## **EQUALITY IN**

Taking a look at the latest round-up of events in the field of Equality and Non-discrimination

## IN ACTION

Volume **2**. Spring **2009** 

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#### INTRODUCTION

As we come into Spring 2009, the European Commission remains committed to maintaining the momentum created in the area of equality and non-discrimination for all. Especially at a time when challenges posed by the global financial crisis are putting a strain on budgets across Europe, these challenges must be faced head-on, in order to avoid adverse effects on equality and non-discrimination initiatives.

The 2007 European Year of Equal Opportunities for All and the 2008 European Commission Communication setting out a renewed commitment to tackling discrimination have already set a good example of the direction that should be taken. Only by remaining committed at national and European level to the principle of non-discrimination can we ensure the inclusion and fair treatment of underrepresented and marginalised groups. Equal opportunities must remain at the forefront of policy and action in the EU and this message must be communicated to the wider public. Equality policies strengthen the economy and society; they should not be sacrificed in favour of short term financial savings.

Together with our partners from civil society, academia, business and the media, we continue to be encouraged by the progress being made across Europe in the area of non-discrimination and will strive to further these advancements.

This progress was seen clearly during recent events throughout Europe focusing on inclusion and equality for all. In this edition of 'Equality in Action' we want to share with our readers some of the highlights of these events, such as the latest seminar on Diversity and the Media in Prague, a seminar focusing on the results of a recent positive action study, and the latest conference on the Business Case for Diversity. We have also taken this opportunity to provide our readers with more information on the recently established Governmental Expert Group in the field of non - discrimination and the Prague Seminar on Roma Inclusion.

For more information on the activities of DG Employment, Social Affairs and Equal Opportunities, please visit

http://ec.europa.eu/social/main.jsp?catId=423&langId=en



## THE 2009 SEMINAR ON DIVERSITY AND MEDIA IN PRAGUE

European Union, the Media4Diversity seminar was held on the 5th and 6th of February 2009 in Prague. The seminar marks the end of a long process of research, survey and analysis of more than 150 initiatives from across the European Union, that have been examined by a study team of twelve media and diversity experts working on behalf of the European Commission. The study team, is now responsible for the production of a publication on media best practices, 30 of the 150 initiatives aimed at improving how diversity is reported in the European me-

Coinciding with the current Czech Presidency of the

As well as the study team and representatives of the European Commission, the seminar brought together around 90 representatives of national and European level organisations working in the media and non-discrimination field.

dia were selected, to be represented at the seminar.

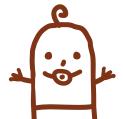
#### THE STORY BEHIND THE SEMINAR

The media is central in the fight against discrimination - it can exercise enormous influence in shaping opinion and promoting social diversity. In this respect, the findings of the study sought to provide a better insight into the media's approach to the issue of discrimination examining;

- The advancement of non-discrimination in media coverage - building a clearer understanding of how the media report on diversity.
- The means of ensuring the inclusion of minorities and under-represented groups in the media industry looking at the measures that can be taken to improve cooperation between the media and civil society.

The seminar sought to ignite a constructive debate surrounding the study's draft recommendations for advancing non-discrimination and how they would translate at a local or regional level.





#### **SEMINAR PROCEEDINGS**

The seminar took place over two days. The first day included opening remarks from a Czech government representative for the Presidency of the Council of Ministers and a message from Viviane Reding EU Commissioner for Information Society and the Media. The seminar also included a challenging keynote speech delivered by Yasmin Alibhai-Brown, the first and currently only Briton of colour to write columns in The Independent and the London Evening Standard. This was followed by a lively presentation of the top 30 initiatives.

During the second day of the seminar, two successive sessions took place with three parallel workshops. This allowed for more detailed discussions in smaller groups. The first session, entitled; 'Reflecting Diversity - The Country to Country Challenges for Diversity' centered on challenges for the media in reflecting diversity in different member states, considering the variations in media from country to country. The individual workshops were therefore divided into three separate geographical regions, covering North-Western, Southern and Central-Eastern Europe.

Issues such as;

- the obstacles to reporting diversity,
- the existence of a business case for media and diversity in each member state,
- non-discrimination as an issue of corporate social responsibility of the media,
- and the realistic objectives for each region were all analysed and discussed.

The second session, entitled "The Way Forward", was also divided in 3 parallel workshops, this time focusing on the draft recommendations for advancement presented by the study team. The workshops addressed the three key stakeholder groups: media, civil society, and EU and national policy makers. Participants from all stakeholder groups took part in each workshop in order to develop coherent and integrated strategies. Each group addressed the following issues; the working experience (good and bad) of each target group (media, civil society and policymaking); the most effective recommendations — both as a matter of urgency and in the longer term; whether the draft recommendations be tailored to regional realities as discussed in the first round of workshops.

