

WORKING GROUP 2
Facilitator : Nourhene
Mahmoudi,
Designer : Dragan from
BlueSky

WELCOME !

**Add
your
post-it**



Sara Tanan -
Individual Consultant
- One expectation:
How to effectively
use storytelling
addressing the topic
of human rights -
Coffee makes me
interactive

Eva Calado, RPCI -
Portuguese Network
of Intercultural Cities -
I'm managing a
project about anti
discrimination and
need to build anti
hate narratives that
resonate with young
people. I went
traveling solo to Asia
for 3 months

Dragan
Ignjatov Painter /
Designer working for
Blue Sky Graphics UK
as graphic design
tutor to improve
understanding
between people just
love playing drums

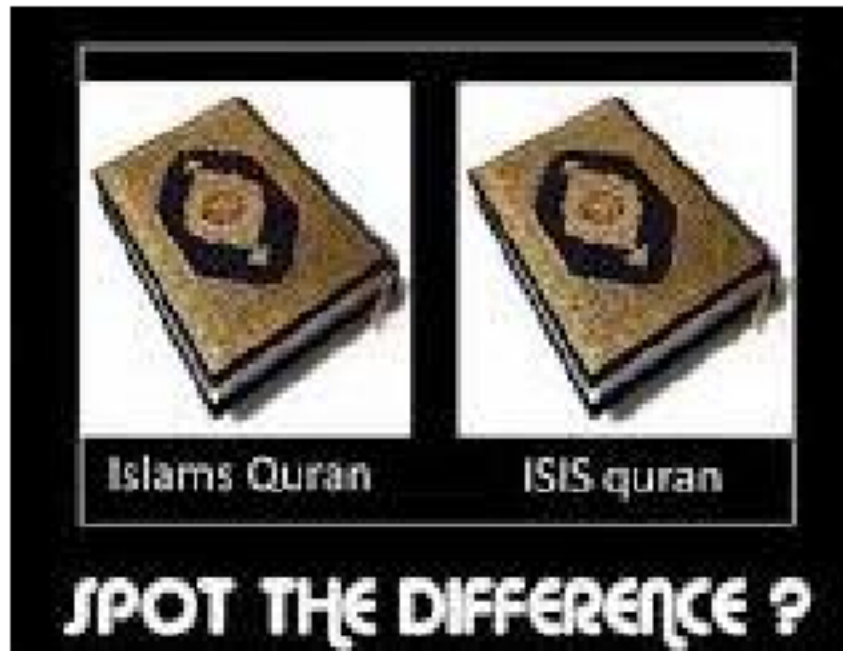
Nourhene
Mahmoudi -
FEMYSO - explore
the different ways
participants will
contribute to this
workshop - I learnt
Turkish as a hobby
:D.

Neriman
Velija Organization:
Ardhmeria Learning
how to face with
anti Muslim hate
speeches. Learning
italian language for
fun.

NHSCU / Would like to
figure out how HR
key-messages should
be communicated in
social media -
managing many
different projects on
NHS / my first time in
the COE, got by bike,
raining, I was super
wet and embarrassed

Some examples of anti-Muslim hate speech

1.



2. A Muslim girl being asked to remove her hijab at school because "she is oppressed and needs to be liberated"

3. A young Muslim boy finding a post-it on his desk with a note: "Go back to your country"

2b



3b.



1b



3c.



Identify the anti-Muslim hate speech?

the HS example :

"..."

