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## FINAL SEMINAR REPORT

Title: “Mass Media and Diversity: Success Stories in  
France, Greece and Italy”

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⇒ Opening speech: **Liliana Cocumelli**, Transnational Activities reference of DP Pane e Denti, Conform srl, Project Managing Organization, Italy:

Mrs Cocumelli opened the proceedings of the seminar by illustrating in brief the reasons that inspired the transnational activities: the background of the situation regarding immigration in Europe, and the increasing tendencies of the phenomenon, the importance and priority of community programs and initiatives which promote cultural integration. The Equal Community program, which involves countries of the European Union, is a means of implementing transnational European partnerships. The three different countries signed up the transnational co-operation on the basis of the following issues:

- all development partnerships consider the activities for tackling discriminations as basic for their goals and plans
- the three projects aim at removing the mental “stigmas” of the hosting community on immigrants to facilitate the integration of foreigners into the labour market
- through the exchange of their experiences the three partnerships can enrich their actions and think over the topic of the fight against racism and xenophobic behaviours in the labour market.

Nevertheless, each country carries its own experiences and immigration histories: France has already reached an advanced situation because it is dealing with problems related to second and third generations of immigrants. Italy is still facing old problems of first generation of immigrants, while Greece has been very recently discovered as a new destination country for immigrants.

So, in terms of the transnational co-operation, three workshops had been implemented, one in Rome, the second in Paris, and the last in Athens.

The first was entitled “*The value of difference: immigration as a resource and development opportunity*” and was organised in Rome on 20-21 February 2006.

The second workshop, focused on “*Immigration, policies and public opinion*”, was held in Paris, Monday 25 September 2006.

The last one was held in Athens last 15-16 January 2007 and entitled: “*Representations, Best Practices and Policy suggestions*”.

- **the first workshop** focused on labour integration of immigrants and ethnic minorities and the strategies adopted by the enterprises to rule diversity
- **the second workshop** switched the focus on perceptions and stereotypes of public opinion on immigrants, especially to discover the perceptions of local people on the impact of immigrants on economic and labour fields



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- **the third workshop** focused on mental representations of immigrants among the main instruments able to change stereotypes, such as mass media, opinion leaders and policy-makers.

Through the implementation of these workshops, it became clear that in order to facilitate integration, any kind of integration, both social, labour and economic of immigrants, the 3 involved DP's had to start change their opinion on them. But changing the public opinion means to fight stereotypes often transmitted by mass media. The training of journalists is another problem that was dealt and it was discovered that schools of journalism often do not provide enough training to combat stereotypes. Talking with the journalists invited at the workshops, it was discovered that often newspaper submit to the law of profits and prefer to make an article more attractive rather than less stereotyped.

Anyway, at the end of this project the three involved DP's managed to find out some practices that could be considered best practices or success stories in terms of exemplarity model to promote inter-culturalism, social economic and labour integration, with the hope that such initiatives could be transferred from one European country to others.

⇒ *Analysis grid of success stories :Laurent Aupied, sociologist and consultant for Odyssee(s) project, France*

The speaker **Laurent Aupied** introduced the brochure which gathers French, Italian and Greek best practices in the field of cultural diversity and media. In order to facilitate the presentation and the analysis of the best practices, a shared reading grid was built. With this in mind, the practices referred to via three principal groups of players:

- Firstly, the projects initiated by **public authorities** (National and European).
- Secondly, the projects that show the efforts made by **training bodies** in the audio-visual industry (Universities; Schools of Journalism; even associations).
- A third category shows projects undertaken by **operators** in this industry (TV, newspapers, internet sites).