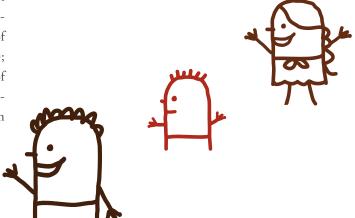


The North-Western Europe workshop, which was initially considered to be the most homogeneous, brought to light variances in terms of **statistics** and **measuring methods** on diversity. Participants agreed that measuring societal diversity was an essential pre-condition for planning and implementing initiatives, as was the need for measuring diversity within the media itself.

In general, many of the attending media professionals and civil society representatives expected the EU to be more active on press freedom and diversity issues, by **naming and shaming** poorly performing governments who fail to show commitment to diversity.

Both Eastern and Southern Europe workshops highlighted the **weakness of civil society organisations** in these regions. Participants from Southern Europe identified specific gaps such as the **lack of dialogue between media and civil society** organisations and poor resources for monitoring diversity.

Many countries, in particular the more recent EU Member States of Central and Eastern Europe were expecting "political courage" from their leaders in defending press freedom, and quality in media and in enforcing existing measures to combat discrimination. This courage was particularly expected from EU leaders, even in the absence of a legal Treaty basis for compulsory action in the media field. There is a clear tension between countries from North-Western Europe, which are wary of political influence over the media, and the Central and Eastern European Member States that would like to see the EU play a bigger watchdog role for the enforcement of media standards.



Anne Bouvier, Anti-Discrimination Expert and member of the EC commissioned Study Team, shares with us her thoughts on the outcome of the Media4Diversity Seminar.

"By bringing together media, government and civil society workers and representatives, with practical and direct experience in the field of media, diversity and anti-discrimination work, the seminar enabled participants to share ideas and solutions in what was an enriching European exchange.

The emphasis on contexts in different countries was very interesting and I hope that confronting various perspectives has helped deepen our understanding of the experience of discrimination and how it may be tackled, by using specific tools that are suitable to each given society. I particularly liked the fact that the seminar emphasised the leadership role that people from diversity backgrounds have taken in media, civil society organisations and government bodies and the practical changes their presence in leadership positions has helped to bring about in many countries in terms of diversity representation in media programme, but also in the recruitment and personnel policies of these organisations.

The seminar left me with a sense of optimism as - although many participants were returning to challenging local contexts - the seminar highlighted an array of successful and long lasting achievements which will hopefully provide inspiration to all those who are seeking to broaden and mainstream the representation of the diversity in their societies, which is one of Europe's uppermost social and economic asset."



**Anne Bouvier,** Anti-Discrimination Expert, Study Team

#### The media4diversity study is online at:

http://ec.europa.eu/social/main.jsp?langId=en&catId=423&newsId=512&furtherNews=yes

For more information on the conference and the individual initiatives, please visit;

http://www.media4diversity.eu

A brief summary of one project from each of the geographical regions, as categorised at the conference; North-Western, Southern and Central-Eastern Europe is presented below.

#### **NORTH-WESTERN EUROPE**

Radio Salaam Shalom Ltd, UK

Radio Salaam Shalom was founded in 2006 as the UK's first combined Muslim-Jewish broadcast project. The internet radio station focuses on promoting inclusion and intercultural awareness, providing a media outlet for the 'moderate majority'. This non-profit organisation relies on community involvement and encourages diversity amongst the volunteers who keep the station running, as well as within the scope of subjects discussed on the station.

#### For more information please visit

http://www.salaamshalom.org.uk

#### **SOUTHERN EUROPE**

Media programme, Search for Common Ground, Greece - Turkey

Helping to facilitate improved communication between Turkish and Greek communities, this multilayered media programme was developed to advance Greek-Turkish relations in journalism ethics, conflict resolution, reporting on diversity and adversity. In order to create stronger links between Greek and Turkish journalists, several initiatives have been undertaken including the production of a newspaper supplement, two radio documentaries and six television documentaries, all translated, published and broadcast in Greece and Turkey.

#### For more information, please visit

http://www.sfcg.org

#### **CENTRAL-EASTERN EUROPE**

Roma Mainstream Media Internship Programme, Centre for Independent Journalism, Hungary

This programme has been running in Hungary for the last ten years and aims to tackle widespread misunderstanding of the Roma community in the media by diversifying newsrooms. Young Roma journalists are offered internships in mainstream media organisations as part of an intensive 6 month accredited journalism course.