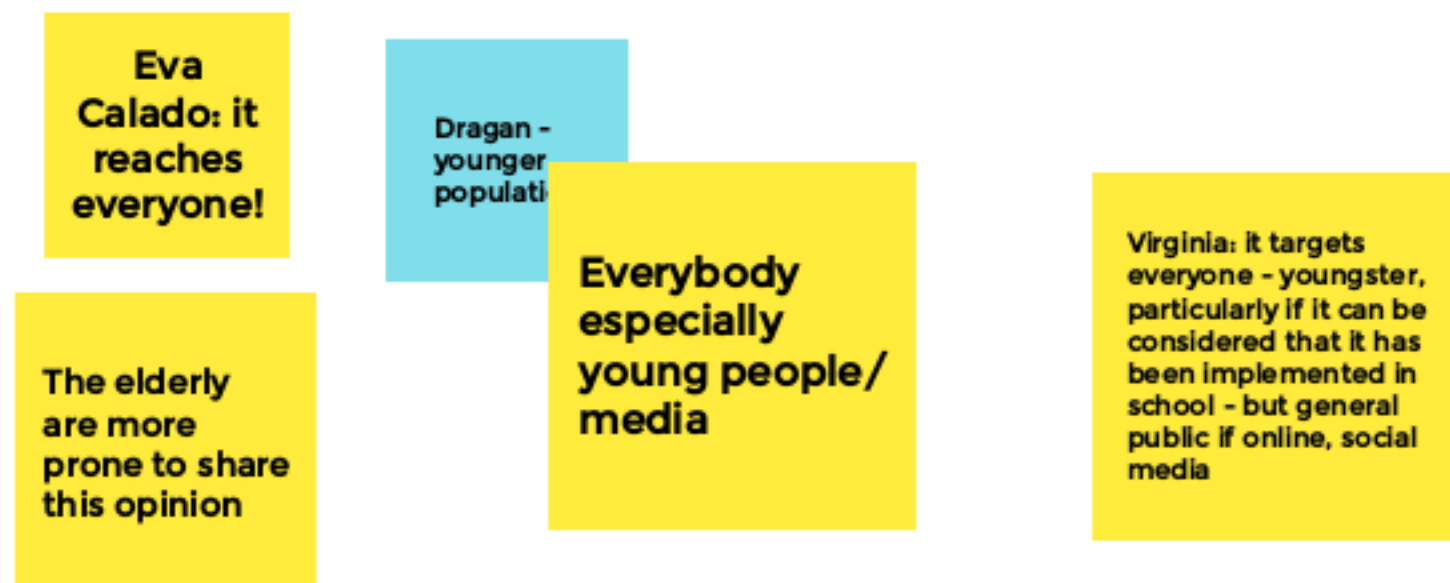
1. Where has it manifests itself;
(online, governmental sites, even NGO's can spread it)?



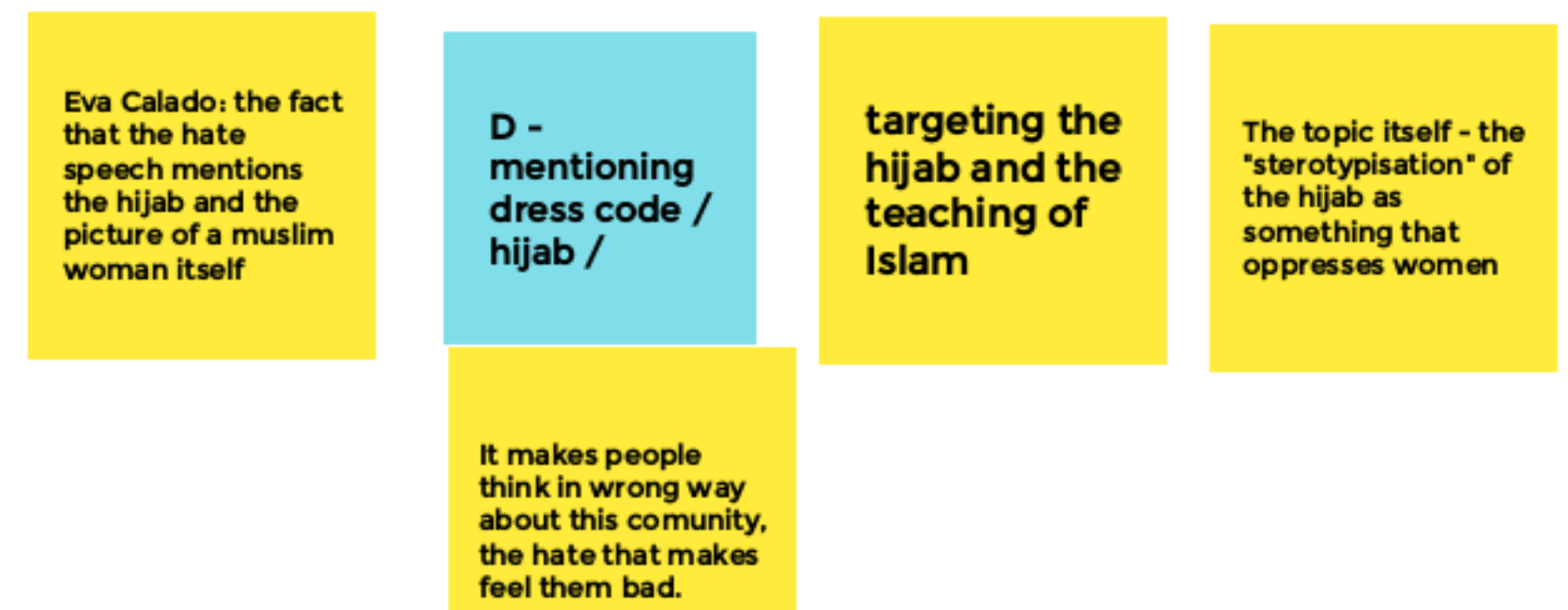
3. Who is affected?



