



European Union Campaign “For Diversity. Against Discrimination.”

Valetta, 02.07.2004

Malta today joins the 24 other States of the European Union in their campaigns promoting the benefits of diversity and to inform about new rights and obligations concerning discrimination in employment. The European Commission launches the campaign “For Diversity. Against Discrimination.” in Malta under close consultation with national partners and introduces the campaign in cooperation with the Minister for the Family and Social Solidarity, Dolores Cristina, and MEDIA CONSULTA (Malta) Managing Director, Andrew Warrington today in Valetta.

The European Union is founded on the principles of respect for human rights and has long been active in the fight against discrimination. Following the enlargement of the Union last May 1st, the implementation of the EU information campaign “For Diversity. Against Discrimination.” is now in progress in the 10 new Member States. The five-year information campaign was launched in June 2003 and will run until 2007.

To enhance the implementation of the campaign according to the national situation and needs, ‘National Working Groups’ including stakeholders such as NGOs, trade Unions and employers association and Ministries are involved in the process. Within these groups, the national relevance of the campaign and possibilities of implementation are getting examined in every country. Each country is bound to have specific concerns requiring individual solutions. Moreover, a different level of awareness about discrimination issues influences the requirements of the campaign.

Minister Cristina said that it was important that Maltese employees are not only legally protected against discrimination but that they are informed of their rights and obligations in this regard. “It is also essential that the benefits of diversity in the workforce are highlighted. Organisations guided by the principle of social inclusion often find that creativity and innovation at the workplace are enhanced,” said Minister Cristina.

MEDIA CONSULTA is the agency responsible for the implementation of the campaign. It draws on a network of correspondents with expertise in the fields of social welfare and employment in every EU Member State.

As one first activity of the campaign in Malta, Andrew Warrington announces the European wide Journalist Award 2004, which aims to give recognition to journalists who contribute to a better understanding of the benefits of diversity and the fight against discrimination in the workplace.

For more information: www.stop-discrimination.info

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