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National anti-discrimination information tour

Report on the information campaign regarding the Norwegian Act on Prohibition of Discrimination on the basis of ethnicity, religion etc. and the regulations regarding equal treatment provided in the Norwegian Labour Environment Act.

For Diversity



Against Discrimination



Likestillings- og
diskrimineringsombudet



This publication is supported by the European Community Action Programme to combat discrimination (2001 – 2006). This programme was established to support the effective implementation of new EU anti-discrimination legislation. The six-year Programme targets all stakeholders who can help shape the development of appropriate and effective anti-discrimination legislations and policies, across the Eu-25, EFTA and EU candidate countries.

The Action Programme has three main objectives. These are:

- To improve the understanding of issues related to discrimination;
- To develop the capacity to tackle discrimination effectively;
- To promote the values underlying the fight against discrimination.

For more information see:
Ec.europa.eu/comm./employment_social/fundamental_rights/index_en.html

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I. Key objective of the project

The key objective of the project was to spread information concerning 2000/43/EC and 2000/78/EC and their transposition into Norwegian law and effective implementation through a multifaceted, national anti-discrimination information tour.

Through direct contact with people in Norway, as well as in cooperation with national partners through «training of trainers» and with employers concerning «good practises in the workplace», the campaign also involved an awareness-raising aspect to make sure the recipients also understood the need for implementation of 2000/43/EC and 2000/78/EC in Norwegian law.

II. What

This project was planned and carried out in conjunction with 2007 – The European Year of Equal Opportunities for All (EYOE). LDO (Likestillings- og diskrimineringsombudet/Equality and Anti-discrimination Ombud) was also the coordinator for the Norwegian actions pertaining to the EYOE and therefore the PR-strategies of both projects were interconnected.

As encouraged at the information meeting in Brussels, January 19th 2007, we decided to give these two campaigns a joint name in order to avoid confusing the target groups with two almost identical campaigns. The name given for this fusion was «Bevisst». The «Bevisst» heading was also used on other campaigns and projects during 2007 aimed at employers/employees.

The target groups for the «For Diversity. Against discrimination»-part of the «Bevisst»- campaign were:

- the general public
- public and private employers
- employee- organisations
- government bodies engaged in the implementation of the legislation

- NGOs

III.

Why

Norway has implemented Directive 2000/43/EC and 2000/78/EC in The Act on prohibition of discrimination based on ethnicity, religion, etc. and the anti-discrimination regulations in the Labour Environment Act; the regulations that protect against labour market related discrimination on the basis of gender and ethnic origin etc. as well as on the grounds of disability, sexual orientation, age, and political conviction.

Since 1 January 2006, the Equality and Anti-Discrimination Ombud has been responsible for enforcing these legislations. In 2006 the Equality and Anti-Discrimination Ombud received fewer reports of violation of the new legislations than expected. The belief was that the knowledge of the new legislation was neither anchored in the general public nor in employee- organisations and NGOs. This campaign's goal was to increase the awareness and knowledge about the new legislation and the national implementing body that enforces it.

IV. How

The EU European Truck Tour, «For Diversity. Against Discrimination», was the inspiration for method of how to approaching the general public. The campaign was based on three different points of contact with the public.

- In order to make contact with the general public we were going to set up an information stand in public places along the tour.
- In order to make contact with the employers, employees and the NGOs we where going to visit work places and have informational meetings.
- In addition, public and private employers and employee-organisations where invited to a training regarding the legislation and how to work with the new legislation.

In order to melt all of these elements together and draw attention to the campaign among the general public we created the concept «Equalitas» (a play on the name of a widely known provider of security guards and services, a point of reference through which anti-discrimination legislation and activity could be more easily understood and accessible to the general public). This concept provided the basis for the main PR-strategy for the campaign and served as the thread tying the campaign together into a unified whole. Managing to link all the activities into one concept was decisive to this campaign's success.

Cost effective

In order to make the most out of our PR-budget, which was modest considering the broad demographic we wished to reach, we had to approach the target groups through other media than advertising billboards and TV-commercials.

Advertisements placed in local media brought publicity to LDO and linked LDO to the Discrimination Act. Advertisements were designed as cartoons in order to stand out. The cartoons played on conventions used in old-fashioned cartoons in the vein of Roy Lichtenstein, making use of wit and irony to communicate the main points. The reason for designing the advertisements in this way was so that they might serve as conversations starters while recasting the Ombud as accessible and "relevant" rather than bureaucratic and old-fashioned. See appendix 8

The PR- strategy also tried to take advantage of the most effective channel to distribute information: news. The strategy was to make the elements of the tour attractive material for news journalists. Campaign elements were thus designed to be of interest to journalists as well as to the target groups. Journalists themselves were not explicitly defined as a target group of this campaign, although, they were clearly an indirect target group. Through the news media it was possible for the campaign to reach out to the general public within the budget. This also made it possible to reach the largest target group, the general public, who would not be likely to attend the local activities. The three elements were:

- The short film «Slør».
- The Equalitas- award.
- The contemporary dance performance connected with the information stand.

Defining the target group

In the project plan the target group for the information stand is not consistently defined. While the target groups of the campaign were originally defined as members of the general public, public and private employers, employee- organizations, government bodies engaged in the implementation of the legislation, and NGOs, some of the components of the information stand were clearly aimed at young people.

An analysis of the target groups revealed the inconsistencies of the campaign elements: the information stand was to be placed in public spaces within normal working hours (in order to be staffed by the campaign crew) at a time when most young people are in school and most public and private employers and employees are at work. Basically the only people within the target group that would travel in public spaces within the hours when the LDO crew were able and allowed to operate the stand would be:

- unemployed people
- women or men on parental leave
- people working part-time
- people working night/evening/week-end shifts

Among the unemployed, ethnic minorities and disabled are heavily represented. In addition to women, ethnic minorities are also heavily represented among those who work part-time or in shifts. The conclusion was that the information stand's main target group was redefined as unemployed people who were unemployed due to discrimination or who lacked awareness of their rights. The following groups were deprioritized as targets for the information provided at the stand:

- employed people
- employers
- youth enrolled in school

In order to place the stand in the most crowded public spaces the main rule was to place the stand close to, or in, a shopping mall. Owing to Norway's climate and general lack of public meeting places, indoor shopping malls have taken on the role of "town square" in many communities, where individuals are able to meet others and feel part of the community.