2. Who does it reach?



4. What makes it Anti-Muslim?



Triggered personal emotions and Human Rights values

The HS example:

"..."

Triggered emotions and values:

Add
your
post-it

Eva:
Angry>Embarrassed
/ Sad>Powerless /
Fear>Worried

Anger

**Non-
discrimination
principle**

Equality

**Anger: threat
(insecure),
hurt,
frustrated,
violated**

**disrespect
and
dignity
violation**

**Sad: abandoned
(ignored), despair
(powerless,
vulnerable), lonely
(isolated)**

Emotions this image
triggers > is about
anger, disgust and
fear. Insecure,
frustrated, hurt /
disapproval / sad,
powerless,
vulnerable

principle violated:
freedom of
expression, freedom
of belief, human
dignity,
auto-determination

HR violated:
equality, freedom of
belief > about
discrimination and
non-inclusion on the
basis of the gender
or belonging to a
certain group

Unfairness

D /// ANGER - HURT
- Embarrassed ----
SAD - Abandoned -
Victimized ---
Lonely - Isolated

Analyse the anti-Muslim hate speech, What is its narrative?

the HS example :

1. What is the core message?

Eva: muslim women should not wear a hijab

D / message is that if you wear a hijab you are manipulated by religion

Image: oppression coming from the jihad.

Muslim are oppressed and to be liberated.

Delegitimation of Muslim's beliefs.

Discrimination / Freedom and religious beliefs

3. Who is the intended audience, what emotions "...and narratives does aim to trigger with them?

everybody - but mostly female in this case / ANGER - aggressive - provoked and FEAR - insecure - inadequate

Eva: audience is muslim women/people in general and it triggers feelings of hostility, discrimination and hate

Everybody - anger / fear of someone's cultural different from you

4. How does it affect the wider audience?

2. What images, presentation style, stereotypes etc does it provoke?

Eva: muslim women are oppressed and submissive

Muslim women are weak / slaved / don't have their own voice, opinion

Hypothetical incompatibility of Islamic Values and Western values which are threatened by them.

Feeling oppressed. Feeling of alienation. Feeling inequality. It triggers anger. It is a situation of injustice.

this stops people from learning about different cultures / religion and generally spreading fear that disconnect people

Eva: it reinforces existing beliefs and misinformation, promoting hate speech and a non-inclusive society

5. What Human Rights (and democratic principles) are under threat?

Righ to self-determination.

Eva: Right to Equality; Freedom from Discrimination; Freedom of Belief and Religion

React, human right, faith, threat, community

STEP 4 - Our Human Rights-based narrative

Your narrative (1 paragraph):

Eva: fr
equali
muslir
cultur
learn.
empa

Feeling Unequal /
not enough /
embarrassed ----
how to change ---
need more love,
support friends /
others / touch of
friend / compassion
-love the difference

Feeling unequal /
not enough /
embarrassed ---
w to
d me
difi
ch c
npa

strongly violates the
right of a person to be
what she wants to be
and her beliefs / it

We believe th
should work t
because it is
necessary to l
about other r
We stand with
that everybod
love and com
because we a
different. Lov
difference

protection from law,
actions taken by
them. Cause media
isn't enough anymore
to deal with all this.
The
misunderstanding
between culture and
Islam. We believe that
it doesn't have to be
created a seperation

We need
space where people
are willing to listen
to our narratives,
our experiences and
feelings actively and
hearthfully.

