



All Different – All Equal

Czech Republic

2006 – 2007

I Introduction

Cooperating with the European Commission, the Directorate of Youth & Sport of the European Council launched in 2005 a Europe-wide youth campaign called "All Different – All Equal" and aimed to advance human rights, diversity among nations and participation. The event was to succeed a similar campaign organized in 1995 and named likewise. The first event passed almost unnoticed by the Czech public.

At the 3rd Summit of the heads of governments from Member States of the European Council held on 16 & 17 May 2005 in Warsaw the campaign was approved in a document coded CM(2005)80, Article III, par. 4 (Youth cooperation support), issued on 17 May 2005.

The campaign was to *motivate young people to play an active role in creating peaceful society based on diversity among nations and social involvement, to make them tolerant of international diversity, and to foster their mutual respect and understanding.* **Youth participation, diversity** and **human rights** were the key topics of the campaign.

The main players engaged in the campaign were the European Council, European Commission, European Youth Forum and the European Council Member States. Though the principle activities of the campaign were scheduled for the period of June 2006 to September 2007, the National Coordinating Committees of some European Council Member States, the Czech Republic included, started their work as early as January 2006. A number of the activities will continue till the end of 2007, also those pursued in the Czech Republic.

all different
all equal

II "All Different – All Equal" – evaluation of the Europe-wide campaign

1 Campaign's National Coordinating Committee in the Czech Republic

The CR National Coordinating Committee (NCC) got down to work as one of the first NCCs in the European Council Member States. Between January 2006 and October 2007 the Committee was in session twelve times as witnessed by the official meeting minutes kept at the Youth Department.

The NC Committee had 16 members representing the Ministry of Education, Youth and Sports of the Czech Republic; the "Mládež" (Youth) Czech National Agency; Czech Council of Children and Youth; the European Council Information Office in Prague; Amnesty International; Multicultural Center *Praha (Prague)*; the Association of CR High-School Clubs; *Ivančice* Leisure-Time Center; the Association for the Support of CR Youth Information Centers; Prague City Hall; and the Regional Authority of the Moravian-Silesian Region. The NCC members were appointed by the Minister of Education, Youth and Sports.



The CR NCC operated split into three groups: (1) Organizational; (2) Communication & media; and (3) Training & Education group. Quite a few of the NCC's members took part in a range of training courses and seminars organized by the European Council and European Commission and focused on the campaign's subject matter.



A subsidy by the Ministry of Education, Youth & Sports (MŠMT) funded from the Government Program of Support to Work with Children & Youth and granted to NGOs (*non-governmental non-profit organizations*) helped in 2006 and 2007 the Czech Council of Children and Youth to hire the campaign's national coordinators (Mgr. Marek Fajfr in 2006 and Mgr. Kateřina Zezulková in 2007). These people represented the Czech Republic at regular sessions of the NC Committee and at meetings of the campaign's national coordinators organized by the European Council. Just like in other countries, the coordinators were sitting in the office of the National Youth Council so as to take advantage of its background facilities and stay informed on the campaign's target group.

2 Partners in the campaign

Counted among the key partners of the campaign contributing mostly their own funds towards some of the campaign's activities are the Czech Council

of Children and Youth; Office of the UN High Commissioner for Refugees (UNHCR); the Information Office of European Council in Prague; the Faculty of Humanities of Charles University in Prague – Department of Civic Sector and the British Council. Other partners, first and foremost the Embassy of South Africa, Berkat – a civil society and the Pedagogical Faculty of South Bohemia University in *České Budějovice*, supported the campaign by offering close cooperation when the calendar of events was being prepared. Summer of 2006 saw the signing of a Declaration of Cooperation with the Czech Radio, but the Radio showed then little interest, and the impact of the Declaration thus remained just minor. In contrast, the below-listed regional facilities for further education of pedagogical staff, namely the *Vysočina* Pedagogical Center; Facility for Further Education of Pedagogical Staff & the Center of School Services in *České Budějovice*; Facility for Further Education of Pedagogical Staff & the Center of School Services in *Kladno*; Facility for Further Education of Pedagogical Staff & the Center of School Services in *Mladá Boleslav*; Facility for Further Education of Pedagogical Staff & the Center of School Services in *Nymburk*, Facility for Further Education of Pedagogical Staff & the Center of School Services in *Příbram*, gave the NCC very active cooperation in organizing the training activities entailed by the campaign.

3 Funds spent to finance the campaign activities and a summary of projects thus supported in 2006

Since the subsidy (given by the MŠMT Ministry to the NGOs to fund the Government Program of Support to Work with Children & Youth) accounts will be processed and presented as late as January 2008 by the Czech Council of Children and Youth in its capacity as the main contributor to the campaign, currently only a preliminary sum can be stated. From this subsidy ČRDM spent 1.839 million CZK for the whole campaign duration. This material further offers an overview of other financial resources used to fund the campaign activities between June 2006 and October 2007 plus a summary of projects subsidized in 2006.