In order to get information out to young people the touring crew visited schools whenever possible.

The picture is taken in Oslo, 2006 and is an illustration of how information stands which are not thoroughly planned might be inefficient.



Attracting the target group

The project plan includes a sketch where the information stand has a tent as base for distributing information. The Ombud has had information stands earlier, and wished to form the Bevisst-tour's information stand based on earlier experiences in order to make it the most effective. Knowing that attracting people and attracting the people within the main target group was challenging a quick analysis was made.

Based on conversations about the picture above and people's general opinions and emotional experiences with their own and other's information stands in public spaces the following challenges were formulated:

- Most people are uncomfortable with information stands where brochures and other things are pushed upon them while travelling in public spaces. Public spaces overflow with commercial and non-commercial information and information stands with aggressive approaches towards their target groups. As a result people are «immune» to traditional stands.
- The public passing an information stand in public spaces are neither on a mission to seek information nor do they consider themselves unaware and in need of the information the stand provides. It is unlikely that they will gather around the stand in order to get information.

- The field of equal opportunities and anti-discrimination is a field where most people have an opinion and consider themselves well informed. It is also a field which common people in Norway associates with radical feminism from the 70's and feels is not relevant for them.
- The ones who voluntarily seek the stand are already well informed, or think themselves well informed.
- The ones seeking the stand have already made an opinion, and do not seek information but rather someone to talk, argue or quarrel with.
- People who gather at stands are only interested in free gadgets.

In the project description the information stand is described as a traditional stand:

Combined with a tent which can be set up alongside, the van can be used as the basis of an on site information and media stand, where visitors will have access to printed informational materials, lap-top computer stations, as well as a bulletin board displaying the activities planned at a given destination.

These challenges were solved with the Equalitas-concept where the strategy is opposite compared to most information stands whereas it put the motivation for visiting the stand by provoking people's curiosity.

This worked excellent and the majority of people visiting the stand came by their own initiative with a question: «Who are you and what are you doing here» which led to the response where the crew could present the message of campaign with turned power balance where the target person is the person in charge of the conversation. More about this in chapter V.

In addition, when the free gadgets were handed out, the reciever wanted to understand the whole symbolism in the logo and the message in order to be able to explain to others when asked.

Logistic and technical challenges

It was a challenge to ensure that the maximum number of legal work hours, which include time spent travelling, were not exceeded while still allowing for both an information stand and local meetings. In certain areas travelling constituted more than 50 % of the hours put in by campaign staff, and in some weeks the total working hours exceeded the recommended amount. Within these time constraints, the complexity of the information stand was toned down in order to ensure that rigging up and down would not take more time than the actual spreading of information. In addition, the transportation of unnecessary equipment would be extremely cost-inefficient.

Certain elements of the information stand and the target groups for these components had to be reconsidered, due to the analysis of the target group mentioned in the previous section, as well as challenges to the logistical and technical feasibility of the original plan:

The target group for these electronic tools will be younger people attracted by electronic media and socially conscious individuals interested in finding out more about their own attitudes and knowledge of equality and anti-discrimination legislation.

The electronic awareness-raising tools required computer equipment and furniture for placing the computers on at the stand site. They were also dependent on availability of electrical power and internet access. As the original argument for incorporating these elements was to reach young and socially conscious individuals, neither of whom would be likely to pass by a stand during normal business hours, a decision was made to provide these elements online instead.

The electronic awareness raising tool AIT, Implicit Association Test, and a quiz were therefore made accessible at the campaign web-site and small business card-like brochures with the internet address on was distributed at the stand site. A paper version of the quiz was also brought along on the tour.

The cost originally estimated for the development of the the IAT turned out to be less than expected, as the only expense turned out to be translation. However, the test had to be "translated" in order to make it relevant to Norwegian society, and LDO had to invest its own human resources in order to get this done.

Due to the low costs on the electronical IAT we were able to also produce the film «Slør», used to raise interest about the tour and as a component to initiate discussion during workshops and information meetings arranged during the tour. This film was also used in order to market a film contest which was one of the activities in «The Year of Equal Opportunities for All»

V.

«Equalitas» - the concept

The campaign involved a number of different activities carried out in order to reach a number of differently defined target groups. When planning the practical undertaking of the campaign the complexity and diversity of all the different components posed a challenge. In order to make the campaign «catch on» and be visible the campaign had to be tied together in order to stand as a unified whole.

Culture jamming

In order to seek out information, people generally need to have an interest in seeking information. The key to motivating people to seek out information is to make them curious. Considering several different strategies in order to create something intriguing, elements used in the political art form known as culture jamming were ultimately decided to be a useful strategy. Culture jamming can be broken down into three main methods; recontextualization, curiosity and qualification and can be defined as:

«Expressing oneself in public space in a creative way»

Recontextualization

Employing a known genre, situation or logo while filling it with new and unexpected content in order to pique interest and inspire reflection on the part of the receiver of the message.

The logo formed for the Equalitas was a reworking/reconceptualization of the Securitas logo. Instead of three dots which comprise the Securitas logo, the Equalitas logo has 6 dots, one dot for each discrimination ground LDO is protecting (gender, ethnicity, religion, disability, sexual orientation and age). See buttons jacket patches and t-shirts enclosed.

Curiosity

Though acting in a strange or unexpected way and by breaking with people's expectations of normal behaviour, it is possible to create an urge – a curiosity – inspiring people get self-motivated to seek out an explanation or cause of the abnormal behaviour.

The Equalitas performance was a key motivation for people to catch interest in the stand and find initiative to visit it.

