

MEDIANE

Media in Europe for Diversity Inclusiveness

The Council of Europe



1949

2012 - 47 member states

Head quarter – Strasbourg

CMFE
COMMUNITY MEDIA FORUM EUROPE

EJTA
European Journalism Training Association

IFJ
UEF

MEDIA
animations
COMMUNICATION | EDUCATION

Funded
by the European Union
and the Council of Europe



Implemented
by the Council of Europe



MEDIANE

Media in Europe for Diversity Inclusiveness



To promote and defend:

Human rights - Rule of law - Democracy

Intergovernmental organisation

- ▶ Main partners = governments

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

To monitor their implementation

CMFE
COMMUNITY MEDIA FORUM EUROPE

EJTA
European Journalism Training Association

IFJ
UEF

MEDIA
animations
COMMUNICATION | EDUCATION

Funded
by the European Union
and the Council of Europe



Implemented
by the Council of Europe



MEDIANE

Media in Europe for Diversity Inclusiveness

Council of Europe & *Media, Diversity and Intercultural Issues*

1995 – 2008 - Towards a normative framework

Parliamentary Assembly

Rec 1277 (1995)1 on Migrants, ethnic minorities and media...

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 (84) 17 on Equality between women and men in the media

Other actions

DG I Steering Committee on Media and Information society / DG II ECRI
CoE Commissioner on Human Rights...

CMFE
COMMUNITY MEDIA FORUM EUROPE

EJTA
European Journalism Training Association

IFJ
IFJ

MEDIA
animations
COMMUNICATION | EDUCATION

Funded
by the European Union
and the Council of Europe



Implemented
by the Council of Europe



MEDIANE

Media in Europe for Diversity Inclusiveness

Council of Europe & *Media, Diversity and Intercultural Issues*

Since 2008 – A new step in the CoE work

May 2008 - White Paper on Intercultural Dialogue "*Living together in equal dignity...*"

- ▶ **Working with and for the European Media Industry and Professionals**
- ▶ 2008 – 2010 ***Speak Out Against Discrimination Campaign***
1st CoE Initiative
- ▶ 2011 – 2012 ***MARS – Media Against Racism in Sport***
1st CoE / EU joint initiative

CMFE
COMMUNITY MEDIA FORUM EUROPE

EJTA
European Journalism Training Association

IFJ
IFJ

MEDIA
animations
COMMUNICATION | EDUCATION

Funded
by the European Union
and the Council of Europe



Implemented
by the Council of Europe



MEDIANE

Media in Europe for Diversity Inclusiveness

OUTPUTS = 2 Online Resource Centres

SOAD Campaign = training tools, examples of media reports & recommendations
www.coe.int/antidiscrimination

MARS **Outputs** = Training tools, Media Reports & Practical Guidelines
References on Media & Diversity (CoE & Others)
Directory of relevant websites on Media, Diversity & Sport
1st **Contact Database** of *Media & Diversity Practitioners*
www.coe.int/mars - *Mid May 2013*

OUTCOMES

Increasing interest of various European media actors and professionals_ *(with approx. 200 contacts in 2008 increased to 4500 at the end of 2012)*

Diversity = a **specific** issue *versus* **Inclusive Approach** of media content

CMFE
COMMUNITY MEDIA FORUM EUROPE

EJTA
European Journalism Training Association

IFJ
INTERNATIONAL
FEDERATION
OF JOURNALISTS

MEDIA
animations
COMMUNICATION • EDUCATION

Funded
by the European Union
and the Council of Europe



Implemented
by the Council of Europe



MEDIANE

Media in Europe for Diversity Inclusiveness

MEDIANE = A new **2013-2014 CoE / EU joint initiative** to focus on:

- 1/ **Including diversity** in media content design and production
- 2/ **Increasing capacities** of media outlets and professionals for including diversity in media content = focus on **Media Diversity Inclusiveness**
 - ▶ to stimulate **inclusive and intercultural approaches** of media content design and production

WHY ?