Then, for each of these categories of participants, the practices were classified according to three criteria:

- The practice described is the **expression** of a multicultural social reality and of a diversity already “in operation” (this concerns particularly the bodies where the organizers and promoters bear witness to this diversity).
- The practice described shows a progressive **integration** of cultural diversity and its associated risks (this category concerns the bodies which have already a long institutional history and which take progressively into consideration the social diversity. They launch practices aiming at integrate better the social diversity).
- The practice when mobilised is a precise tool in the **struggle against discrimination**: some bodies and institutions acquire a specific and precise tool which aims at fighting discriminations. While the previous categories rely on



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either a “natural” expression of the diversity (first category) or an adaptation to this diversity (second one), this category rely on a deliberate action with the objective of modifying discriminatory practices. We may note that this “deliberate” action seems to imply a political will. Indeed, it is linked to most of the institutional programmes (European or national).

To summarise, the reading grid which is actually a double entry grid which includes:

- A classification by category of the participants (public authorities; training bodies; operators);
- A classification according to the type of practice in question (describes diversity; integrates diversity; opposes discrimination).

↪ “Italian DP and national activities” : **Andrea Pugliese**, Conform executive director, Conform srl , Project Managing Organization, Italy

The speaker described in brief the Italian DP and its synthesis and afterwards he illustrated the activities of the project and its work.

The project activities are implemented through the jointed action of a sectorial development partnership for Measure 1.2, aimed at preventing the arising of any form of racial and xenophobic behaviours towards immigrants and ethnic minorities.

The objective of the “Equal-*Pane e Denti*” Project is to provide the people of different nationality with proper integration opportunities into the labour market through instruments by preventing and opposing any form of exclusion and discrimination.

The “Equal – *Pane e Denti*” project intends to:

- **to remove the cultural barriers** responsible for discrimination behaviours deriving from a misled and misleading perception of the local community towards the immigrants and ethnic minorities
- **implement jointed actions** involving public and private practitioners effectively working in the territory as actors enhancing progress and integration,

The Equal - *Pane e denti* project considers the final beneficiaries of the actions not only as the services beneficiary but also as the first active agent able to solve its own necessities and actively contribute to the definition of objectives and strategies for change: all the project actors are involved in every project round.

The partnership organisations act in the field of social cooperation, associational, non-profit and social services, training and communication: through the jointed action of partners with variegated experiences, a multi-sectorial approach and a constant comparative exchange of experiences, the “Equal - *Pane e denti*” project intends to offer a multi -sectorial outlook of the racial and xenophobic events.

The “*Pane e Denti*” Project is articulated into **four macro-phases**:



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### **Macrophase 1: Multi-sectorial partnerships**

Creation of multi-sectorial partnerships permanently involving a plurality of interested parties such as mass-media, employers' associations and trade-unions, policy and decision makers, representatives of national immigrants associations, social services.

### **Macro-phase 2: Integrated mass-media campaigns to awaken public opinion**

Implementing a series of mass-media campaign to awaken public opinion and oppose cultural-racial discrimination stereotypes among the citizens.

### **Macro-phase 3: Actions for awakening communication experts**

Promotion of actions to arise the problem through awareness of communication experts

### **Macro-phase 4: peer educator training interventions**

Design and implementation of training actions for experts able to work as "peer educators" in the labour sector.

### **Submenu: Objectives**

#### **The project's beneficiaries: the project's objectives**

The project aims at changing the behaviours and knowledge level of the final beneficiaries. In particular the specific objectives for each class of beneficiaries are as follows:

- **Italian citizens:** awakening the public opinion through empowerment actions in favour of integration
- **Immigrants and ethnic minorities:** improving their capabilities to transmit their cultural values in a proper manner (active citizenship)
- **Mass media practitioners:** turning them into well-aware actors able to implement permanent information strategies against racism and xenophobia
- **Trade Unions, enterprise representatives and Employment Centres:** turning them into conflicts/intolerance mediators

#### **Systems involved for the objectives attainment**

Not only will the attainment of objectives regarding the beneficiaries, but also improvements be reached in the involved systems through the following tasks:

