



**OSCE Human Dimension Implementation Meeting**

**Warsaw, 23 September- 4 October 2013**

**Working session 2 – Tolerance and non-discrimination II**

**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, the new joint EU / CoE MEDIANE programme 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 at giving 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 strengthening 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 at producing outputs (training tools, media reports, guidelines for recruitment, etc.) and/or at reviewing 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 to organise 3 European Media Encounters and 7 Sub-regional Thematic Media Encounters in relation to diversity and non discrimination inclusiveness in media professional practices. These encounters aim at stimulating 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 will have 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,

- analysing media practices to build a Media Index on Diversity Inclusiveness. The Media Index aims at supporting media efforts to include diversity and non discrimination as on-going angles of media coverage. This Index is conceived as a self-monitoring tool, for the media and their staff members, on diversity inclusiveness in their professional practices as well as a decision-making tool on diversity inclusiveness in media content design and production.

The innovative aspect of MEDIANE is the Media Index. Based on the recognised experience of the CoE Intercultural Cities Index, the proposed Media Index is conceived as a self-monitoring and decision-making tool, made for the Media and their professionals, on media diversity inclusiveness. This index follows a first set of activities and tools developed during the joint EU / CoE MARS programme that has finally developed online:

- the first European database of *Media & Diversity* practitioners (more than 400 resource person are included in this database),
- two directories including the main European references on *Media 1 Diversity* and the relevant websites on *Media, Diversity & Sport*,

The database of *European, Media & Diversity Practitioners* and the two directories are accessible from the MARS Online Resource Centre *Media, Diversity & Sport* that filled also all MARS outputs (Training tools, media reports, ethical guidelines and gender & media units).

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