



FAIR

ACCESS TO RIGHTS

**EU CHARTER OF FUNDAMENTAL RIGHTS:
AWARENESS RAISING AND INSTRUMENTS TO
PROMOTE A CULTURE OF RIGHTS**

CALL: CERV-2023-CHAR-LITI

Project duration: 24 months



Toolbox for a fundamental rights campaign

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Objectives of the Toolbox

The toolbox aims to support CSOs, activists, experts, and stakeholders in setting up fundamental rights campaigns in EU countries.

- ✓ Adaptable to national contexts and thematic fields
- ✓ Practical, easy-to-use instrument
- ✓ Available in 10 EU languages
- ✓ Enriched with FAIR insights
- ✓ Incorporates tools developed by the FRA
- ✓ Uses plain, easy-to-understand language, appropriate for broad audiences

Contents

- ✓ Key information about Charter rights
- ✓ Accessibility guidelines
- ✓ Guidance on fostering participation and engagement in campaigns
- ✓ Methodologies for collecting expert feedback
- ✓ Templates, tables, charts, diagrams, and visual content for enhanced engagement
- ✓ Examples & description of activities such as seminars, roundtables, workshops, videos, and social media campaigns
- ✓ Tips and criteria for selecting and recruiting participants for dissemination and communication activities

Snapshots

- Step 1. Define objectives
- Step 2. Listening and learning your target audience
- Step 3. Find your message
- Step 4. Engaging with stakeholders
- Step 5. Choose your channels
- Step 6. Run the campaign
- Step 7. Evaluate, monitor and level up your game

Social media platforms mapping

Platform	Facebook	LinkedIn	X (formerly Twitter):	Instagram	TikTok
Pros	Remains Europe's #1 network, with diffusion above 75% in most markets. ²	Connect with stakeholders, share reports and project outputs.	Active conversation on politics and developments across the world.	The dominance of short-form videos is redefining how users interact with brands online	The dominance of short-form video is redefining how users interact with brands online
Cons	Younger audiences have migrated to TikTok and Instagram	Limited interaction and community engagement opportunities	Racist content requires a lot of caution	Need for upgraded visuals and high community engagement	Limited Understanding Gen Z and Gen Alpha
Audience	Millennials Baby Boomers	Gen X Millennials	Millennials Gen X	Millennials Gen Z	Gen Z Gen Alpha
Format	Social network for connecting with friends and relatives	Site for career development and networking with businesses	Sharing short form updates, news and opinions.	Focusing on photos and videos	Developing and sharing short videos

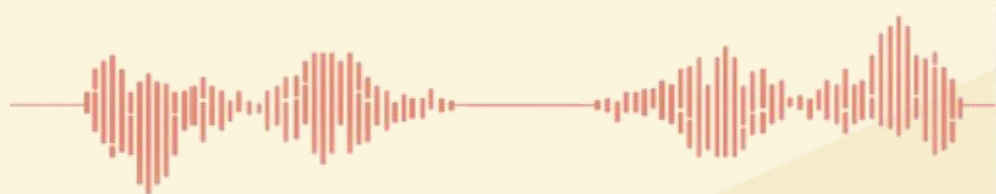
Snapshots

Podcasts

A podcast is an audio programme that listeners can access at any time. Like radio shows, podcasts are designed to inform, educate, or entertain while building a deeper connection with the audience.

Podcasts offer a great opportunity to bring real voices and experiences into your communication campaign. You can invite experts to share their insights, lawyers to discuss specific cases that they are working on, or even individuals affected by fundamental rights violations to tell their stories.

Unlike social media content, podcast episodes remain accessible over time, and your message can reach the target audiences long after publication or campaign closure.



Event Checklist

- Decide activity
- Define your target audience and KPIs
- Identify topic
- Decide on modality and identify venue
- Develop coms materials (invitation, post etc.)
- Identify speakers
- Disseminate coms materials
- Confirm Participation
- Implement the activity
- Receive feedback

Notes

logos and disclaimers in place, double check accessibility, certifications?

Where to find it:

<https://fair-project.org/publications/>



THANK YOU FOR THE ATTENTION