- **Creation of multi-sectorial networks**, involving mass media, immigrants' associations, social services, in order to facilitate the exchange of experiences, sharing of competences, planning of actions against racism
- **Enhancement of integration attitudes and behaviours through permanent strategies against racism and xenophobia,**
- **Supporting the management changes of the various systems involved,** through integration-oriented approaches



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⇒ “Introduction and presentation of Italian success stories”: **Liliana Cocumelli**, Transnational Activities reference of DP Pane e Denti, Conform srl, Project Managing Organization, Italy:

The speaker described in brief the Italian best practices concerning cultural diversity, which are a part of the guide edited by the 3 DP's.

⇒ “The Building Safety Project”: **Emilio Cipriani**, labour medical doctor at Ulss22 Prevention Department of SPISAL (Region Veneto), Italy

One of the Italian success stories is the Building Safety project. The speaker referred to this project, by describing its context, which mainly aims to promote the safety of immigrant workers in construction.

According to the data provided by the speaker, the situation regarding the construction sector in Italy has experienced an exponential growth in the immigrant labour force. This sector, in Italy, is one of the occupational sectors where there is the highest number of serious injuries in the workplace with approximately 15% of the injuries occurring to immigrant workers: 17,730 injuries to immigrants out of a total of 115,883.

The many causes for occupational injuries of immigrant workers can be attributed to their scarce experience and professional qualification in the field, to the objective difficulty in training them for safety, to a language barrier and more generally, to a lack of communication on the work site. At a construction site, where in fact, risks continuously change and evolve, depending on the stages of development of the construction site, teamwork is a must, and an individual's conduct can have grave consequences to another person's health, thus to communicate properly and clearly is as vital as trusting others.

The Building Safety Project arose from the need to tackle the above-mentioned situation. The project is promoted by the Regional Directorate for Prevention of the Veneto Region, while its realization was entrusted to the Occupational Hygiene Prevention and Safety Services of the Hospital Health Units of Camposampiero (PD) and Bussolengo (VR). The initiative operates experimentally on the territory of the Province of Padova and Verona, and it is financed by the regional INAIL (National Institute for the Insurance against Occupational Injuries) and by the Work and Training Department of the Province of Padova. The project consists of:

- a professional training model for heads of the construction sites ( 12-hour –long training module ) . A work group is currently devising a training course that is expected to be tested this upcoming fall in 2 schools. It will include the participation of different professional figures, experts in communication, training and professionals who have matured a long-standing experience on the workfield, so that immigrants can be integrated into the Italian social texture.



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- information dissemination on occupational safety to immigrant workers operating in the sector (including the newspaper Incantiere Veneto)

Furthermore, an attempt to transmit information to irregular immigrants was also attempted. Thus, newspapers were distributed to the Municipal administrative offices for immigrants, to General Physicians' offices and to the Health care Centres of Hospital Units, to Inail, INPS (the Nation Social Security Institute), the unions, the chamber of professional co-ordinators, and to the meeting places around the territory attended by foreigners. The goal of the publication was to ensure a safer work environment for this category of workers.

Apart from INAIL and the Occupational and Training Department of Padova, who had funded the project, and were already mentioned, other entities were involved: all the components of the Provincial body for Prevention of the Province of Padova and all members of the Conference for Builders of the Province of Verona. Particular support for the Project also came from the Builder's insurance Fund which, from their funds, posted the paper to all its registered immigrant workers (about 10, 000). Construction schools, along with Inail and the immigrant Office of the Hospital Health Unit of Bussolengo, have collaborated to devise the training module. In conclusion, the core of this project is to fight irregularities and prevent injuries at work, so that the conditions and the environment which a worker is exposed are going to improve.

↪ “ *Incantiere Newspaper for Building Safety Project*”: **Federica Sgaggio**,  
Journalist of L' Arena, Italy

A part of the context of the Building Safety Project is the Incantiere Newspaper. The speaker, who is in charge of the newspaper, provided with information about the context, the background, the problems faced during the making of the newspaper.

