχρηματοδότηση της Ελλάδας και της Ευρωπαϊκής Ένωσης



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INTRODUCTION

In the light of the migration issue in Greece, which, over the past few years, has taken on a very large scale, a quite favourable condition is created in order to overcome the social problems that have been overlooked so far.

Racism and related issues that come up through this condition, such as hate crime as well as intolerance has reached an extreme point and immediate action is essential. **The problem** facing society is **not only aimed at groups of migrants** but also **on other social groups such as the LGBTQ** community. In order to reach this development, where prejudices and outdated ideas break down, **a campaign is organised against racism, intolerance and hate crime.**

The purpose of the campaign is to raise public awareness and to provide information on the situation.

With the support of the European Union, through the *Rights, Equality and Citizenship Programme 2014-2020*, in the framework of the co-funded project “Development of a comprehensive strategy against racism, intolerance and hate crime”, the Ministry of Justice undertook the initiative to *establish a communication strategy and a media plan for the campaign aiming at combatting racism, intolerance and hate crime.*



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Purpose

The aim is to raise awareness among the overall population of Greece, to provide information on the issue of the campaign, the legislation and the rights of victims. For the maximum effectiveness of the project, the Media Plan that has been drawn up took into account successful, similar campaigns conducted by international organisations and NGOs.



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Purpose and objective of communication

The communication strategy can be seen as a dynamic map showing the starting point and at the same time the planned strategic orientations in order to establish effective communication and dissemination of information to all target audiences. The strategy is fully relevant to the size of the Ministry’s budget available and objectives.

The **main objective** of the Communication Strategy is to inform in an efficient way the beneficiaries, public opinion across the country and the citizens of the European Union to raise public awareness and information on the state of play on the issue of racism, intolerance and hate crime, through a suitable portfolio of communication actions and tools, at central and regional level.

A key element of the strategy is a unified communication in terms of messages, image and style, which will be explanatory and perceived by the average citizen.

A key objective is to inform them fully with a view to eliminating behaviour that is ill-suited to a country which key feature of its entire history was always the warm-hearted hospitality.

Apart from that, it is important for the Ministry’s strategy to enhance the **public’s** knowledge in a way that will improve their everyday life.



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COMMUNICATION STRATEGY — STRATEGIC APPROACH

Through the targeted communication strategy proposed in order to provide more effective information and information to the public on the role and actions of the Ministry of Justice, **it is necessary to define it in two ways:**

Overall communication goal

It seeks to highlight the essential role of the Ministry of Justice in implementing important interventions for the benefit of all citizens and society as a whole.

Specific communication goal

It concerns the promotion of the specific posts of the Ministry with a view to ensuring equal treatment for all residents of the country.

For the two above axes of the communication strategy, further analysis should be carried out by:

~Communication objective, depending on the implementation phase of the actions.

~Specific Common Target.

~A combination of media and communication tools.

~Strategic synergies with stakeholders that can function as information multipliers.



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Communication framework

The communication ‘builds up’ a relationship and creates a two-way dialogue between the beneficiaries, the general public, the stakeholders, the economic and social partners, listening to their needs and their specificities at national and/or regional level and involves them in the dissemination of information.

The benefit of the actions and projects to potential beneficiaries and to society as a whole must be made understandable in any communication circumstance. For this reason, the important information of the individual actions is mapped and made available in a concise way.

A short key message and/or slogan, in positive way, shall also be selected to accompany any communication and attract the interest of the target audience.

The key communication message will be used to promote the individual actions, constituting the “umbrella”, which will then have a more specialized focus. In combination with the communication texts, a communication image is an important parameter, underlining both continuity and consistency of communication. An overall single identity with the individual adjustments per action reinforces the power of the message and makes it easily understandable to the public, when the information it shares concerns actions of the Ministry of Justice.

The communication strategy should adopt the following key orientations:

~Emphasis on the benefit for each target audience of the actions being implemented.

~A communication style explaining the content of the average citizen and the



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individual target audience, using a simple and understandable language, familiar to the Greek reality of images, with which it could be identified, especially for the specific axes.

~Integrating communication in terms of messages, image and style.
Communication should therefore be consistent, and use continuity, uniformity and simplicity in all phases of the programme and for each target audience.

~Promote good practices and concrete examples of participation in individual actions and raise awareness among the general public about the benefits of these actions for the country’s economy, but also for every citizen.

In any case, the design of the communication strategy seeks to develop all possible synergies with partners, beneficiaries, SMEs, multipliers in order to achieve the maximum effectiveness of the Communication Action Plan.



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Media plan framework

All Media and Communication Tools will be used in line with the communication objective, cost, target audience and timing.

