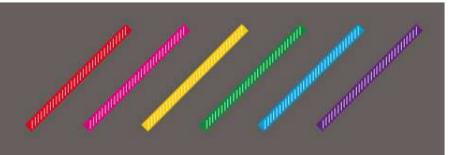


# COMMUNICATING EQUALITY EXPERIENCES FROM LUXEMBOURG

**COPENHAGEN 31.05.2011** 





**Genesis**: law of 28 November 2006

**Missions**: promote, analyse and monitor equal

treatment between all persons without

discrimination on the basis of

race or ethnic origin

• sex

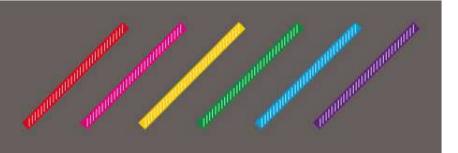
sexual orientation

religion or beliefs

handicap

• age

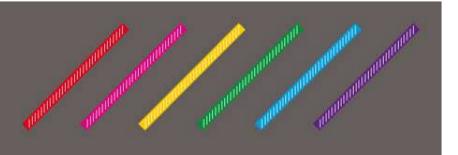




# The CET can notably:

- publish reports, issue opinions and recommendations, and carry out studies touching on all matters relating to discrimination;
- produce and supply all *information* and documentation within the framework of its mission;
- lend assistance to people who feel that they have been the victim of discrimination by providing them with an advisory and orientation service intended to inform victims regarding their individual rights, the legislation, case law and the means for claiming their rights.

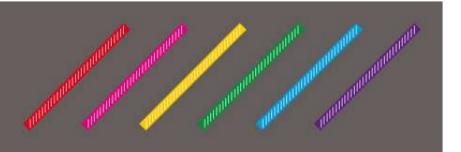




# **Brief presentation:**

- Board of 5 people including a president
- 2 employees (1 director & 1 secretary)
- Budget: 80 000€ (without wages of the personnel, but with attendence fee for the board & hire charges → 40 000€)

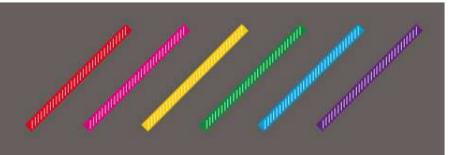




# **Introductory remarks:**

- Experiences with Facebook
- Experiences of a small EB
- Not an expert, just share of experiences

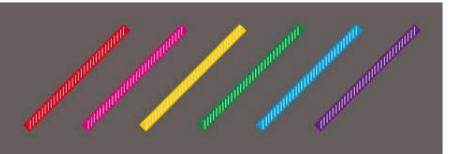




#### **Reasons to choose FB:**

- Free of charge
- Limited human resources
- Easy to handle
- Userfriendly informations (short & informal)
- Realtime informative
- Reach a broad public (mostly more young people)
- notoriety CET (Nov.2008)

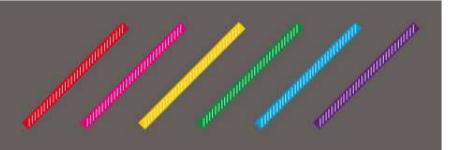




# **Kind of posts:**

- PR (radio, newspapers...)
- Announcements of activities
- Activity reports
- Publication of opinions
- Photos
- International days (IDAHO...)

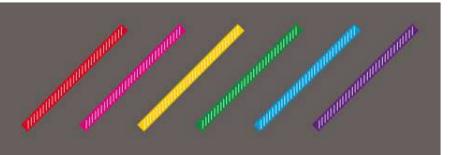




#### **Pros**:

- Less formality than website
- News feed vs website (own initiative)
- Interactivity (likes)
- Links (newspapers articles, radio...)
- Share of informations (share a link, event...)
- Tagging
- Event invitations

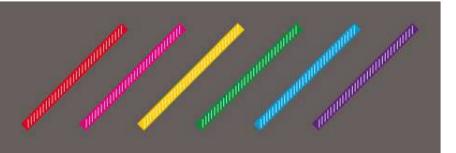




# **Cons:**

- Interactivity (unwelcome posts, spam...)
- Less independence (change of terms)

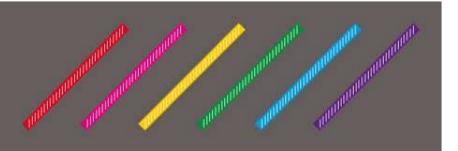




# **Impact & results:**

- Familiarize anti-discrimination legislation
- Link to our website (more visitors)
- Notoriety CET (& activities CET)

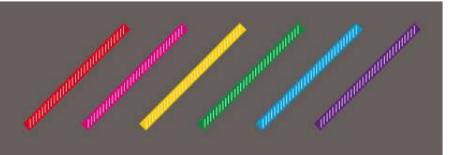




# **Experiences:**

- Update website & FB
- FB = informal
- Page (+ like) → own account





# **Contact**

Address: 26, place de la Gare

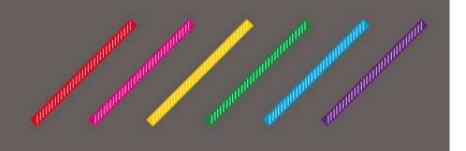
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• Fax: 26 48 38 73

E-Mail: info@cet.lu





# Thank you