I, as a powerful
statement; I am a full
person and I want to
be seen, recognized,
accepted as such; I
belong; I do not have
to prove myself, I am
and I want to *be* just
like anyone else does;
I want to feel light.

We believe th
should work t
because it is
necessary to l
about other r
We stand with
that everybod
love and com
because we a
different. Lov
difference

to feel protected
when we need.

Questions for reflection :

- 1) Which human rights does it celebrate, explain, and promote?
- 2) Who does this narrative support and how?
- 3) What action are you asking for?

We believe that we are all equal because we are humans and we share the same rights.

We stand with Muslim women in their right to express themselves freely.

We invite everyone to respect and celebrate diversity and therefore Muslim women's choice to wear the hijab. They are happy, why aren't you?

Eva: We believe that we're all equal because we're all covered by the same human rights. We stand with muslim women because they have the right to wear what they want and present themselves in society as they wish. We invite others (who are, maybe, misinformed) to learn more about other cultures and religions and join us in deconstructing these beliefs (because we all deserve to live in peace)

#respectdiversity

We believe that each and every person has the right to be whatever makes that person most comfortable and the right to manifest religion and beliefs as wished. We are all the same in diversity. We stand with the idea that diversity is what makes us as humanity. And there is no celebration of diversity without ensuring equality at social and individual level.

We believe that every human right is important because we are endowed with those rights from Birth. We stand with the idea accepting because everyone exists in equal conditions. Just live. We invite younger people to consider everyone equal to them.

There's something that connects us which is our longing for freedom, acceptance, belonging. When we look each in the eyes, we see ourselves in the others' eyes - we connect, we understand, we bond. We should be united in ensuring social justice, human rights protection and anti-discrimination FOR ALL. It is not just about Muslims, it is about US all. We are ONE.

D - my summary - hope this can help *** We believe that we are all EQUAL and that we have the same right to look, dress and express as we feel. Let's UNITE because we are ALL different anyway!***

Hijab LOVE

STEP 5 - Our Human Rights-based message(s)

Eva: understand before pointing your finger at muslim women. #respectthehijab

Our messages:

Eva: Be yourself and let others be themselves. #respect

Eva's draft 1: Celebrate diversity. Be curious about what's different and embrace it. Expand your brain - enrich your life!

Eva's draft 2: We're all different, but we share the same human rights: let's treat each other equally!

What about if someone would oblige you not to be yourself? Just understand before judge. #respecthijab

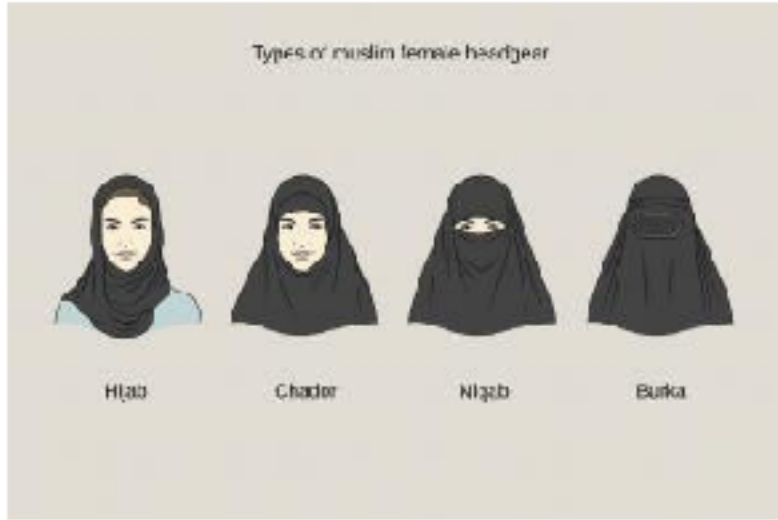
D - LEARN - Love - RESPECT ---- LOVE the Difference

D - LEARN - UNDERSTAND - RESPECT

Respect Difference - Respect all dress codes

D - RESPECT ALL DRESS CODES

Beauty is in diversity as freedom is in Hijab. #respectHerChoice



Building an inclusive society through the empowerment of Muslim women. Respect her hijab!