Apart from ČRDM, the campaign was funded by the Office of UN High Commissioner for Refugees in Prague (the contractually promised amount was 90,000 CZK to be used to capitalize training courses provided during the campaign); by the British Council and the Faculty of Humanities of Charles University in Prague (they funded the pilot stage of the Czechkid Project and the Czechkid Kick-Off Conference) and the Information Office of European Council in Prague (the contractually promised sum was 2,000 € to fund the Graffiti Project; 2,600 € to fund the *Putování (Wandering)* Photography Contest; and 500 € as a contribution to the campaign's website).



Available to finance the European Youth Campaign in 2006 were subsidies granted by the MŠMT Ministry to the NGOs towards the Government Program of Support to Work with Children & Youth. The subsidies were to capitalize activities pursued to protect and save human rights, diversity among nations and

the participation of young people. When deciding about special subsidies released by the MŠMT Ministry for 2006, the 20th Panel Meeting discussed 16 projects planned by the non-governmental non-profit organizations linked to the campaign.

Other funds used to conduct the campaign came from the EU Program named *Mládež* (*Youth*). In 2006 the Program contributed towards the campaign by supporting 10 projects as of the first deadline (Action 1 – three projects, Action 3 – five projects, Action 5 – two projects); 10 projects were approved as a part of the second deadline (Action 1 – five projects; Action 3 – three projects; Action 5 – two projects); 2 projects as of the third deadline (Action 1 – one project, Action 3 – one project); 7 projects as of the fourth deadline (Action 1 – five projects, Action 5 – two projects); and 11 projects as of the final deadline (Action 1 – six projects, Action 3 – one project, Action 5 – four projects). Taken all in all in 2006 the *Mládež* Program was employed to support 41 projects contributing to the campaign.

4 Activities completed in the campaign

4.1. Campaign launch

The first chance of learning the principal facts about the campaign was offered to the public at a **Press Conference** held at the Large Mirror Hall of the MŠMT Ministry on 27 April 2006. The official launch occurred in *Kutná Hora* on 20 June 2006, when the **International Day of Refugees** was commemorated. Proceeding in cooperation with UNHCR; with the Embassy of South Africa; Counseling Center for Refugees; Counseling Center for Foreigners & Refugees; the *Plzeň* Diocesan Charity and with the FHS Faculty of Charles University, the local *Jiří Orten* Grammar School and the Youth Department organized a theme afternoon aimed at educational activities, workshops, movies and discussions – the event was used to stage an exhibition of articles handmade by the refugees and offered for sale. Europe saw the campaign officially started on 29 June 2006 in Strasbourg in front of the building of the European Council Parliamentary Assembly, with the Czech Republic also represented.

4.2. Campaign promotion

Then the **campaign was promoted** in presentations at nationwide events focused on youth, students, youth workers and educators using these occasions:

- ⇒ *Bambiriada* in August 2006;
- ⇒ Training of ICM Heads in *Zátoň* on 22 August 2006;
- ⇒ The "Education & Craft" exhibition in *České Budějovice* (2 seminars employed to present the projects of Czechkid, "Seeking a New Home" and "Compass" on 20 September 2006);
- ⇒ International Pioneer meeting in *Čelákovice* on 23 September 2006;
- ⇒ Nationwide Experience Sharing Event (CVVZ) in *Ostrava* on 16 & 17 November 2006 (2 workshops, one of which was dedicated to the campaign itself and the other to a discussion over what the campaign may mean);

- ⇒ Czech Assembly of the European Youth Parliament (the campaign was briefly presented at the final session of the House of Deputies of the Czech Republic Parliament in November 2006);
- ⇒ *Regiontour* Fair held in *Brno* in February 2007;
- ⇒ European Week of Struggle against Prejudice, Racism and Xenophobia held at the *Brno* Museum of Romany Culture in May 2007;
- ⇒ The "Pozor děti!" (*Mind the Children!*) event (the campaign was represented by a theater ensemble of underprivileged children from ÚSP *Zběšičky*) held in May 2007;
- ⇒ Commemoration of the World Day of Refugees in *Brno* in June 2007;
- ⇒ ProRock 2007 – an Authorship & Interpretation Contest for young music bands (the Final fell on 8 December 2007).

Several times the campaign found its way to the Czech media and an interview on the *Putování* (*Wandering*) project named *Happy immigration* was even published at the www.youthweek.eu information website.

Face of the Campaign became **Tonya Graves**. In October 2006 the singer visited the *Permon* Home for Foreign Children to shoot a number of promotional photographs then employed to support the campaign.

The campaign was also advertised using a range of **promotional items** like a banner, tear-off notepads, self-sticker labels, ball-point pens, rubber bracelets and picture postcards – all carrying the campaign logo.