Qualification

In sociolinguistic theory the term «qualification» is used with regard to utterances that change the social status of the ones the utterance is uttered to. E.g. when a priest says: «I hereby declare you husband and wife», their status is changed and the world recognises them as married. Qualification was used as a way of defining new realities both in handing out the Equalitas award – which used the socially recognized status of **«award winner» in order to define certain individuals as role models for their work for equality and against discrimination.** The Equalitas T-shirts and buttons, utilizing reworked elements of uniform logos, employed the same means: those who got them and wore them **«became» Equalitas guards, declaring themselves guardians of equality against discrimination on the 6 different grounds.**

The method – «curiosity» – was the key for succeeding with the information stand. A performance group was hired to develop a performance concept that could attract attention to the stand. They came up with the idea of dressing up like security personnel and «patrolling» the streets or the shopping mall attracting attention. The performance artists are both contemporary dancers and their dance is both spectacular and out of the ordinary. The dance escalates from regular marching/patrolling, through striking odd poses, and culminates in spectacular jumps and formations. The artists used a megaphone to give strange and subtle messages which resulted in a large number of people visiting the information stand on their own initiative. In this way the people who got information from the information stand had a positive experience, contrary to most traditional information stands where there are is a salesperson «tricking» people to stop.

A positive attitude is supposedly also an essential condition in order to learn something new. By and large visitors to the stand seemed to have a very positive attitude seemed interested in learning. The campaign staff had few problems with people quarrelling.

Giving away things for free was also a way of getting people interested in the stand. The gadgets handed out at the stand were designed to be conversations starters. Instead of having a clear message that people intuitively understood, we made the gadgets intriguing in a way that made people interested in unlocking and understanding the symbolism in them. Since the back of the t-shirts announced to the equivalent of «I'm a guard», the person who received the t-shirt had to understand what kind of a guard she was. And wanted to understand as it's embarrassing not to be able to explain the symbolism in something you wear.

This also had a chain effect as when asked, the person wearing the t-shirt or button would explain the symbolism and thereby carry the message presented at the information stand further than the stand could reach.

The visitors also wanted to understand the logo which they recognised as a «security guard» logo. This way people left the stand with information that they were happy to have gathered, as well as being proud to be a part of something big. Although the crew tried to spread the information about the logo and its symbolism by conversation and direct contact with people, the crowd at the stand was sometimes so big that information flyers explaining the concept were handed out in addition to the gadgets.

In order to make the media interested in this information tour a strategy involving celebrities was developed. At first we tried to make celebrities interested in being LDO's ambassadors. This strategy was unsuccessful as most celebrities thought it was too big a responsibility and were generally afraid of being misused in advertising campaigns etc. Finally the idea of handing out a prize to people who have played a significant role in fighting for human rights in Norway developed. Using qualification as a device was highly effective, and solved the problem of providing the public with role models without infringing on the role models wish for autonomy: awards are usually accepted and not rejected without very strong reasons. Handing out an award does not bring responsibilities upon the one who wins the award. In addition, announcing an award winner in the media is good news and are easily put on.

Using the concept Equalitas instead of LDO's own logo also made people feel like they owned the campaign. They could wear the T-shirt without feeling like they were a walking advertisement for a governmental agency. One of the results of this «ownership» was that someone started an Equalitas member site on Facebook. This group grew during the campaign period and at the time of writing has 123 members.



VI. «Slør»

The premiere of this film was used to raise interest in the launch of the tour. LDO cooperated with film maker Thomas Østbye in making an artistic expression where the audience could reflect upon how people who are different are met in public spaces.

Although the main character in the film is a woman in a full burka, the film serves as an eye-opener and a reflection upon diversity in general. Visually impaired people, people in wheel chairs, gays and lesbians and members of other marginalized groups all reported that they recognized the reactions met by the protagonist in the film and identified with the woman in the burka.

While the main character is filmed so that we are able to see her interacting with others, she also has a camera hidden inside of her burka, allowing us to see first-hand the reactions she meets from people as she is doing her regular every-day errands.

The film drew a lot of attention to the campaign: the film, the campaign and the message of the campaign was the subject of the second page editorial in Dagbladet, Norway's second largest tabloid newspaper on the 9th of Mai 2007.

The film was also made available on the front page of Dagbladet's website and was seen by more than 30 000 people the first week. The film was also made available on other web-sites including the campaign website.

The film was also used in the workshops and information meetings arranged during the tour as a conversations starter and a way to make people understand the concept of discrimination as a mechanism with is quite similar for the one who is discriminated against no matter what ground the person is discriminated based on.

The film: appendix 1

VII.

The Equalitas award

The award was given to a number of celebrities and received massive and widespread media attention both nationally and locally. Several of the award winners expressed a profound gratitude for the recognition that the award represented. Several also drew attention to the fact that the award, while issued to individual feminists, gay rights activists, anti-racists, etc., underscored that all of these struggles were interrelated, and that while they might have chosen one particular form of inequality to fight against, they were people who fight for human rights as a whole; people who are against discrimination in general and for equality for everyone.

The diploma: appendix 2

Pictures of the award winners enclosed on the CD: appendix 6

VIII.

The information stand

Owing to Norway's large distances and relatively low population density, the tour was structured within geographic zones surrounding regional travel hubs. A route based on continuous travel throughout Norway would have been time and cost ineffective. A consequence of this is that the equivalent of the anti-discrimination truck had to be a hired van and it would not be as noticeable as the big truck used in the European campaign.

This van, combined with a tent set up alongside the van, was the basis of the on-site information stand were possible.

The information stand as described in the project plan was carried out as far as it was possible although some of the elements had to be adjusted as explained in chapter IV.

Information meetings

In cooperation with local and national partners, employers, employee-organisations, NGOs, schools and libraries, local informational meetings were organized.