How boring would be the world if everyone would look the same? Celebrate diversity and respect hijab. #lovedifferences

Hijab #self-love. Hijab is #empowerment. Hijab is #achoice. Understand it. Respect it. Celebrate it.

Understand before judging hijabi Muslim women.

Eva's draft 3 (more specific): women are human (and beautiful) even if they decide to cover their skin! #respectdiversity

Bring joy - accept hijab

Eva: Smile at a muslim woman today. They're happy, why aren't you? #happytogether #celebratediversity #differentisgood

Eva's draft 4 (more specific): did you know that muslim women wear a hijab with pleasure and honor because of their religion?

- Remember:
- Support, empower, and celebrate
 - Call for action
 - Don't repost inequality and intolerance towards others

Feedback DAY 1

**Add
your
post-it**

**Eva: great content,
structure and flow.
it would be great to
have a little more
time to develop
ideas and listen to
everyone in the
work groups. :)
Thank you!!**

Upcoming campaigns and events



#WECAN4HRS - www.coe.int/human-rights-speech

9 Nov. Holocaust Memorial Day

10 Dec. International day for Human Rights

Beauty is in diversity as freedom is in Hijab.

Target audience

Eva: young people (male and female) with misconception about the hijab;

boomers (male and female), question their prejudice and convictions and inspire them to be more open and celebrative of diversity

Platform

Instagram Twitter Tiktok

Facebook Twitter

Format

GIF: a moving image showcasing different ways to wear the hijab to be shared in social media and also as AD in youtube.

posters: messaging + slogan

Carousel of infographics/images explaining the aim of the campaign and the messaging.

A statement about the campaign to be sent to journalists and Media Outlets. The statement will be framed in social media templates (GIF / carousel in ig)

Launch a challenge on social media -> call to action: #IamaMuslimwomanandiam...

YOUR CAMPAIGN (2)

Hashtags and slogans

#WECAN4HRS

#CelebrateDiversity

#MYchoice

#Respectdiversity

#LoveHijab

#JOYinHIJAB

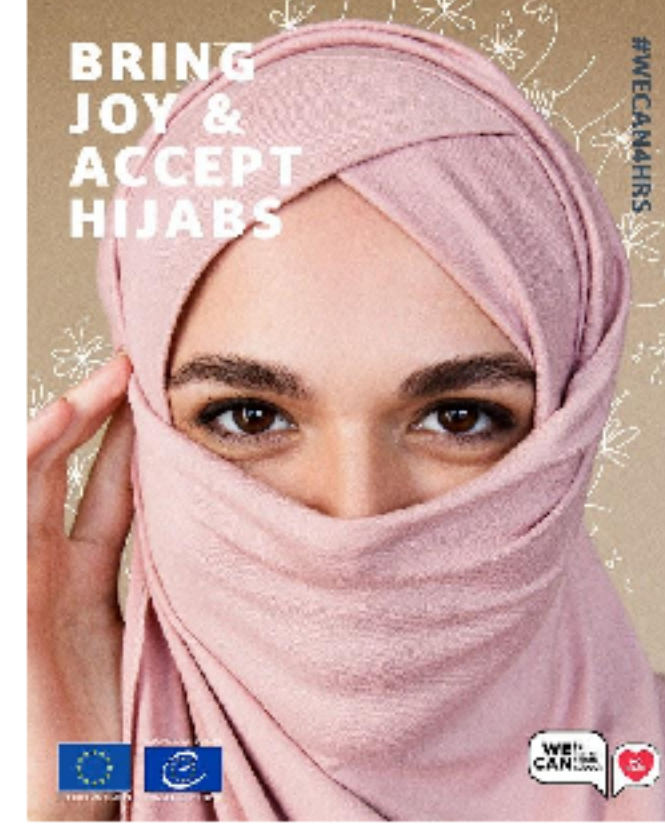
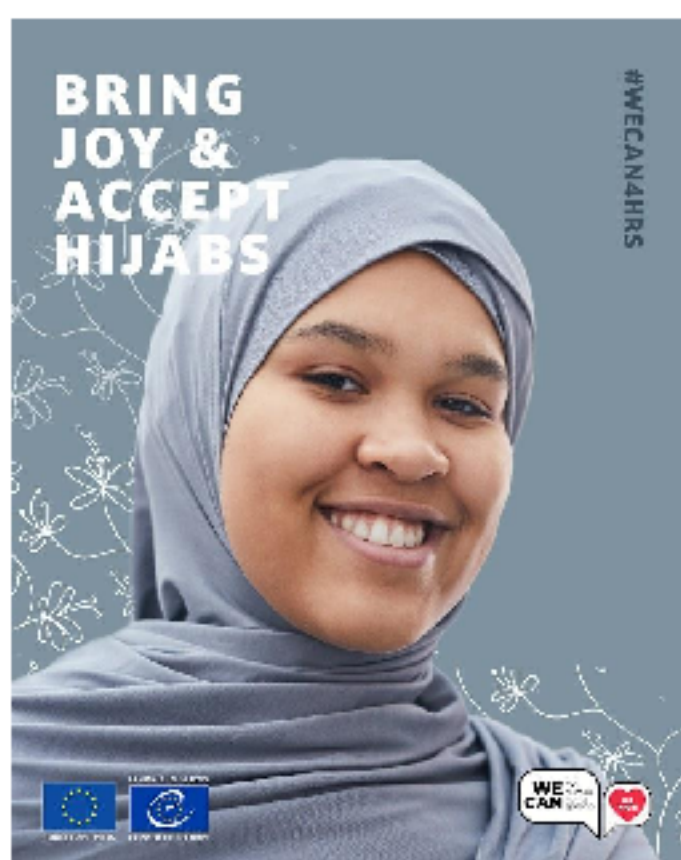
#IamaMuslimwomanandlam...

