



Press Release

“For Diversity. Against Discrimination.” campaign reaches out at local events across the EU-27

Reaching out, going local: Ireland

The “For Diversity. Against Discrimination.” campaign is in full-swing across all 27 EU-Member States. Initiated by the European Commission, the campaign aims to inform people about their rights and obligations under EU-wide anti-discrimination legislation. This autumn, it will link-up with more than a hundred events across Europe to raise awareness about the problems of discrimination in all its forms and to promote the benefits of diversity to local audiences.

Turning out for diversity across Europe

Our appearances at existing events organised by local players will ensure the best platform is provided for raising awareness about the “For Diversity. Against Discrimination.” campaign. As a backdrop to these integrated events, the campaign has already seen the successful launch of two ongoing activities, namely the “For Diversity. Against Discrimination.” Truck Tour and Journalist Award 2008.

By linking the “For Diversity. Against Discrimination.” campaign with events at national and local levels in all 27 Member States, strong partnerships have been forged with national and local associations⁽ⁱ⁾, equality bodies, trade unions, employer associations and national authorities whose work involves the fight against the five grounds of discrimination targeted by the EU Commission campaign — racial or ethnic origin, sexual orientation, religion or belief, disability, and age. The campaign’s decision to link-up with local activities aims to highlight the problems of these five key areas and promote the benefits of a diverse, discrimination-free European society at grass roots level:

- Highlighting discrimination on the grounds of [racial or ethnic origin](#) will see many events dedicated to minority issues, particularly by raising awareness of Romani society and culture in an attempt to rid Europe of stereotyping and prejudice against the Roma people.
- Tackling discrimination on the grounds of [sexual orientation](#), numerous events will inform the public about LGBT (Lesbian, Gay, Bisexual, and Transgender) rights through a series fun-filled initiatives to celebrate the diversity of sexuality and gender identity-based cultures.
- Turning to [religion and belief](#), seminars and information evenings will be a feature of selected events to help visitors discover more about the worship, practices and literature of today’s multi-faith European society in an attempt to promote the importance of tolerance.
- Putting the spotlight on [disability](#), many events will be geared towards disabled people around themes such as living with a disability and access for all. World Disability Day on 3 December will also be marked by a number of special events.



An initiative of the European Union

- Helping to counter [age](#)-related discrimination, a series of events will be staged aimed at raising awareness of the difficulties and prejudices encountered by the youngest and oldest members of society, with special events scheduled for the International Day for the Elderly on 1 October.

The campaign events aim to reach out to all people, with a special focus on young people across the EU by spreading messages loud and clear at youth culture events such as multicultural music, arts and dance festivals. Communicating the benefits of diversity effectively with a younger audience will, for example, see taste-buds tickled at multi-cultural culinary evenings, and stereotypes challenged at innovative multi-media 'living library' events. The campaign also reaches out to Europeans in their work environment, raising awareness of diversity with existing and future employees and employers, for example by partnering up with careers fairs, university seminars and freshers' weeks.

Supporting the campaign: Going local in Ireland

National working groups in each EU Member State have worked alongside local organisers and associations to identify partner events with which to participate, seeking input from all actors involved using an integrated and tailor-made local approach. In Ireland, the campaign will be partnering up – amongst others – with the following events:

- Electric Picnic, Stradbally, Co Laois, 29th August 2008
- Union of Students in Ireland Diversity Week, nationwide, 3rd – 6th November 2008
- Chambers Ireland Diversity Conference, Dublin, 22nd October

Truck Tour, Journalist Award near campaign conclusion

Since its launch in Prague, Czech Republic on 21 June, this year's Truck Tour has been spreading its anti-discrimination message across 10 of the newest EU Member States through a series of informative, fun and interactive events. Continuing across Europe until mid-October, the last scheduled stops will be in Romania, Poland and Slovenia. Running concurrently, the "For Diversity. Against Discrimination." Journalist Award 2008 launched on 1 August has been inviting submissions from both online and printed media journalists to submit articles which contribute to a better understanding of the benefits of diversity and the fight against discrimination.

The European Commission actively combats all forms of discrimination and promotes a Europe where individuality and differences are fully respected. These are exciting times for the campaign as it prepares to participate in more than a hundred local events across Europe, building on the successes of the colourful Truck Tour and prestigious Journalist Award, as part of a wider range of measures to realise these aims. For more news, views, event and campaign information, visit the specific multilingual "For Diversity. Against Discrimination." campaign website: www.stop-discrimination.info



An initiative of the European Union

Pan-European Media information:

For further information or media material, please do not hesitate to contact: Johannes Kleis, PLEON at +32 2 550 00 51 or email johannes.kleis@pleon.com

Country Media information: National Correspondent for the campaign in your country: Celine Crawford, MKC Communications, 01 7038600

European Commission information:

Spokesperson service: Katharina von Schnurbein at +32 2 298 14 08 or email: katharina.von-schnurbein@ec.europa.eu

"For Diversity. Against Discrimination." – The Employment, Social Affairs and Equal Opportunities Directorate General of the European Commission is running a pan-European information campaign on combating discrimination on the grounds of race or ethnic origin, religion or belief, age, disability and sexual orientation. The information campaign "For Diversity. Against Discrimination." aims to inform people about their rights under EU anti-discrimination legislation as well as promoting the positive benefits of diversity in the workplace and in society as a whole.

⁽ⁱ⁾ Many European NGO's and associations and organisations support this campaign: UEAPME (European Association of Craft, Small and Medium-sized Enterprises), ETUC (European Trade Union Confederation), EQUINET (European Network of Equality Bodies), BusinessEurope (Confederation of European Business), ILGA-Europe (European Region of the International Lesbian and Gay Association), ENAR (European Network Against Racism), AGE (Older People's Platform), ERIO (European Roma Information Office), EDF (European Disability Forum), and the European Youth Forum.



An initiative of the European Union