All the meetings arranged during the tour were specially adjusted to the specific meeting and target group. Still these meetings where a variation upon three different modules:

- Interactive, dialogue based workshop with lecture included
- Dialogue meeting
- Visit at workplace with motivational lecture

Interactive and dialogue based workshop

This model consisted of all these activities, or a selection of them:

- Equality and Discrimination Quiz
- «The Line»
- The film «Slør»

- Lecture
- Response techniques and discussion groups

This model was used on groups where we were invited to do more than a lecture. Below is a list of the places where we either did all of the above or a combination of more than two of them. In the chapter «Chronological summary of the tour» there is a more thorough description of the activities which took place along the tour. A description of the activities: appendix 3.

- Geiranger: Employees organisations
- Halden: High school
- Saltstraumen: Employees organisations
- Bodø 1: Prison workers
- Bodø 2: The military
- Bergen 1: Gay's rights organisation
- Bergen 2: College, age 19 – 30
- Stavanger: High school, age 16–19
- Lillehammer: Teachers at college
- Fredriksstad: High school
- Skien: High School, age 16 – 19 (see film)
- Sunndalsøra: School, age 16– 19 (see newspaper clip)

Dialogue meeting

The intention with the interactive and dialogue based workshops was to give information to an audience which did not have much awareness or knowledge about discrimination and discrimination legislation in Norway.

The dialogue meetings however were meetings with people who already had a fair amount of knowledge about at least parts of the legislation or one of the grounds the legislation is protecting by. At these meetings it was important also to listen to the participants. The

information provided at such meetings were more thorough and had often the form of a conversation.

- Bergen: Local LGBT organisation (LLH Hordarland) and local disabled people's organisations in the region. The Ombud, Beate Gangås, attended the meeting with LLH.
- Stavanger : Local meeting with a selection of religious groups.
- Fredrikstad: Dialogue meeting with the audience attending a screening of the documentary «Porn star» by film maker Peter Sullivan, together with the feminist, gay activist, author and Equalitas award winner Gerd Brantenberg. The Ombud, Beate Gangås, attended this meeting.
- Skien: Local meeting with different ethnic groups.
- Tromsø: Local meeting with Senter for vold og traumer (Women & violence), Norgga Sarahkka (national minority women's organisation), LLH-Troms (local gay rights organisation) and meeting with local ethnic groups.
- Trondheim: Local seminar about age-discrimination.
- Mo i Rana: Local meeting with employee organisations and human resource centre in Rana kommune with a focus on ethnic diversity and good practises
- Oslo: dialogue meeting with gay organisations during the Norwegian Pride festival.

Good practises in the workplace*

As a part of the tour was also visiting workplaces. Rather than telling employers what is forbidden and how they should not do their equality work, the idea was to tell stories from work places who has been successful in their work in order to motivate the specific work place to engage themselves more in equality work.

14th of May: The LO (The Norwegian Confederation of Trade Unions) in the region of Østfold invited Bevisst to visit Peterson Emballasje AS in Sarpsborg.

6th of June: Hydro Aluminium in Sunndal

12th of June: Statens Innkrevningsentral

* Some workplaces where we had a longer visit are listed in the first section «Interactive and dialogue based workshop»

IX. Chronological summary of the tour

The tour lasted from May through June 2007. The tour had no pause other than national holidays and weekends. The campaign coordinator was a part of the touring crew which also included a legal adviser from LDO, a performance group consisting of two members and one or more advisers from LDO depending on the activity. Sometimes the Ombud herself, Beate Gangås, was present as well.

Pre touring: Lillehammer

The intention was to visit the College in Lillehammer's «Equality and anti-discrimination week» in order to test the presentation of the legislation and the information stand. Unfortunately, the organisers of this week had not managed to attract any people to this event. Thus the only thing we got to test was the information stand. The crew experienced what they expected: nobody showed interest in or gathered around the stand and people got annoyed when approached by members of the crew handing out brochures. This visit confirmed all of the challenges we had formulated about people's relations to information stands and made us understand how important it was to work with a concept that could make the stand effective.

Pre touring: Geiranger

In order to put together the right activities for the tour some of the material was tested out prior to the actual tour. The Bevisst-crew was invited to a training of trainer's conference in Geiranger. The participants were young union workers who were being trained to become union leaders. The format consisted of the quiz followed by a presentation of the legislation regarding discrimination with the correct answers to the quiz whirled into it culminating in group work at the end. At this visit the quiz and the discussion exercises were tested.

Pre touring: Halden

In Halden the Bevisst-Crew visited a High School during their annual Krasj! Bom! Bang! festival. Most of their first year students, age 16, attended. The format started with the exercise called «The Line» followed by the quiz and a lecture. During this visit the activity «The Line» was tested, and a trainer from «Norsk Folkehjelp» (Norwegian People's Aid) was brought along to evaluate the crew's instruction to the pupils and give advice in how to lead this activity.

Opening

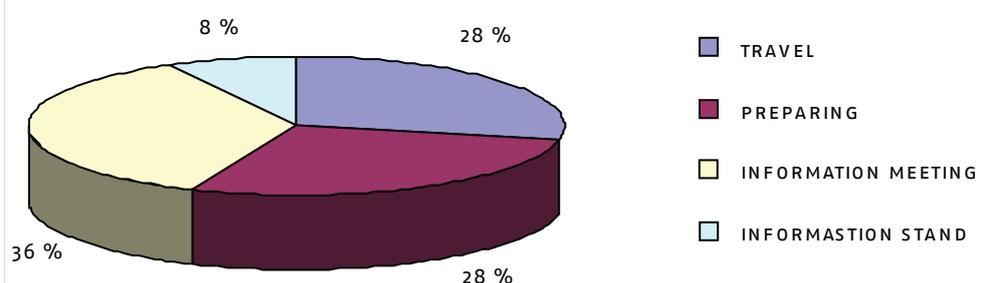
To mark the tour start we arranged an opening show in cooperation with a local library in the district of Oslo called Grünerløkka. This library has a great deal of ethnic minorities as their users, and we focused on including them as our audience at this show. We did not want this opening to be a bureaucratic and governmental show off, but rather a gathering with a mixed mass of people in order to have a diverse marking of the campaign. The library made informational materials about LDO and the legislation that LDO enforces available for the public using the library. At the show we premièred the film «Slør» and the Ombud, Beate Gangås, gave the Eqaultias award to 10 selected people who have fought discrimination.