The speaker started by giving an example of racist behaviour, by translating a letter sent by a reader to a local newspaper, referring to the matter of the dealing with immigrants, simply by comparing 2 accident cases when the victim or the actor was Romanian and the different way which those two cases were dealt and presented by the newspaper.

The main problem faced when building a newsmagazine directed to foreigner workers – who are not only different from Italians, but also necessarily different from one another – is how can they could be included them in the community without pulling them away from theirs; or, how can we speak to them so that they don't feel pushed out.

The problem is that when we address readers who are in need, are poor, are losers, we typically are perfectly unable to convey any information, any idea, any feeling to them. The point is that such inability to communicate, this impossibility of any real communication occurs whenever we consider our interlocutors different from us; That's why the problem is strictly connected to the relationship between mass media and diversity. The other issue, **resources**, had to do with how many journalists might be enrolled in the project? The answer is: no one but the speaker herself. In fact, very few investors – and surely, public institutions less than any other subject – can spend



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a great amount of resources in any tentative project like *Building safety*. As anyone may understand, this solitude might prove to be a heavy constraint, but the speaker took it as a great opportunity for affirming and implementing her own professional points. The issue of language, was dealt with the translation of texts in other four languages (English, French, Albanian, Romanian) by a group of native “cultural intermediaries”; apart from the financial constraint, this choice responded to the goal of involving young social workers in the making of *InCantiere*. The experiment has only been partially satisfying, because the basic meaning was transmitted with little concern for morphology, syntax and style.

The texts were written (in Italian) by experts working in the institutions which promoted the project, because they decided the priorities, the kind of empowerment they want to encourage, and who were the final receivers.

As far as the articles are concerned, the speaker had just to revise and amend their form, with no regard for the content.

This has been the third problem because it's strictly connected to the first issue above: the inclusive or exclusive way of communicate, and the image of the readers reflected in the paper.

The speaker had concluded her speech by pointing out that *InCantiere* is a sectoral publication, and it cannot be sold at newsagents. Yet its bet is – very much like a real commercial newsmagazine – to arouse the sense of belonging to a community of equals and even though *InCantiere* will be unable to reach its stated goals, it must be able to sustain the principles of a culture: that of welcome ness, equality of rights, valuation of diversity, and acceptance of the risks that living and confronting with new people and cultures may bring about.

↪ *Presentation of French DP and national activities: Driss El Yazami, General representative of Génériques , Project Managing Organization , France*

His contribution was a presentation of the Equal project *Odyssée(s) – Train memory mediators to tackle discriminations*.

He first talked about the members of the Partnership:

Génériques is a research and cultural production organisation for the history and remembrance of immigration in France in the 19th and 20th Centuries.

AEFTI have a fundamental purpose which is the fight against illiteracy and the promotion of the right to acquire training and qualification for the immigrant population.

FACEEF is a federation of Spanish associations and cultural centre in France. It aims to promote the integration of the Spanish community and the respect of the heritage and cultural contributions of Spanish in France.

CRPVE is an association which aims to offer a space of exchange and confrontation of experiments and practices, to produce a common professional culture of the policy of the City and local development

BDIC is one of great organizations of documentation and research to promote the study of the contemporary world. It constitutes today, by its scientific publications



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and events, a pilot establishment for the history and the historiography of the contemporary world.

Then he explained the main goal of the Odyssée(s) project which is to change the representation of the minority in the society and the labour market to tackle discriminations. In order to achieve this goal it is necessary to promote the development of “memory project” of immigration (projects which deal with the thematic of history and memory of immigration) in France. But promoters of such projects often do not have the tools and experience needed to carry out high quality (either at scientific and aesthetic levels) projects. Indeed, Génériques could identify a number of difficulties encountered by the coordinators of projects dealing with the history and memory of immigration.

