

OSCE Human Dimension Implementation Conference

Warsaw, 22 September- 3 October 2014

**Working session 13 – Tolerance and non-discrimination II , including:
Combating racism, xenophobia and discrimination**

Contribution of the Council of Europe

MEDIANE - Media in Europe for Diversity Inclusiveness

Building upon standards set by various Council of Europe bodies on media pluralism, expression of diversity and non discrimination and the outcome of the 2008-10 CoE's antidiscrimination Campaign and of the joint European Union (EU)/Council of Europe (CoE) MARS – *Media Against Racism in Sport* – programme (2011-2012), the new joint EU / CoE MEDIANE programme (2013-2014) offers media professionals to work concretely on their proper practices as well as to analyse and adapt their working methods in order to improve media inclusiveness of diversity and non discrimination principles. By doing so, MEDIANE aims to give both the media and their professionals the opportunities to renew their working methods, and thus find new ways for their proper development, as well as strengthen the fight against racism and fostering mutual understanding.

MEDIANE's global objective advocates and stimulates inclusive and intercultural approaches of media content design and production that could be applied to any kind of media sector, by:

- supporting the implementation of 160 European Exchanges of Media Practices (EEMP) in journalism training, editorial management and design/production. These exchanges aim to produce outputs (training tools, media reports, guidelines for recruitment, etc.) and/or to review existing ones with the aim of including diversity, non discrimination and antiracism dimensions in media content production,
- implementing media encounters linking the various actors of the European media industry. MEDIANE plans will have organised 3 European Media Encounters and 7 Sub-regional Thematic Media Encounters in relation to diversity and non discrimination inclusiveness in media professional practices, during the programme implementation phase. These encounters aim to

stimulate exchanges between media people on their professional practices with a view to strengthening and developing their diversity inclusiveness in media content production and in their daily work. Each encounter aims to produce concrete tools and new approaches for strengthening and developing diversity and non discrimination inclusiveness in the 3 main working areas of MEDIANE: journalism training, media production and journalism practice (www.coe.int/mediane/encounters),

- analysing media practices to build a self-monitoring and action tool on media diversity Inclusiveness. Based on the recognised experience of the CoE Intercultural Cities Index, this tool entitled the "*MEDIANE Box for Media Diversity Inclusiveness*" aims to support media efforts to include diversity and non discrimination as on-going angles of media coverage. The Online version of the MEDIANE Box will be finalised by the end of October 2014 (www.coe.int/mediane/index).

A database of *European Media & Diversity Practitioners* and two directories are accessible from the Online Resource Centre *Media, Diversity & Sport* (www.coe.int/mars) with all outputs (Training tools, media reports, ethical guidelines and gender & media units).

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