The opening also introduced the concept of Equalitas – LDO's guards watching out for discrimination.

State secretary Laila Gustafsen at the Ministry of Labour and Social Inclusion officially opened the tour. The amount of people taking a notice of the show is estimated to be somewhere between two and three hundreds – although the amount of people attending the whole show probably where less than a hundred.

The opening was written about at a number of websites:

- Blikk.no www.blikk.no/nyheter/sak.html?kat=1&id=8072
- IMDI.no – inytt nr. 11 – 3.5.2007 www.imdi.no/templates/CommonPage____6773.aspx
- Venstre www.venstre.no/politikk/integrering/3155/
- LLH – Landsforeningen for lesbisk og homofil frigjøring www.llh.no/Nyhetsarkiv/2007/?module=Articles;action=Article.publicShow;ID=3657
- Klanen.no – Styret www.klanen.no/styret/



1st touring week: Bergen

The first week of May the campaign toured Bergen. During this week there were two concurrent events in Bergen which the campaign cooperated with Bergen Pride, arranged by LLH and the LDO conference focusing on the rights of disabled employees.

The first day LDO attended an information meeting by LLH. At the meeting there were several local politicians discussing a plan for securing rights for the gay and lesbian community in Hordaland (the county/region around Bergen). This meeting was followed with a quiz where LDO attended and promoted Equalitas and the informational meeting the following day.

LDO cooperated with the LGBT organisation in Bergen and arranged a dialogue meeting where the Equalitas award was handed out to Torstein Dahle who has fought for gay rights for more than three decades. About 15 people from the gay community of Bergen showed up.

The prize was also handed out at the conference to Victor Norman who has raised an awareness to the fact that employing people with disabilities is a win-win situation for both the disabled, the employers and the society.

After the conference two of us had a dialogue meeting with organisations for disabled people.

The last activity before leaving Bergen was a workshop at a college in Bergen. The students learned about their rights and obligations according to the law through The Line, the quiz, a lecture and participation in discussion groups.

The experience gathered during the first touring week in Bergen was that a lot of time is eaten up by logistics. The crew needs to be transported to the different meeting points and the crew needs to eat. In addition the performance crew needs to warm up prior to the performance and they need a shower afterwards. There was also quite a lot of time used preparing for the information stand: evaluation of location (sometimes the place picked out and planned for did not meet expectations and another location had to be sought out) and set up of the stand material. The diagram at the left shows an estimate of how the time was used in Bergen during the first week with between 2 and 6 people in the crew:

2nd touring week: Stavanger & Kristiansand

The performance crew left Oslo Monday morning in order to perform in the centre of Stavanger. The performance artists performed their stunt and handed out gadgets and mini brochures. This performance was covered by the largest regional newspaper, Stavanger Aftenblad. Thereby the goal of reaching the general public was fulfilled as a lot of people would read about the campaign in the newspaper. News clips are collected in appendix 4.

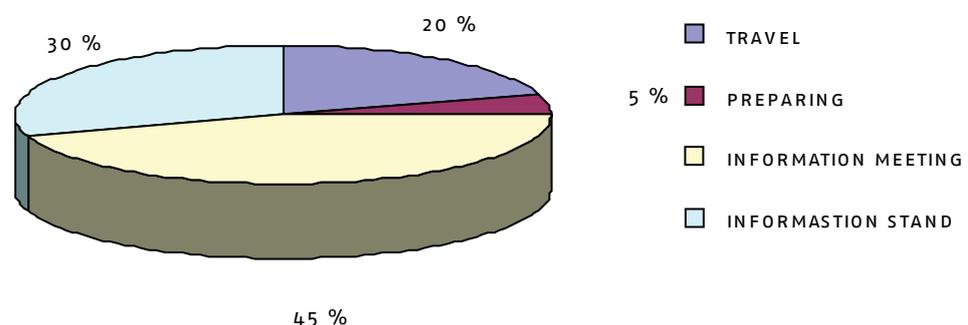
The rest of the day was used for surveying the city in order to locate the best sites to get the attention from the public. Information was put at the library and in most cafeterias and other meeting points in the city. The rest of the day was used to plan the next day.

Tuesday we had an interactive and dialogue based workshop with lecture included at the biggest high school in Stavanger. In the middle of the day, during lunch hours the crew had a performance and handed out information at the entrance of the city centre; a building with public library, cinema, several public offices and a passage to the other side of the town. This was the most trafficked place in town on a rainy day.

At 17.00 there was both an open meeting at the high school where a journalist from the 2nd biggest regional newspaper showed up and a dialogue meeting with local religious communities in the region. The campaign was covered with a full page news article. Approximately 20 people participated in the dialogue meeting.

The next morning the touring crew headed for Kristiansand where an information stand at the shopping mall outside of town was planned. The contact person at the mall was helpful, but very strict about not approaching customers. Even though the concept was to trigger people's curiosity and make them approach the stand on their own initiative, not being able to talk directly to people without them initiating the conversation was still a major handicap.

While the visit to Bergen had been hectic and made the crew tired the tempo was adjusted in Stavanger and Kristiansand and a day's rest was put in before visiting Lillehammer. And as the diagram below shows, the logistics ate less time during the 2nd week of touring.



3rd touring week: Fredrikstad

In the first day's informations spreading the crew was also promoting the 2nd day. The crew handed out gadgets and information flyers in the streets. The spot picked for hosting the information stand turned out to be a space few people passed by. It was raining and a new spot was hard to improvise without special permission. The solution was to follow the Equalitas performance by foot in the streets handing out information to people. In addition to the standard material, we had produced a flyer for the show the following day.