Therefore, the aim of the project is to conceive a **methodology for the conception and the implementation of such projects** and to create tools adapted to the needs identified. This methodology will be developed through the analysis of two main actions:

- The organisation of training workshops to highlight the importance and the work on the private archives of immigration;
- The preparation with a team of young researchers, of an exhibition about “one century of cultural history of North African immigrants in France”.

These two fields of analysis were selected to try out the skills and methods that are to be mobilized for the implementation of projects on the history and memory of immigration.

⇒ Presentation of French success stories : **Rachid Alaoui**, consultant and specialist of discrimination matters in connection with the labour market, France

**Rachid Alaoui** introduced the best practices that were selected by the French DP in the field of media and cultural diversity. They were:

- The Equal *Pluriel Media* project led by France Televisions Holding (state owned TV) that aims to raise awareness, mobilize people, train the workforce as well as the management and the elected representatives using appropriate educational methods with a view to improving peoples acceptance of diversity;
- The *Positive Action Plan for Integration* (PAPI) set up by France Televisions and aiming to increase the presence, expression, representation and promotion on TV channels of the national community’ diverse origins, both in the programmes and within the workforce without abusing the principle of equality;
- The *Mediam’Rad* European programme which is developed in France (led by the Panos Institute), Italy and the Netherlands in order to increase the pluralism of opinions and reinforce the diversity of points of views by supporting lasting collaborations and partnerships between ethnic media and mainstream media;



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- The *Bondy Blog* created by Swiss journalists from *the Hebdo Magazine* after the November 2005 riots. It aims to change the prejudices and stereotypes attached to suburban populations by looking at different topical issues from other viewpoints than those adopted by the general media and by creating an interactive connection between bloggers and readers;
- The *Respect* magazine which is a quarterly magazine describing itself as a citizens project aiming to “free our minds from stereotypes and teach us to live together” by “building bridges”. *Respect Magazine* hopes to give a voice and a face to France in all its diversity, both social and cultural to bring to life these connections and oppose discrimination;
- The daily column “I got there – I made it” of *Le Parisien* newspaper: aims to let young people identify with recent positive accounts of peoples lives, and at the same time discover new characters, different and unusual life stories. The editorial operation hopes to contribute to a more balanced coverage by the media in general, which is at the moment too alarmist and obsessed with safety matters;
- The [www.ethnokids.net](http://www.ethnokids.net) : implementation of a teaching tool aimed to raise awareness about cultural diversity amongst teachers and their pupils in junior schools, middle and secondary schools;
- The *EPRA* (Radio exchanges and productions): implementation of a bank of radio programmes favouring the integration of populations from immigrant stock and the struggle against discrimination. This bank of programmes gathers and then broadcasts programmes produced by the associative radio stations and RFI and allows each radio station to increase its broadcasting media;
- The training of students in the journalism schools (example of the School of Journalism of the Political Sciences Institute): This school takes up the challenge of giving a vocational training course with an international bias. The classes also reflect diversity in their composition.

⇒ Then, there was an intervention made by **Edouard Pellet**, Representative of the Equal Pluriel Media Programme ( which was gathered among the best practices ) and described in brief the following:

**At first**, Mr Pellet presented the *Positive Action Plan for Integration* (PAPI) and the *Equal Pluriel-Media* Project that are carried out within France Televisions Holding (public TV channels) and put them in their context: they were implemented as a result of the observation of non-representation of the multiethnic composition of the French society, in the media field in general.

The PAPI has been implemented for 3 years by France Televisions in order to restore equality within the holding and a position of Representative for Diversity and Integration was created. The Plan is based on 3 main directions:

- Programme content: the objective is to ensure the physical presence of the French diversity;



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- Human Resources: 3 axes are concerned: access to promotion, access to training (through partnerships with journalism schools as Science Po's one and scholarships for unprivileged students) and access to employment through negotiations with journalist unions;
- Ethic and policy (meetings among medias professionals in order to think about this matter and try to find concrete solutions)

The Equal *Pluriel-Media* project is included in the PAPI and aims at increasing awareness, mobilizing and training of employees and managers in the media field in order to improve the taking into account of the diversity.

