



OSCE Human Dimension Implementation Conference
Warsaw, 24 September- 5 October 2012
Working session 14 – Tolerance and non-discrimination
Contribution of the Council of Europe

Media against Racism in Sport (MARS)

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, the MARS – *Media against racism in sport* – EU / CoE joint programme aims at considering non-discrimination and expression of diversity as an ongoing angle of media coverage. Through this approach applied to sport coverage, MARS wants to encourage innovative modes of media production that could be reproduced in all media sectors and used by any form of media coverage.

The MARS programme has chosen to focus, though not exclusively, on sport because it is considered as an important area for building social cohesion as it is also a major sector of investment in the media industry. However, sport media coverage does not reflect social and cultural diversity and does not ensure equity for all.

To achieve these outcomes, the MARS programme offers to media professionals (journalism students and trainers, journalists, media managers, etc producing truly inclusive and intercultural media contents.

The MARS programme has created a European media network against racism and for intercultural dialogue as an open and permanent platform of dialogue and action between mainstream media and diversity and ethnic minority media, for stimulating media cross-practices in the field of training, production and editorial management with the view to implementing an inclusive and intercultural approach to media content

Its main activities include:

1/ Three European Media Encounters on Journalism & Media Training & Literacy (Belgium, Oct. 2011), on Editorial Management & Ethics (United Kingdom, June 2012) and on Cross-production for inclusive media coverage (France, November 2012)

2/ Fifteen National Media Encounters on Journalism & Media Training & Literacy (Italy, France, Romania, Finland, Belgium), on Cross-production for inclusive media coverage

(Austria, Cyprus, Ireland, Germany, Hungary) and on *Editorial Management & Ethics* (France, Poland, Lithuania, Bulgaria, Spain)

3/ 105 Media Work Exchanges / Media Cross-Visits on Journalism & Media Training & Literacy, on Cross-production for inclusive media coverage and on *Editorial Management & Ethics*

By the end of 2012 (end of MARS programme) all these activities will have gathered together more than 1000 European media professionals and will have built a contact database of around 4000 media professionals involved and interested in diversity and non discrimination issues. All MARS outputs and outcomes, including a Human resource database, will be accessible in a permanent online resource centre that will be available by the end of October 2012.

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