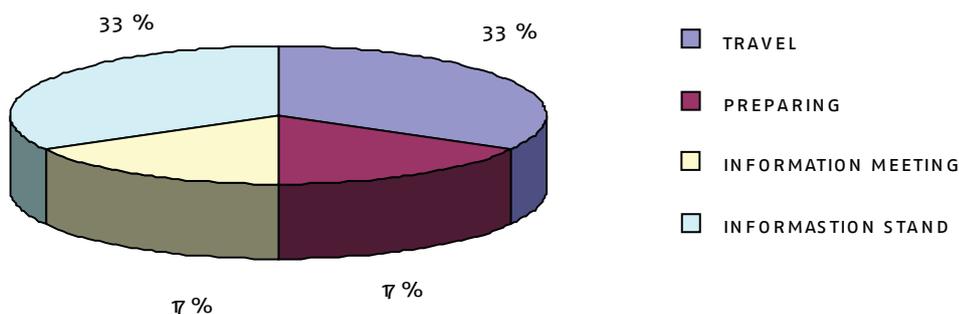
The performance draw a lot of attention and several cafeterias allowed the crew to come inside and hand out information. The crew also handed out flyers promoting the next day's event at local cultural centre St. Criox. The rest of the day was spent planning the next together with the manager for St. Croix.

Simultaneously another member of the crew visited LO's district office in Østfold. The visit consisted of both information meetings and visiting a workplace and talk about good practices.

The second day a workshop was arranged at a high school in Fredrikstad.

The rest of the activities consisted of a showing of the documentary movie «Porn star» with a followed discussion together with Gerd Brantenberg and the Ombud, Beate Gangås. The film was seen by 42 people at the cinema in Fredrikstad. Afterwards there was a ceremony to celebrate Brantenberg getting the Equalitas award for her activism for gay and lesbian rights. The day ended with a performance by a feminist punk band. Both TV, newspapers and radio wer present at the events.

The diagram below indicates that the time spent on this leg of the tour was divided 50/50 between logistics and action, with the standard crew of four doing all of the work without assistance.



4th week of touring: Drammen & Skien

By this time the experiences made throughout the tour made it possible to predict which activities would be most effective at which places. Based on this knowledge the information meeting in Drammen was cancelled due to few people signing up for it. The same meeting was rescheduled and held on October 31st.

The decision to concentrate on the information stand was made based on the experiences with previously not having enough legal work hours to staff the stand for longer periods of time. The stand was set up in the public market square frequently used by the people in Drammen as permission to have the stand at the shopping mall was denied.

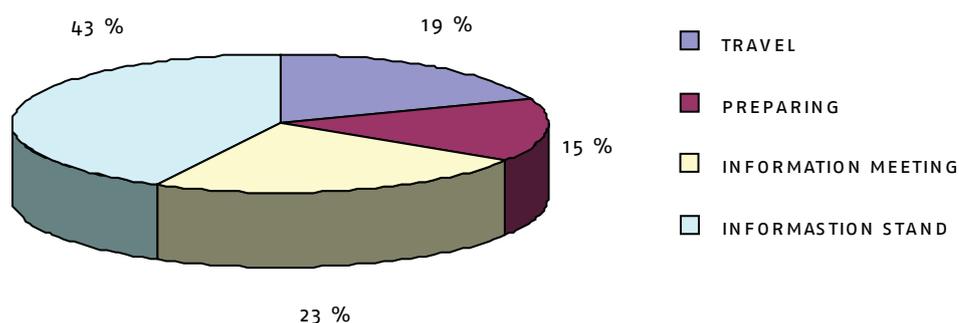
The space around the information stand was perfect for performance and the show drew a lot of attention towards the stand. See film enclosed in documentation CD: appendix 6.

In Drammen the information stand crew and the performance artists were interviewed for radio and in an article in the regional newspaper.

In Skien the plan was tighter than in Drammen. Both days included a visit at a high school before having the stand by the entrance of the city shopping mall. Approximately 90 students participated in the training at the school.

The information stand was probably the most successful during the tour. It attracted a lot of people in the target group and got to spread a lot of information to people who were interested. Information about the information meeting later was also spread and quite a few turned up there as well. There were actually a noticeable number of phone calls from Skien the following week as a result of both the stand and the information meeting. This indicates that the awareness rising in Skien was successful although there is no way to measure whether this resulted in any actual reports on discrimination.

The information meeting was held by a third person from LDO and was in cooperation with an ethnic organisation in Skien. The meeting was at «Humanismens hus»



5th touring week: Tromsø

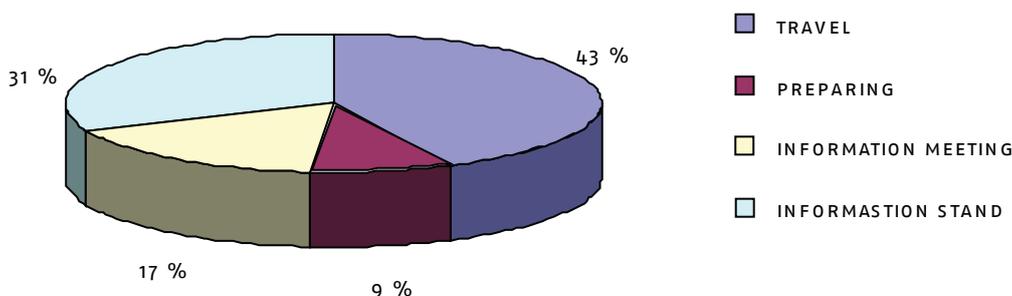
Initially the plan was to visit Kautokeino during this week. The distances and problems finding organisations to cooperate with made it difficult to prioritize going to Kautokeino.

Instead the stay in Tromsø was extended by one day. Even still, this was probably the week with the tightest program during the tour. In addition to the core crew two more from LDO came along to help lead the dialogue meetings that had been arranged. One of them handed out the Equalitas award as well.

The award was handed out to the municipality of Tromsø as this was the municipality in Norway in 2007 that had come the furthest in terms of equality between genders, when measured with regard to a set of statistical variables. The award was given with a request and a motivation for them to become the best on other fields of equality as well. Though gender equality was not an issue in the project, focusing on this made it possible to spread information that equality is not only a gender issue, which remains a common assumption in Norway.