⇒ *Ethnokids Website: Frédéric de Goldschmidt ,Director of “Ethnologues en Herbe” association, France*

Mr de Goldschmidt was responsible for the presentation of the [www.ethnokids.net](http://www.ethnokids.net) website and the Association “*Ethnologues en herbe*”, a registered ethnologists' NGO founded in 2000.

This association gathers teachers, ethnologists and specialists of multimedia. Its goals are:

- to raise youth awareness of the cultural diversity
- to teach the youth the knowledge and respect of all children - whatever their origin is – they rub shoulders with at school or in the daily life
- to prevent exclusion and intolerance behaviours,
- to enrich the traditional school programmes with observation and reflection activities.

Yet how do we work out a teaching programme which is not simply an accumulation of facts about different cultures, but which offers an approach to ‘otherness’ using uniting factors between individuals and groups ? It is to this question that the *Ethnologues en Herbe* association is trying to respond by putting forward an action based on the ethnology in everyday life ; the "here and now" shared by families from various parts of the world, in order to create dialogue and social contact.

The website [www.ethnokids.net](http://www.ethnokids.net) allows schoolchildren all over the world to record on-line the result of their ethnographical surveys within the environment of their daily lives.

Each group has its own space on to which it can download its documents as the survey proceeds.

Teachers also have access to this website for teaching resources which allow them to carry out their own surveys and monitoring operations. Ethnologists from the association oversee their activities, not through workshops, but through advice and guidelines given over the internet.



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✧ Presentation of the Greek DP and national activities: **Jenny Papavassiliou**,  
Transnational activities co-ordinator for the Greek DP, Vocational Training  
Centre Eyklidis, Managing Partner, Greece

The speaker, after describing at first the context and reasons that led to the specific title of the final seminar, through the transnational precedent work, described the partners of the Greek Project entitled: “the dimensions of xenophobia and the promotion of a multi- cultural society model” and illustrated its objectives, which mainly consist in the following:

- ✓ Information supply and advising to the people suffering from discriminations through specific support and information structures, under the form of “one- stop-shops”
- ✓ The support supply for the creation of conditions for the united representation of the immigrant organizations towards the media
- ✓ The enforcement of the allowance of immigrants in existing mechanisms
- ✓ The research of xenophobic and racist welfare that appear in a great percentage in Greece ( 38% in comparison to 15% which is the average in E.U. countries)
- ✓ The study of attitudes, stances towards immigrant groups coming from specific population groups( public officers, employers, etc.) who indirectly produce discriminations and inequalities among the work force, and additionally, the research of these stances among the public, in general
- ✓ The statement of measures and politics that should be taken into action by a wide range of people who are involved in the formation of attitudes, values, aspects (education , Media, employer organisations, trade unions)
- ✓ The sensitization of the public and the awareness raising about the results of racism and xenophobia
- ✓ The prevention of future forms of xenophobic- racist expressions in the greek labor- market and society through information and sensitization actions.

Afterwards she had continued by describing the activities of the project, which consist in the following main categories:

**1. INFORMATION – COUNSELING AND SUPPORTING ACTIVITIES FOR IMMIGRANTS IN THE LABOUR MARKET**

**2. NEW TECHNOLOGIES**

**3. RESEARCHES – STUDIES REFERRING TO THE EFFECTS OF IMMIGRATION AND THE PROMOTION OF MULTICULTURALISM**

**4. INFORMATION- SENSITIZATION ACTIVITIES**

and put them in their specific context, by describing in brief the activities that had already been undertaken or are going to be implemented in terms of these aforementioned categories.