4.3. One-time nationwide activities

On 22 & 23 September 2006 the Central Bohemia town of *Čelákovice* hosted a meeting of non-governmental and non-profit organizations dealing with human rights, diversified society and the involvement of young people designated as **KONTAKT 2006 – Campaign Opening Conference**. The conference, held under the umbrella of the "All Different – All Equal" campaign, was attended by over 50 representatives of the non-profit organizations, but also those coming from the government agencies. Using brief presentations, the participants informed on their activities, educational and other projects, and they discussed the possibilities of future cooperation in this area.



As a sort of tradition emerges **the campaign team's participation in the running contest of "Tuháčkův běh" (Tuháček's Run)** organized as a part of what is termed the *Brdy Cup* (*Brdský pohár*), a running event covering the distance of 9.5 km. In May 2006 the campaign team comprised 8 runners, three of whom finished first in their respective age categories, two won the second places and one was third. In the next year's contest held in May 2007 the campaign was represented by a seven-strong team who won three gold medals, one silver and two bronze medals.

On 9 November 2006 the premises of Pedagogical Faculty of Charles University in Prague hosted a workshop named "Us & Them", which attracted not only professional audience, but also about a dozen of students, and made them think about the prejudices we sometimes harbor. The workshop was held under the auspices of the campaign.

In May 2007 twenty seven Czech and Moravian towns became the venues of **Bambiriáda**, the biggest event used to present the activities pursued by the associations of children and youth and the leisure-time centers and focused on the campaign. The event was organized primarily by the Czech Council of Children & Youth.

An activity newly added to the campaign is a **photography project** named **Putování – Wandering** (June to August 2007), carried out in two stages and suggested as an innovative solution by the campaign coordinator. The first stage of the activity happened in July when a group of young foreigners traveled round summer camps in North Bohemia. The idea was mainly to show the junior Europeans how free time may be spent in the Czech Republic, and, using photography as a suitable means, to give them a chance of capturing what comes to them on their trip as surprising, pleasant, etc...



Moreover, the *Putování* project also aimed to acquaint the majority group with the phenomenon of migration as perceived from an angle not entirely typical of this subject. To this end we used a traveling exhibition of documentary photographs by *Petr Horký* and *Štěpán Kačena* taken during the whole week. To see the photos any time please visit us at <http://www.putovani.eu/>.



With the campaign under way, some young Czechs joined the European project of **United Colours of Europe – a hot season for graffs**, a graffiti project suggested by *Frédéric Durét*, a French graphic artist, who conceived an idea later embraced by the campaign as a whole – to contact young people and draw their attention to the issues of human rights and multicultural society, this time using an area open to the public – the street, a place where the basic human rights are so often violated. Young people from over 20 countries, where the campaign was introduced, opted for joining the project and through their "graffiti performance" demonstrated what was their own understanding of the "All Different – All Equal" slogan. The effort resulted in a summary publication consisting of contributions from the countries involved. The graffiti art works representing the Czech Republic were contributed, in May 2007, by talented youngsters from the cities of *Plzeň* and *Prostějov*.

4.4. International events

Cooperating with the South Africa Embassy, the Youth Department prepared as a part of the campaign a **South-African Youth Day**; in June 2006 the event

was joined by Czech and South African university students and volunteers, while in 2007 it was attended by high-school pupils. The introductory speeches mentioned the campaign run in the Czech Republic.

At an inauguration ceremony held in March 2007 the public was introduced a flagship of the campaign – **the Czechkid Project**. Czechkid is a web application (www.czechkid.cz) designed to familiarize Czech children with multicultural topics encountered in everyday life. The project uses ten virtual figures whose specific looks were shaped in a survey focused on problems, emotions and experiences of children coming from ethnic minorities and living in society where the Czechs prevail.

The autumn of 2006 saw the **Compass Manual Inauguration** (Manual on education in the area of human rights issued by the European Council). The Czech language version intended to provide young people with informal education on human rights has a foreword by *Václav Havel*.

A **workshop on South African youth** held in June 2007 was followed by a debate between representatives of the Czech non-profit organizations and the South Africa Deputy Minister of Home Affairs, then visiting the CR.

A **Czech-German Youth Exchange** organized in August 2007 gave the Czech winners of the *Kam-Paň-Song* contest a chance of spending a weekend in Berlin.

A project called **Překroč (své) hranice** (*Go beyond your borders*) was to promote one of the three general topics of the campaign – the diversity. It was motivated primarily by the idea that personal experience is an essential condition of mutual understanding among people from different nations with different cultural backgrounds. That is why the project endeavored to encourage Czech civil associations (or the houses of children & youth) to "go beyond their borders" and make contacts with their foreign counterparts. The project was a cooperative effort of the Czech Council of Children & Youth; *Tandem* – a Coordination Center of Czech-German exchanges of youth; and the Czech-German Youth Forum. The implementation part of the project was launched on 1 November and late in 2007 the members of what was termed the *Young Team* staged eight information and methodology presentations attended by about 350 persons.