The stunt in Tromsø City Hall, where Equalitas «interrupted» a City Hall meeting with an act than ended in the introduction of the representant from LDO handing out the award, caught a lot of media attention and resulted in an interview for TV Tromsø and the newspaper Nordlys.

Due to the long travel time and the fact that the none of the crew were used to the midnight sun, this was the point in the tour where the high work pressure and lack of tour breaks became a problem. The schedule thus far had been ambitious and the crew coordinator had to face the crew's human limitations and give more room for rest inbetween the different activities.



6th touring week: Trondheim, Sunndalsøra & Molde

In Trondheim the information stand was placed in the pedestrian street near the entrance to a shopping mall, and was staffed for two days. Close by there was a café and ice cream restaurant with customers who formed a natural audience. The result was enormous attention for the information stand.

Parallel to the stand, two advisers from LDO held a seminar regarding discrimination of people based on their age. Approximately 30 people participated in this meeting.

The performance alone did not get any media attention for the information stand, but after the award ceremony, journalists were very interested in it. In retrospect the award show should have been prior to the information stand – not the other way around.

The award show in Trondheim was a success. The Ombud herself came to hand out three prizes. One of them was given to one of Norway's most famous rock stars, Åge Alexandersen. The two others were a theatre company known as Pantertanter and a disabled swimmer, Stig Morten Sandvik. NRK Trøndelag, Adresseavisen and NTB covered the ceremony.

Åge Aleksandersen received the prize for his engagement against discrimination and oppression of gays, national minorities and other minorities. Stig Morten Sandvik received the prize for being a role model and for providing an example of how it's possible to follow your dreams while also being disabled. Panter Tanter received the prize for using their shows to put a spotlight on issues concerning national and ethnic minorities.

Ella Gosh, senior adviser at LDO hands out the Equalitas award to the mayor of Tromsø at a City Hall meeting.



Sunndalsøra

In Sunndalsøra Bevisst visited a school and one of Norway's biggest industries; Hydro Aluminium. The leader was interviewed afterwards in the newspaper and said the meeting had been useful and important. A journalist was following the Bevisst crew during the day and wrote an article on both the information stand and the school visits.

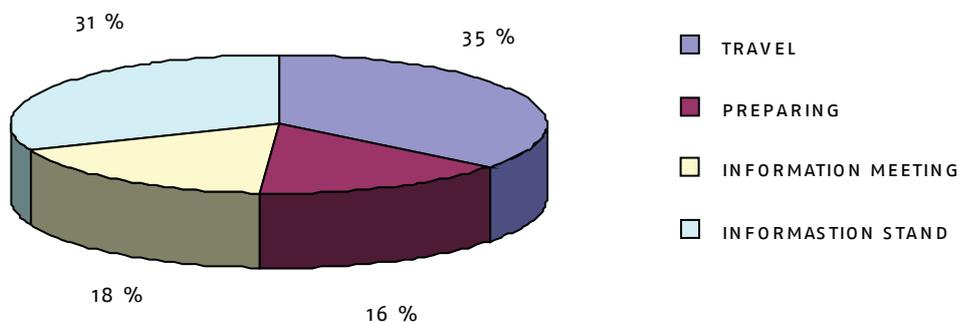
Molde

In Molde there was also a focus on getting through to people via media coverage of the Equalitas award. No information meeting was planned, as time did not allow it.

The information stand was placed in the local market square where a lot of people visited, although a fair amount of these people were elderly and retired people. Because the stand was close to the City Hall, we got proposals from the politicians to come back for an information meeting later.

The crew was surprised by the lack of awareness among people, having experienced that a small crowd of women who initially thought the stand was fun and liked it, came back to return their information materials explaining that they could not accept propaganda for gay rights.

In Molde the award was given to Kjell Kosberg; an architect who has been a proponent of universal design and architecture that provides accessibility for everyone. The ceremony was successful and the media coverage was good both in regional newspapers and TV.



7th week of touring: Bodø & Mo i Rana

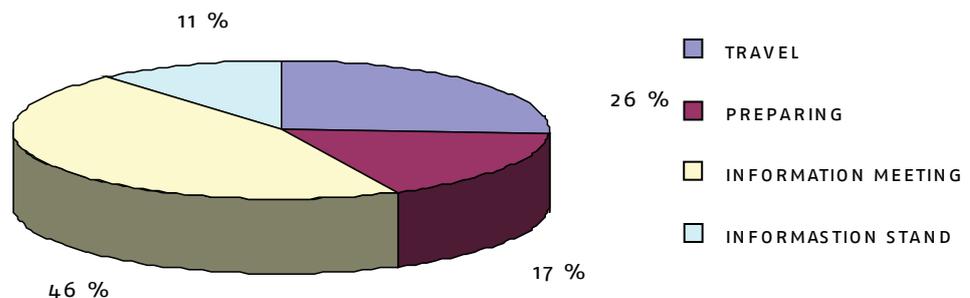
In Bodø there was a lot on the program, but the program's duration was less intensive than for example Bergen and Tromsø. Two from the crew went ahead and had a workshop at a training of trainer's conference in Saltstraumen. The participants were young union representatives who were trained for the summer campaign «LO's summer patrol» which every year travel to companies hiring seasonal workers during the summer months. The patrol checks whether the workplace operates according to laws and regulations. Among the things checked is the work environment, including discrimination and harassment.

The format consisted of the quiz followed by a presentation of the legislation regarding discrimination with the correct answers to the quiz whirled into it and group work at the end.

The following day the rest of the crew came. The Bevisst-crew arranged a seminar for the staff in Bodø Prison subsequent to accusations that discrimination had occurred at this particular workplace. The format consisted of the quiz followed by a presentation of the legislations regarding discrimination with the correct answers to the quiz whirled into it and group work at the end. About 50 employees and 3 leaders attended the training.

In addition to this there were two lectures; one about the legislation and one about methods for making routines which prevent breaking the law. These lectures were given by advisers at LDO who were not part of the core Bevisst crew.