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✦ Presentation of Greek success stories : **Eda Gemi**, Phd Candidate, House of Culture of Albanian immigrants in Greece

The Mass Media represent an important element of social and cultural life and are related to the quality of democracy in our countries. They are not only channels of information and source of entertainment, but also important conveyors of opinions, promoters of ideas and creators of prototypes and stereotypes. The electronic Mass Media in particular invade in our everyday life, influencing consciences and shaping values.

Consequently, the high level of penetration that the Mass Media present and the power that they have in shaping attitudes, have transformed them in particularly important means and tools in the whole procedure of social integration of immigrants and the acceptance of diversity in Greek society.

An early study prepared for Council of Europe (1993) identified the following themes as the main focus of the Greek Mass Media coverage on immigration:

- Immigrants increase unemployment among natives
- Immigrants are responsible for an increase in criminality
- The main “solutions” to the immigration problem include stricter laws and harsher enforcement especially concerning border control, and
- Ethnic origin and nationality tend to be highlighted, particularly in the case of Albanians

Nowadays, the Greek Media coverage on immigration themes and cultural and ethnic diversity has been marked by improvements. The outcome of these improvements has been the more balanced accounts of immigration issues albeit side-stepping the issue of immigrants’ rights.

This positive progress may be related to the following initiatives:

- cultural initiatives undertaken by well-known artists and journalists towards understanding and receptiveness of diversity.
- the general mobilization of civil society and NGOs related to media public discourse towards immigrants’ issues
- the upgraded image of immigrants’ organizations and Associations in Mass Media through the coverage of their cultural, social and political activities.
- The access that has been given to immigrants’ journalists and intellectuals from the more moderate newspapers
- The implementation of European initiatives on the field of Mass Media and promotion of diversity in co-operation with immigrants and their organizations.
- The increasing numbers of electronic media and websites focusing mainly to the issues related to immigration, diversity and human rights.
- The positive role that immigrants are perceived to be playing in national economy and the labour market

Overall, these factors have made the Greek Mass Media more open to immigrants, diversity, human rights and related issues.

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Taking into consideration this progress, the best practices and success stories within the fields of audio-visual, Mass Media and related legislation conducted recently in Greece have been registered.

Afterwards the speaker described all these success stories that are consisted in these categories, as far as the Greek case is concerned.

↪ *Presentation of a Greek best practice: “How have we talked about Equal and Interreg in Albanian immigrants’ children”, by Journalists’ Association of Macedonia and Thrace Daily Newspapers: **Jenny Papavassiliou**, Transnational activities co-ordinator for the Greek DP, Vocational Training Centre Eyklidis, Managing Partner, Greece*

The speaker described in brief , with the courtesy of the implementing body, an activity that had taken place in 23<sup>rd</sup> March 2006, in the city of Thessaloniki and was undertaken by the **Journalists’ Association of Macedonia and Thrace Daily Newspapers**, national partner of the Developmental Partnership ComMediaNet, functioning in terms of the Equal Community Initiative, 2<sup>nd</sup> round. The title of the Project is: Network for the Promotion of multicultural Mass Media and the title of the activity that was described is: “*How have we talked about Equal and Interreg to immigrant Albanians’ children*”. The activity was implemented in co- operation with the Managing Authority of INTERREG III in Thessaloniki.

In the conference centre of the **Journalists’ Association of Macedonia and Thrace Daily Newspapers** the children participated in a theatre group, and with the assistance of TV screens, these children had the chance to watch images about Greek immigrants in the United States of America: Their thoughts, their feelings, their hope to see the statue of Liberty, during their long – lasting journey in the ship from Greece....In the USA, these people acquired prosperity. Great examples were: Spiros Agnew, Michael Doukakis, Dertouzos, Negreponte...and Mrs Maria Menounos, who was one of the hosts of last year’s Eurovision song contest, that took place in Athens. Children are actors, themselves. At the end, in the screen appeared the London Royal Albert Hall and the children were all wished to reach its huge stage.

