

How to deal with hatred? Innovative ways of human rights campaigning

2 half-days' workshop

- **Date:** 22nd & 23rd of March 2022
- **Time:** 9.30 - 13.30 CET each day
- **Working language:** English

Registration form:

[Google forms](#)

Although hate speech against different social and cultural groups is not phenomenon of just modern times, with the advent of new digital communication technologies hate speech is gaining whole new dynamics of spread, reaches audience quickly and in huge numbers. As workers in organizations or activists dealing with the topics of migration, integration, social inclusion etc., we are highly exposed to verbal violence targeted at the vulnerable groups on social media. Let's discuss together, how to moderate the heated discussion and deal with hate speech in a way that will not endanger our campaign, how to get prepared for future offensive statements and more.

Programme

Day 1

During a four-hour workshop we will focus on the topic of hate speech, its' context and the ways how to tackle it on daily bases as NGO or human rights activist. We will try to find the right definition of hate speech and what it means on every day bases. We will discuss various tools that help us to tackle hate speech as an NGO or an individual. The workshop will be also focused on effective ways of crisis communication and possibilities of moderation of comments on your social media. Moreover, the current legislation covering hate speech in the EU context will be introduced by our host from In IUSTITIA organization.

Large amount of time will be dedicate to sharing of a good and bad practice coming out of the experience of participants with reactions of the public on their work and topics they deal with. As there are not many possibilities to share these stories that can help all of us to grow and also prevent some bad practice, this workshop will definitely provide time for it and a feedback or advices of other participants.

Duration: Approx. 4 hours

Notice: Please before taking part in the workshop, prepare some cases or examples that you could (or would like to) share with the others. Large amount of time of this workshop will be dependent of input from the participants.

Day 2

The second day of the workshop will be about positive campaigning on human rights issues. The Czech governmental campaign against hate violence (HateFree Culture) will be introduced. For more than 8 years this very unique project has tackled hate speech on local bases via new and up to date tools. It also was target of lot of attacks. The manager of the campaign Lukáš Houdek will briefly introduce the activities, the background and the response.

The participants will spend some parts of the workshop by working in groups on the ideal campaign on any of the issues using various possibilities of campaigning and preparing strategies. We will also try to identify triggers that might come with such campaign and ways how to prepare for handling possible backlash.

The facilitator, Lukáš Houdek, will bring some Czech and international examples of good and not that good campaigns and the participants will try to identify why they might get right/wrong.

The aim of the second day is to gain some new and effective ideas how the human rights campaigns can be designed and what should the providers or organizers expect, how to get ready for public attention and more.

Duration: Approx. 4 hours

Facilitator:

Lukáš Houdek

human rights activist, artist, journalist

Born in 1984, graduate of Romology at Charles University in Prague. He is a co-founder and the general manager of HateFree Culture campaign, Czech governmental campaign against racism.

He was an editor in chief of Romano vodori magazine for socially excluded children, and also performed as a director of Romany publishing house KHER. Moreover, he is one of the founders of the project of sustainable self-production of sunscreen for people with albinism in Ghana.

In his art works he deals with the topics of identity, violence, hatred and injustice. He is an author of numerous radio documentaries and podcasts. In 2019 he was Czech Journalist Award for his documentary on stigmatization of people with albinism in Ghana.

more about Lukáš Houdek in English at <https://bit.ly/3oRwRsY>
www.houdeklukas.com