CMFE
COMMUNITY MEDIA FORUM EUROPE

EJTA
European Journalism Training Association

IFJ
IFJ

MEDIA
animation
COMMUNICATION | EDUCATION

Funded
by the European Union
and the Council of Europe



Implemented
by the Council of Europe



MEDIANE

Media in Europe for Diversity Inclusiveness

Too many groups not very visible, not to say invisible, in the media

25% of European news items feature women

Immigrants represent less than 5% of the main actors in the news in Europe

LGBT people and Persons with disabilities < 1% on UK screen

When these groups in the media = specific roles & limited topics

Belgium **Women / ethnic minorities = secondary roles or extras**
Persons with disabilities = only in relation to disability

France **Ethnic minorities = approx. 19% of actors in all TV news**
Approx. 30% in sports and music
< 10% in political, social and economic news

CMFE
COMMUNITY MEDIA FORUM EUROPE

EJTA
European Journalism Training Association

IFJ
IFJ

MEDIA
animations
COMMUNICATION | EDUCATION

Funded
by the European Union
and the Council of Europe



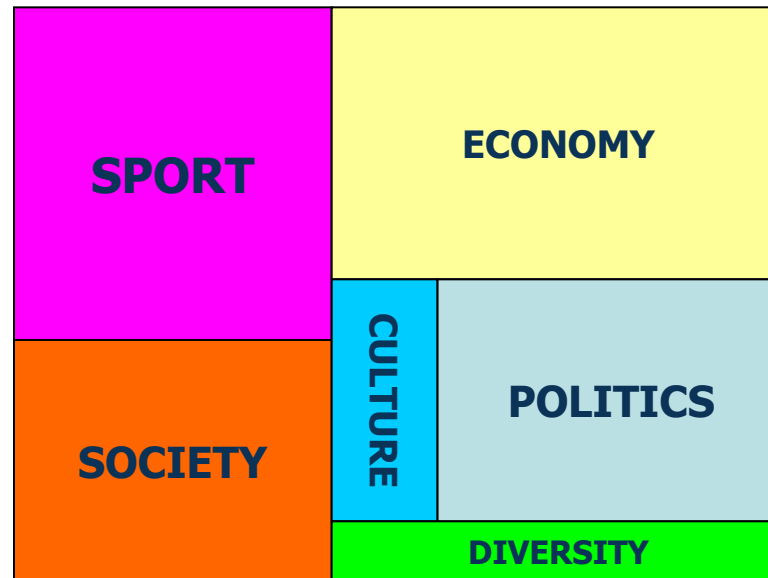
Implemented
by the Council of Europe



MEDIANE

Media in Europe for Diversity Inclusiveness

Various initiatives / Various actors (Media, Regulators...)