On day three the Bevisst-crew arranged a seminar at the military base in Bodø. The participants were employed in the military. The format consisted of the line and the quiz followed by a presentation of the legislations regarding discrimination with the correct answers to the



quiz whirled into it. Initially group-work was planned at the end of the session, but there were so many questions and stories about discrimination in the military that there was no time to do the group discussions.

In addition to this there were two more thorough lectures; one about the legislation and one about methods for making routines which prevent breaking the law. These lectures were given by advisers at LDO not part of the core Bevisst crew.

Wednesday the information stand was set up by the entrance of the city shopping mall. The performance drew attention and people gathered around to see and go get informational material. The coordinator was interviewed and got on the local TV's news program the same day.

Simultaneously with the info stand, a member of the crew went to Mo i Rana and had two information meetings, one with the municipality of Rana and one with a large public company (Statens innkrevningsentral). The focus of these meetings was on the integration of ethnic minorities and challenges due to language and examples of good practices in work places.

8th touring week: Oslo

This week it was Gay Pride in Oslo. Bevisst placed the information stand in the Pride Park between 1200 o'clock and 1900 o'clock for three days. A dialogue meeting was arranged at LDO and the Ombud herself and the Bevisst crew together with the Equalitas fan club participated in the parade.

X.

Training of trainers

This was the last part of the campaign. It was useful to have all the experience we gathered from the tour.

The target group for the training of trainers were persons who through their position or through their work would be able to mainstream the knowledge of the implementations of the 2000/43/EC and 2000/78/EC into Norwegian laws in their ordinary work.

We invited larger Norwegian cooperations, personnel leaders in «fylkeskommunen», leaders of organizations who work for ethnic minorities, sexual orientation and age. We decided not to include people who work for disabilities as there was another conference a few weeks later, also a part of the Bevisst-projekt though not a part of this project, where people who worked for disabilities organisations were the main target group. This was a way to make a balance on the training and not get an overload of representatives for organisations at the training in order to make room for the employers. We wanted organisations to be represented as they could contribute with important perspectives on some of the issues, but the training's main target group was people whom throughout their roles as employers were responsible for training others. There was a limit to 30 – 35 participants. About 1/3 of the participants were from organizations, a little more than 1/3 were employers and nearly 1/3 were from employees organizations, safety deputies or in other positions concerning environmental issues in workplaces.

Although these organisations were not invited that does not mean that information regarding disabled people's issues were not covered at the training.

Before the invitations to the training were sent out, we had a discussion whether we wanted a homogeneous or a diverse group to attend the training session. We ended up with wanting a diverse group in order to make the trainers learn not only from us in LDO but also from each other. The training comprised of lectures and group discussions and assignments as well as a guided tour of LDO.

In evaluations of the training session the participants gave high scores to the relevance of the content in the training. Several of the participants have requested more of these types of training sessions and most of them expressed that the training session was valuable for them in their work.

At the end of the training the trainers received a guide book for future reference. See appendix 5

XI.

Radio spot

The campaign was closed by having a radio campaign. The radio campaign's message was to send SMS to the Ombud and report discrimination or ask for help. Several people contacted LDO as a result of this radio campaign. There is no routines at LDO which can provide any information about the results of these requests. Appendix 7

XII. Reflections

Coordinating this campaign has been educational for LDO. Several of the activities carried out working with this campaign which will be very helpful for LDO in the future.

First of all the experience has given us knowledge about all the logistical and practical concerns that have to be considered when regional meetings and information distribution are to be undertaken. Although the experience made it clear that touring campaigns require a lot more time and effort than is possible to foresee. As the diagrams in chapter IX show the efficiency of the campaign increased throughout the campaign period. The overall experience has provided motivation to continue this work in a more efficient and realistic way.

Some of the ideas developed for this project are ideas that LDO will continue to work with in the future. Doing this campaign has been an inspiration and in the future LDO will surely continue with:

- The Equalitas concept
- The training of trainers
- The radio campaign
- Use of The Line and Quiz as methodology
- IAT

The Equalitas concept will be carried on. The advantage by using the concept is that it is interesting for people. Also it is not as much connected to an institution as to a people's movement. Thus people engage themselves in it and find it fun. Such a concept is very helpful doing both campaigns and projects with several different cooperating organisations. The concept has "caught on" and LDO will probably over some time have the capacity to become a commonly known concept in Norway.

The training of trainers – both the actual training and the guide book developed – will be carried on. The training of trainers will continue and the guide book developed will be evaluated and reproduced as an interactive web site as well as smaller guides books adapted to several different specific target groups.

The plan is to continue broadcasting radio spots as we have learned that this results in direct requests from LDO's users – both those being discriminated against and the ones discriminating. Persons with racist

beliefs has contacted us due to the radio spot and we have thus been able to communicate with the hardest target group to reach – the discriminators.

LDO will continue to use the methodology used in the activities The Line and The Quiz. During the fall of 2007 the activities has been used both when LDO has been visited by school classes and when LDO holds external presentations. LDO will continue to develop the methodology used as we have learned a lot about the effectiveness of this in order to raise awareness and to make people motivated to learn more about the issues LDO are responsible for providing information about.

The IAT will also be used in the future. Though this test is not a “fun” test, it has potential as a tool for us to investigate presumptions in a way that can help us when planning out strategies for issues to work with in the future.

LDO has also made quite a few experiences when it comes to PR. Having a well thought out media strategy and having a concept for the campaign was essential to the success of the campaign. In future projects there will be put more effort into PR- strategies at an earlier stage of the project in order to make the use of media even more efficient.

As a whole, the most useful experience for LDO as a result of carrying out this campaign was to understand the complexity in communicating the discrimination act. Working with this campaign we have been able to find a balance where the communication with the users is more balanced to their different levels of understanding. This experience makes LDO more fit to be able to produce information material that is well adjusted to the level of understanding different target groups has. This has made LDO decide to evaluate and we will reproduce some of our information material taking these experiences into consideration.



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