The "All Different – All Equal" campaign was also one of subjects treated at the **Visegrad Group workshop** held in Prague on 6 & 7 November 2007 in association with the 2nd National Conference on Youth.

4.5. Nationwide contests

"Co Čech to lidumil!?" (*Each Czech a Philanthropist!?*)

The period before the summer holiday of 2006 was the time when a large summer competition for creative children and youth aged 6 to 26 was announced. The event was split into four categories (painting & drawing, literature, photography and new media) and lasted till 8 September 2006. The works by the young authors were linked to the campaign's topics. The authors were also inspired by catchy titles like "Me, a racist?" or "Do we help the underprivileged?".

Graphic art contest for the campaign's identity

Late in June 2006 the public and more than 25 graphic art high schools and preparatory schools were invited to join a contest for the ultimate graphic identity to be used for the campaign's promotion. The winning author created two figures aptly named *Kam* and *Paň*, symbolizing the campaign at its website.

Photography contest of ČNA

Five photographers have taken professional pictures able to document how the projects subsidized by the MSMT Ministry and centered on the campaign's subjects were gradually put to practice.

Kam-Paň-Song

A contest for young and creative musicians who were asked to compose a piece of music with a conspicuous link to the campaign's topics, i.e. human rights and diversified society. The contest was open to individuals and groups and conditioned by original output – the lyrics had to be related to the campaign's subjects. As the winner emerged the South Bohemian group named No Rock and their song titled "Socka" (*a low-class person*). The prizes for winners were threefold – the possibility of performing at the campaign's concert on the *Střelecký ostrov* organized as a part of *Bambiriáda 2007*; several no-charge hours at a recording studio; and a weekend stay in Berlin available under the Czech-German exchange program.



"Nejsem out" (*I'm not out*) media campaign



A contest designed as an interactive media campaign (www.nejsemout.cz) was run on the internet between 1 September and 14 October or, alternatively, 14 November; during the period the website was visited by 15.000 web visitors. The contest concept inspired by the popular "youtube" site covered the categories of photography (416 entries), video (85 entries), and collage (101 entries). Young people aged 12 to 18 were invited to produce entries of the IN type (those keeping abreast of the times and staying in the mainstream) and the OUT type (those not fashionable or just alternative) with contents related to the campaign's topics, and to start discussing them (comments upon the entries, voting). The response was so enthusiastic that the project is being considered for continuation.

4.6. Concerts for the campaign

On 26 August 2006 the group **Monkey Business** accompanied **Tonya Graves** at a concert staged in *Benátky nad Jizerou*, where Tonya was officially appointed the Face of the Campaign and where *Marek Fajfr*, national coordinator of the campaign, was interviewed on the subject of "All Different – All Equal".

On 25 May 2007 *Střelecký ostrov* became a venue of a **Concert for Campaign** given as a part of the *Bambiriáda* and supported with performances by e.g. *Ivan Hlas Trio*, *Vozovna Dukla*, *Dan Bárta* and others.

4.7. Educational activities

The campaign was employed to organize **training courses** on the **Compass Manual** (training for lecturers on the Czech language version of the European Council Manual – Education in the Area of Human Rights); training of lecturers and **15 groups of educators on the Czechkid Project; and 2 training courses for the foreign clients of the INBAZE Community Center and young migrants of the META non-profit organization.** The Czechkid related trainings were in progress for the entire year of 2007.

Over 1,600 pupils and students completed training courses delivered through 80 **workshops on human rights** organized in cooperation with the Amnesty International at primary and secondary schools in 20 towns. The courses were utilized to distribute training materials issued during the campaign to support the human rights education. The schools still appear to be interested and, consequently, more workshops are offered for the school year of 2007 / 2008.

The Czech Council of Children & Youth used the campaign as an occasion when to release a **methodology manual** for human rights education titled "Let's start, for example, like this..."; the manual should primarily serve associations oriented at work with young people. With the campaign terminated, the manual will remain available in softcopy and hardcopy.

4.8. Campaign's website

The initial website of the campaign was in use from the autumn 2006. In May 2007 the website moved to a new address – www.kam-pan.cz. The campaign's web pages will be available till the end of 2008 and kept updated in accordance with the European year of inter-cultural dialogue, an effort following the campaign's activities.

4.9. National Conference on Youth



The campaign was officially reviewed and concluded at the 2nd National Conference on Youth held on 8 & 9 November 2007. The conference was attended by approximately 200 people, including foreign guests from the partnership ministries and representatives of the European Council and European Commission. The subject of the campaign was treated in a part of the plenary discussion and at an independent workshop.

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