Other ideas

ACTION PLAN AND TIMELINE

ACTIONS What will be done?	RESPONSIBILITIES Who will do it?	TIMELINE By when? (week/month/year)	RESOURCES A. resources available B. resources needed	POTENTIAL BARRIERS A. What individuals and organisations might resist? B. Why? How?
1. Planning social media action plan	Dragan: graphics and visuals; Sara and Eva: scripts			Engagement with other individuals.
2. Statement	Sara Tanan	16th November: Tolerance day 26th November: Violence against women day; 10th December: Human Rights Day	social media channels, Coe/ FEMYSO accounts and websites.	
3. #IamaMuslimwomanandlam... challenge	Neriman		Media Outlets / Online blogs for the statement.	
4. Carousel about the aim of the campaing. (twitter/ ig/fb)	Virginia			

Suggestion: Self-determination of women - Freedom of Choice -> connect the campaign to human rights vocabulary.





**BEAUTY IS
IN DIVERSITY**

AS FREEDOM IS IN HIJAB

How boring would be
the world if everyone
would look the same?

**Celebrate diversity
& respect hijab**

#WECAN4HRS



**BEAUTY IS
IN DIVERSITY**

AS FREEDOM IS IN HIJAB

How boring would be
the world if everyone
would look the same?

**Celebrate diversity
& respect hijab**

#WECAN4HRS



**BEAUTY IS
IN DIVERSITY**

AS FREEDOM IS IN HIJAB

How boring would be
the world if everyone
would look the same?

**Celebrate diversity
& respect hijab**

#WECAN4HRS



**BEAUTY IS
IN DIVERSITY**

AS FREEDOM IS IN HIJAB

How boring would be
the world if everyone
would look the same?

**Celebrate diversity
& respect hijab**

#WECAN4HRS



BEAUTY IS IN DIVERSITY AS FREEDOM IS IN HIJAB

Understand before judging
hijabi Muslim women.

#WECAN4HRS



BEAUTY IS IN DIVERSITY AS FREEDOM IS IN HIJAB

How boring would be the world
if everyone would look the same?
Celebrate diversity - respect hijab

#WECAN4HRS



BEAUTY IS IN DIVERSITY AS FREEDOM IS IN HIJAB

Understand before judging
hijabi Muslim women.

#WECAN4HRS



BEAUTY IS IN DIVERSITY AS FREEDOM IS IN HIJAB

How boring would be the world
if everyone would look the same?
Bring joy - accept hijab

#WECAN4HRS