In particular:

- ~ Communication actions in the media (radio and Internet channels, daily and weekly political and financial newspapers, Panhellenic and regional media, making use of the possibility of an approved social message, News agencies, Internet hubs, Specialised forms)
- ~ Promotion actions (Organization of Events, Days, Conferences, Direct Mail — Design and Production of Printing Materials and Electronic Regulatory Materials)
- ~ Use of new technology media such as Social Media (Facebook, Twitter, YouTube, etc.);
- ~ Indirect communication actions (press releases, reporting articles, Presentations, Advertorials Interviews, Interviewing Press)

The mix of these instruments and tools may be updated according to the state of play of the actions, as well as the current economic and social context, using traditional forms of communication (notably television advertising), the potential of Social Media and indirect communication programmes.

Social media is now the most powerful communication multiplier between productive ages and opinion leaders, as they ensure interactivity in communication with the citizen.



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Indirect communication is also characterised by a high degree of communication and, like social media, is of low budget.



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PROPOSED SPECIFICATIONS FOR THE MEDIA PLAN

The target audience of which the campaign is men and women of 12-54 years of age, the approach of which will be achieved through

- television spots,
- radio
- brochures
- social media
- website
- events

The promotion of television spots suggests **cooperation** with the **State television (ERT1, ERT2, ERT3), the tv channel of the Hellenic Parliament,** as well as **satellite channels,** which could transmit these messages by targeting the aforementioned public audience in the context of corporate social responsibility. This could also be the case with private channels, also in the context of CSR.

With regard to radio spots, the aim is for both public and private radio broadcasters.

On **social media it is necessary to create a page** on facebook, on **instagram** and exploit the potential for live links in events.

To further enhance the internet presence of the campaign, it is proposed to use the website of the National Council of Racism and Intolerance. The website, in addition to providing information, is responsible for promoting the campaign and presenting the projects that have taken place. For the best possible results, it is necessary to keep the data up-to-date so that the page is also up to date. The visits will be recorded and these records will be used as an efficiency



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indicator. In addition, **provision is made for the distribution of information leaflets in places** such as schools and universities, cultural festivals, public services and reception centres for migrants. The distribution of leaflets could be made by volunteers who will be informed about the possibility through bodies or associations.

As regards to the campaign messages, which will be circulated in both the brochures and video spots, they must **be clear and targeted**. The opposition **to hate speech**, the defence of human rights and the full discouragement of all forms of racism and xenophobia must be made clear to the public.

Finally, due to the fact that the campaign refers to an issue which is of great concern to society as a whole, the Greek Parliament will organise a national conference which will be web streamed. The retransmission gives the opportunity to follow decisions in real time and potential concerns on the issue of racism.

In order for the impact of the campaign to be large enough and Greece to lead by example to other countries, actions relating the notification of mobilization abroad will take place. In particular, the website, which will support the campaign, will take care of the results and all best practices will be extended to the rest of the world.

The above implementation should be shared and coordinated with all stakeholders, with a view to optimum effectiveness. Examples include the diffusion of web banner, spot through government websites of the Government, the Police and the JMC.

Other actors, the synergies with which they would have increased benefits, are the Information Centres on Europe & the Representation of the European Commission in Greece. Cooperation will therefore be sought using the



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Information Centres (Europe Direct, Team Europe).

As an indication, the following actions are proposed with their respective budget, to be defined, as the project develops and delivers results.

Building of texts and slogan	EUR 5,000.00
Creation of 1 TV spots 30'	EUR 19,000.00
Creating radio spots	EUR 2,100.00
Creative 1 leaflet of the 3pack	EUR 900.00
Print 5000 leaflets	EUR 1,500.00
Creation of a web Banner	EUR 1,000.00
Support for 3 events	EUR 19,500.00
Create Facebook pages & Instagram, with content management advice throughout the project	EUR 7,000.00
Purchase of 10 images to be used	EUR 4,000.00
Total	EUR 60,000.00

Please note that the proposal for the implementation of the communication strategy is indicative and will be specified to the progress of the implementation of the project.