IMPORTANT BUT NOT REALLY INCLUSIVE

CMFE
COMMUNITY MEDIA FORUM EUROPE

EJTA
European Journalism Training Association



MEDIA
animations
COMMUNICATION | EDUCATION

Funded
by the European Union
and the Council of Europe



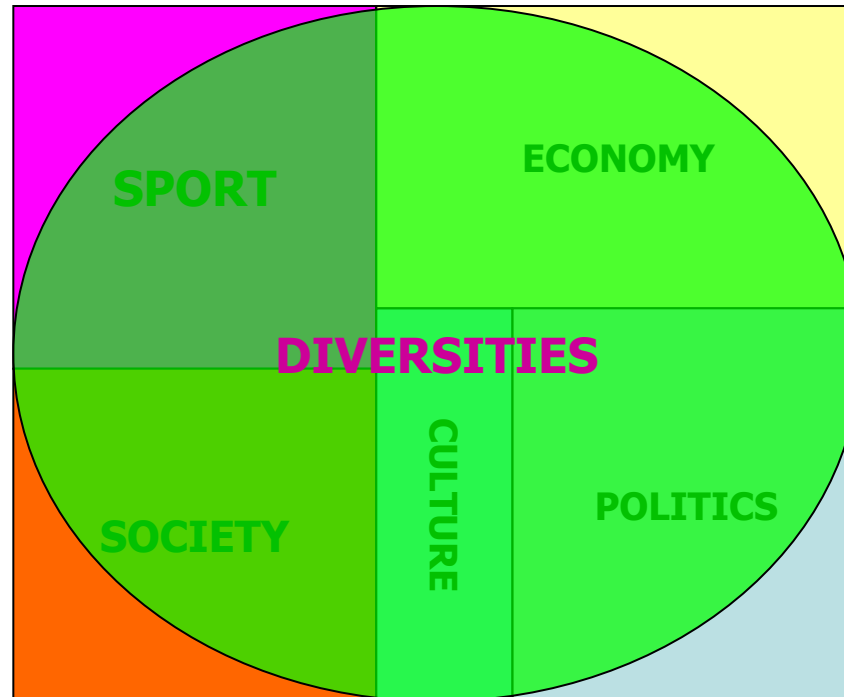
Implemented
by the Council of Europe



MEDIANE

Media in Europe for Diversity Inclusiveness

MEDIANE = ...



= For a **Diversity to be Inclusive** at **all levels** of the Media Industry

CMFE
COMMUNITY MEDIA FORUM EUROPE

EJTA
European Journalism Training Association

IFJ
IFJ
IFJ

MEDIA
animations
COMMUNICATION | EDUCATION

Funded
by the European Union
and the Council of Europe



Implemented
by the Council of Europe



MEDIANE

Media in Europe for Diversity Inclusiveness

- ▶ **Allowing all groups to be part of the public and democratic debate**
Diversity & Diversities
- ▶ **Strengthening intercultural dialogue and social cohesion**
Focus on news
- ▶ **Building new development models for the Media Industry**
New audiences
New issues and topics

HOW ?

CMFE
COMMUNITY MEDIA FORUM EUROPE

EJTA
European Journalism Training Association

IFJ
IFJ

MEDIA
animations
COMMUNICATION | EDUCATION

Funded
by the European Union
and the Council of Europe



Implemented
by the Council of Europe



MEDIANE

Media in Europe for Diversity Inclusiveness

CoE = Facilitator

- 1/ **sharing media practices and experiences** between media professionals and actors
- 2/ **finding new ways** for designing and producing media content

Media Professionals and their Networks = Main actors

- 1/ Journalism & Media Trainers & Educators...
- 2/ Future Journalists, Journalists & News Managers...
- 3/ Media Managers & Owners (Editors, Broadcasters...)

CMFE
COMMUNITY MEDIA FORUM EUROPE

EJTA
European Journalism Training Association

IFJ
INTERNATIONAL
FEDERATION
OF JOURNALISTS

MEDIA
animations
COMMUNICATION | EDUCATION

Funded
by the European Union
and the Council of Europe



Implemented
by the Council of Europe



MEDIANE

Media in Europe for Diversity Inclusiveness

MEDIANE = 3 Areas of Interest

- 1/ Journalism & Media **Training** & Literacy
- 2/ Media **Production**
- 3/ Journalism **Practice**

MEDIANE = 3 Groups of Activities

- 1/ **160 European Exchanges** of Media Practices
- 2/ **10** European and Thematic **Encounters**
- 3/ A **Mediane Index** on Diversity Inclusiveness

CMFE
COMMUNITY MEDIA FORUM EUROPE

EJTA
European Journalism Training Association

IFJ
UEF

MEDIA
animations
COMMUNICATION | EDUCATION

Funded
by the European Union
and the Council of Europe



Implemented
by the Council of Europe



MEDIANE

Media in Europe for Diversity Inclusiveness

MEDIANE

Conceived **with and for media professionals** to

1/ move **from** approaches based on **diversity coverage** to

2/ **inclusive approaches** of **media production** based on the principles of **diversity inclusiveness**

THANKS !

CMFE
COMMUNITY MEDIA FORUM EUROPE

EJTA
European Journalism Training Association

IFJ
UEF

MEDIA
animation
COMMUNICATION | EDUCATION

Funded
by the European Union
and the Council of Europe



Implemented
by the Council of Europe