



# Gleiches Recht. Jedes Geschlecht.

Themenjahr 2015

---

## **Strengthening Communication Strategies**

Ann Kathrin Sost, press officer / press and political planning  
Federal Anti-Discrimination Agency (FADA)



# FADA – facts and figures

- FADA was established when the General Equal Treatment Act (German abbreviation: AGG) entered into force on 18th August 2006
- Staff: 30
- Budget 2015: ca. 3,7 million euros
- Its most important legal tasks are: counselling, research, public relations, networking
- discrimination grounds covered: racial discrimination /ethnic origin, gender, religion / belief, disability, age, sexual orientation



## General communication goals

- be known to a broader public AND target groups
- be regarded as independent, trustful, accessible, dedicated, effective
- increase sensitivity for discrimination and make progress towards achieving equality

## Obstacles

- budget
- lack of human resources



How can we make an impact despite this situation?



## Example 1: The Horizontal Directive

- The 2008 Equal Treatment Directive (Horizontal Directive) would extend the level of protection against discrimination beyond employment, while also taking into account the requirements of the UN Disability Convention
- 27 of 28 EU countries are willing to implement it – not Germany.
- Christine Lüders, head of FADA: „The situation is absurd: The federal government refuses to hold concrete negotiations on a new Equal Treatment Directive, which would guarantee many people in Europe the same level of protection that German citizens have had for a long time now.“



# Joint Appeal to the German Federal Government





## Communication / political strategy

- Together with Equinet, FADA has brought together 60+ German and European NGOs for support / meeting ended with joint appeal to the government to lift the veto
- Letter to chancellor Merkel
- Articles in different newspapers
- Meetings on a political level
- „parliamentary breakfast“ hosted by Amnesty international and LSVD



euobserver



Register

FOCUS

## Germany's equality paradox



GASTKOMMENTAR

## Deutschland steht alleine

CHRISTINE LÜDERS



Es begann mit einem Kuss. Anfang des Jahres sorgte die Betreiberin eines bekannten Wiener Kaffeehauses für internationale Schlagzeilen, weil sie zwei lesbische Frauen vor die Tür setzen ließ, die sich als Gäste ihres Etablissements geküsst hatten. Der ganz alltägliche Beweis der Zuneigung ruft für

Abo Info taz.methode Anzeigen Genossenschaft Panter Preis Shop weitere Hilfe

**taz.de**  
ÖKO GESELLSCHAFT KULTUR SPORT BERLIN NORD WAHRHEIT

Deutschland blockiert EU-Richtlinie

### Veto gegen Antidiskriminierung

Deutschland blockiert eine EU-Richtlinie zur Antidiskriminierung. Mehr als 40 NGOs kritisieren jetzt das Verhalten des Bundes.



Politik / Deutschland 23. 7. 2015

MALTE GÖBEL  
AutorIn

THEMEN  
Europäische Union,  
Antidiskriminierungsstelle  
EU-Richtlinie,  
Europapolitik,  
Menschenrechte

Anzeige



## Strategic goals

- Building networks
- Positioning FADA on a European level and in Germany as a „player“ in the political landscape
- Showing independence





## Example 2: Thematic years

- Problem: How to reach a wider audience to be aware of a range of different discrimination grounds AND reach different target groups
- Solution: Highlighting one discrimination ground per year in a „thematic year“
  - Promoting key messages
  - Highlighting certain topics
  - Illustrating situation of people affected by discrimination and raising awareness
  - Defining protection gaps
  - Developing strategies for action
  - Finding support: NGOs, media, celebrities, etc



## 2015: Thematic year against gender discrimination

Themenjahr 2015

Gleiches Recht. Jedes Geschlecht.





## The thematic year includes:

- Survey on sexual harassment at the workplace (presented at a press conference in March)
- The establishment of an expert commission on gender discrimination (presentation of recommendations at a press conference in December)
- Publications and press work
- „day of action“ at the Brandenburg gate 16/9
- Symposium on the rights of trans\* and intersex people



## Film: How male, how female do you feel?

<https://vimeo.com/138641811>





## (Hoped-for) Overall effects

- Shaping the profile
- Credibility and acceptance
- Become recognisable
- Presenting FADA as accessible, effective, reliable, independent and caring
- Achieving positive change



# Thank you!

Ann Kathrin Sost

Press officer

[annkathrin.sost@ads.bund.de](mailto:annkathrin.sost@ads.bund.de)