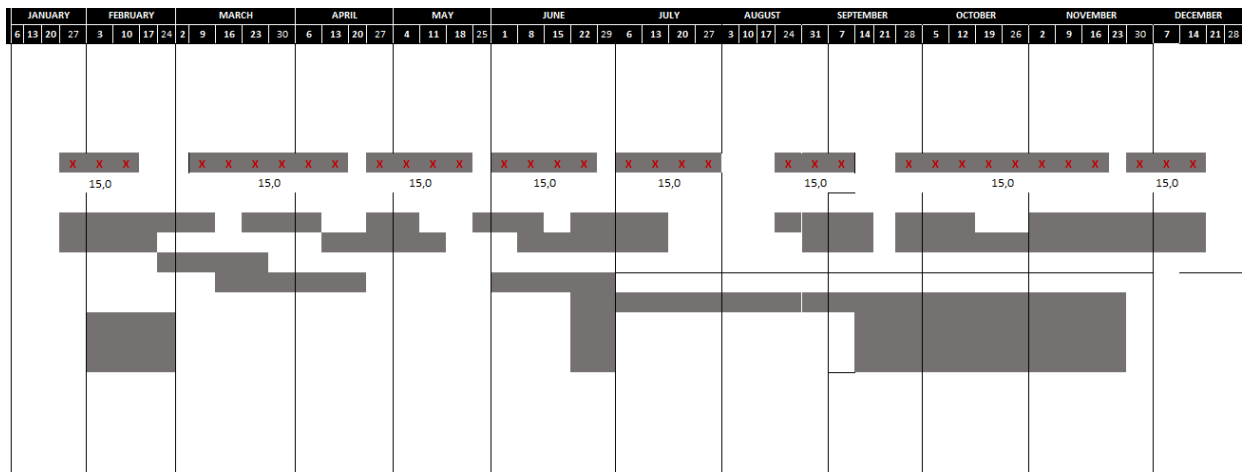


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The following is proposed as an indicative time for implementation:



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ACCESSIBILITY

TAKING INTO CONSIDERATION DISABILITY ISSUES WITHIN THE PUBLICITY ACTIONS

The Ministry of Justice will make every effort to ensure that people with disabilities have equal access to information on the issues of racism by applying the proposals made by the NCDP to the National Coordination Authority. In addition to these, and in order to update them more quickly, the Ministry of Justice will be able to display all the relevant printed information material [on the webpage of the National Council against Racism and Intolerance](#).

A. events (training seminars, workshops, meetings, conferences, fairs, exhibitions, etc.) In organizing such events, the Ministry of Justice will take care of the following:

I. Before the event:

♣ In addition to the usual communication actions for the event (SMEs, electronic media, etc.), the invitation will be sent to the collective bodies representing persons with disabilities at national level in order to distribute it to their members. In order to ensure that the access to and the monitoring of the event by disabled persons is facilitated:

-Applications/forms of participation will include a field where the participant indicates that he or she is a disabled person and his or her type of disability (motor, sensory, visual, hearing, etc.). In the case of offering meals at the event, a statement of special nutritional matters (e.g. diabetes, etc.) will also be included.

-Alternatively, the call/announcement will include a contact phone and an email address for participation of an individual with Disabilities.



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II. Events' place choice: In all cases, sites shall be selected providing:

- ♣ Accessibility to the room and other places for wheelchair users through ramps, lifts, doors of sufficient availability of accessible toilets; marking of accessible toilets; signaling of accessible toilets for disabled persons in the vicinity of the events; facility of wheelchair accessible seats in the Room for wheelchair spaces with the possibility of travel, in order to be able to create a wheelchair access position, in the case of participation of a wheelchair mobility panel. Finally, in the event of the organisation of reports, the exhibits shall be placed at such heights and locations, so that access to them by wheelchair users is possible, and the unimpeded movement of persons with motor disabilities or accompanied persons through the exhibits.

III. During the event: Depending on the participants and where relevant, the following may be provided:

- ♣ Interpretation into Greek sign language and reservation of deaf and hard-of-hearing people to ensure visibility to the sign interpreter. Accordingly, speakers will be informed so that they follow a presentation rate that allows the interpreter to work.

- ♣ Provision of information material in accessible formats (e.g. electronic files, CDs, print with large characters, print in Braille, etc.)

Alternatively, the information material shall be made available electronically on an accessible website. The supply of a sound growth machine (loop) for the hard-of-hearing persons.

- ♣ Provision for unaccompanied disabled persons who are blind and disabled in general by drivers/assistants or the provision of staff by the organisation's staff who will, if requested, support disabled persons (accompanied by their position, call for a means of transport, support of boarding, etc.)



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♣ In the case of meals, the supplier will be given a description of the food and its suitability for persons with particular nutritional needs, for example people with special nutritional requirements, for example with people with disabilities.

B. TV messages: During the design and production of TV messages, care shall be taken to make them accessible also to persons who are deaf or hard-of-hearing and blind and visually impaired, through the use of subtitling, narrative, sign interpretation, etc.

C. Radio messages: effort shall be made to select at least one radio station with Radio Data System (RDS) in order to transmit radio messages, which will transmit a critical radio access section of the radio message to make it accessible to deaf and hard-of-hearing persons.

D. WEBSITE PAGE OF THE NATIONAL COUNCIL AGAINST RACISM AND INTOLERANCE - ELECTRONIC EQUIPMENT

The Ministry of Justice has ensured that the web page concerned is compatible with the Web Content Accessibility Guidelines version 2.0 at least at the accessibility level of at least ‘AA’ (WCAG 2.0 Level AA and HSE/Φ.40.4/1/989 ‘Framework for the provision of eGovernment services’, Annex I — Module 7 ‘Accessibility’, CY).49 and JP.27).

New material (sheets, fact sheets, sheets, magazines, printers, etc.) The information material will make an effort to produce also in accessible formats (e.g. electronic files, CDs, printed matter in large print, printed in Braille, etc.) and made available to the collective bodies of persons with disabilities or on request directly to persons with disabilities.



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