The show also talked about the “soufrazettes”, in order to show that women should be awarded the right to vote. The audience was full of girls and mothers...

In the panel of this event, the author of the theatre play “The tree of friendship”, Rezar Natso , also took part in.

Then, the members of the **Journalists’ Association of Macedonia and Thrace Daily Newspapers** talked to the children about Greek history, through maps. Beginning from the ancient Republic of Athens, Alexander the Great, the Byzantine years, the Ottoman Empire, and coming to the recent years ,and especially 2006, when the multi- colour map of Europe came up. It is the INTERREG IIIA, the programme of interregional and transfrontier actions. A united Europe, with free transportation, free movement and open chances for every young man. At this point, the senior of the Managing Authority of INTERREG III Initiative Mr Christodoulou, described a Europe with transnational and interregional co- operations.



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Mr Christodoulou talked about the programme: “Hellas – Albania”, the works that are taking place, the chances offered. One of the participants, who was a parent, himself, said that these were for the rich people. The answer to this statement was that it was a work proposal; the ideas were a lot, the beneficiaries, as well. The parents were invited to assist the South Albania bodies, in order to utilise the activities of the program: ““Hellas – Albania”, for the common interest.

The members of the **Journalists’ Association of Macedonia and Thrace Daily Newspapers** “merged” in assort of speak 2 European programmes, Equal and Interreg. They think that the results of that effort are going to appear or be effective later. As they themselves say, “we will be successful, if one child out of them manages to reach Royal Albert Hall!”

#### ↪ **Recommendations ( by Laurent Aupied)**

He expressed some recommendations that can be made by the three DPs about the taking into account of the cultural diversity in field of the media. He proposed two kinds of recommendations:

- *Recommendations related to the fight against discrimination stakes , in the framework of European programmes:*

To acquire tools and shared reading grids

To include history and memory of immigrants in the territory and population approach

To value the contribution of immigrants to the host societies

To raise people’s awareness –including immigrants – of the diversity

To carry on transnational experience sharing

- *Recommendations related to the practices that have been identified in the framework of the Integra Partnership.*

To refine the mobilization of the public authorities

To reinforce the professionals’ training and raise their awareness on this matter

To favour and value the promoters’ initiatives

To favour interventions and actions towards young generations.

*The final seminar had been concluded with a general debate among the participants, which stressed once again the necessity to keep up working with these very interesting matters, on the one hand and the commitment of each DP to promote and disseminate the guide of success stories in its country, on the other.*

*Some suggestions regarding the examined matters were made, such as:*

- *the continuous implementation of programs/ studies/ training courses in the Mass Media faculties of the European Greek universities regarding cultural diversity, in order to enable the journalists of tomorrow to fully understand the necessity to respect and promote the integration of ethnic minorities*



**Odyssée(s)**

Former des médiateurs de la mémoire pour lutter contre les discriminations



TCA INTEGRA: id 4105

- *the necessity to secure constant implementation of positive initiatives regarding cultural diversity rather than pilot implementations, such as Equal projects*
- *the need to encourage the enterprises to adopt and commit themselves to the implementation of cultural diversity models*

*It is worth mentioned that in the final seminar there was also an intervention made by the Greek MEP Marie Panayotopoulos- Cassiotou, who had praised the three DP's for their initiative to work on the matter of cultural diversity in the field of Mass Media and had encouraged them to keep up working in this field, by pointing out that special attention will be given by the European authorities in terms of the 4<sup>th</sup> Program Period 2007-2013 to undertake and apply specific policies in order to promote the role of ethnic minorities within EU member states, by taking –among others- into consideration the results and outcomes of Equal projects, of both rounds.*

*All participants received their own copy of the success stories guide entitled: “Mass Media and Diversity: success stories in France, Greece and Italy”, edited by the 3 DP's.*