#### For more information, please visit

http://www.cij.hu

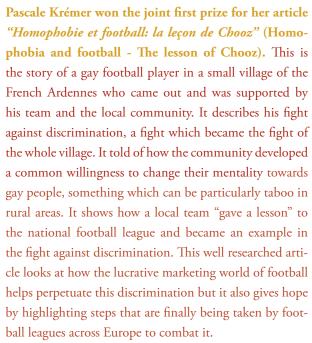
## THE 2008 JOURNALIST AWARD



The Journalist Award is an annual competition which honours journalists who through their work, contribute to a better public understanding of the fight against discrimination in society and the benefits of diversity. The competition is one of the main activities of the European awareness-raising campaign 'For Diversity. Against Discrimination' run by DG Employment. In 2008, a special award is given for articles which examine discrimination against the Roma. This year, the winners were selected from over 540 high quality entries from 27 Member States, submitted between the 1st of January and the 31st of October 2008. The national winners and winners of the Special Award on the Roma at national level were chosen at the end of 2008 by juries made up of experts working in the field of discrimination and diversity and wellknown journalists in each EU Member State. The winning articles were then evaluated by a European jury, including European experts in the field of discrimination and diversity and media professionals, who selected the overall winners, runner-up, and the winner of the Special Award on the Roma at European level. The Prague Seminar on Media for Diversity held on the 5 and 6 February was the perfect opportunity to unveil the European winners of the Journalist Award 2008 in the presence of media and nondiscrimination experts from all over Europe. The awards were presented by Commissioner Vladimir Špidla.

#### JOINT 1<sup>ST</sup> PRIZE

Le Monde journalist



The other joint first prize went to Ole Hall, for his article entitled "Danske muslimer udsat for chikane" (Danish Muslims are subject to harassment) and published in the Danish newspaper Morgenavisen Jyllands-Posten. The article takes the unusual track of investigating the lives of "ethnic" Danish converts to Islam, rather than the well-trodden route of looking at European Muslims of Arab, African or Asian descent. It reveals that Danish women who convert to Islam suddenly change from being a member of a majority to becoming a very visible minority in their home country. As such, they face the same prejudices and hostility from society as Muslims of foreign parentage.



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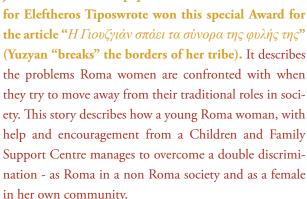
#### THIRD PRIZE

Christiana Martins

and Marisa Antunes won the third prize for their article "Elite à prova de racismo" (Racism-proof elite), which described the success of Portuguese citizens with minority backgrounds in breaking the glass ceiling. There are many testimonies which describe in a multi-faceted way how this Portuguese elite is confronted with racism and how they react to discriminatory behaviours. It was published in the weekly Portuguese newspaper Expresso.

## THE SPECIAL ROMA AWARD

Mika Kontourousi, a young journalist at the newspaper



For more information on the winning articles of the Journalist Award 2008, as well as for details of the Journalist Award 2009 please visit

http://journalistaward.stop-discrimination.info/2217.0.html



## SEMINAR ON THE RESULTS OF THE POSITIVE ACTION STUDY

On the 19th of February 2009, a seminar entitled 'International Perspectives on Positive Action' took place in Brussels, which focused on positive action in employment and service delivery across public, private and third sectors. The seminar, attended by over 80 participants, presented the findings of the recently completed PAMECUS study (Positive Action Measures: A comparative analysis in the European Union, Canada, the United States and South Africa) and explored the role that positive action can play in overcoming discrimination.

#### THE BACKGROUND

Over the last two decades, the European Commission has played a leading role in developing and implementing anti-discrimination laws on the grounds of gender, racial and ethnic origin, sexual orientation, religion and belief, disability and age. However, a lot more needs to be done to ensure the effective equality in practice for members of groups that are socially or economically disadvantaged. Positive action can help to prevent discrimination or compensate for disadvantages as well as help to redress under-representation and promote diversity.

With this in mind, the conference aimed to facilitate an exchange of experience and knowledge on positive action measures, to explore the concept of positive action and to present examples of effective positive action measures.

The conference was attended by stakeholders including representatives of equality bodies, government bodies, chief executives, HR/workforce directors, equality and diversity leaders and practitioners, public, private, voluntary and community sector organisations, representatives of civil society and researchers, trade unions and other social partners, many of whom had participated in the survey accompanying the PAMECUS study.

#### WHAT IS POSITIVE ACTION?

Positive action measures are practical initiatives designed to redress inequalities in or out of the workplace.

For instance, an example of positive action could involve the implementation of targeted measures to redress gender disparity with regards to staff employment in a particular company or establishment. Positive action should support institutional change by addressing under-representation of a particular section of society through data monitoring, adequate legislation and a strong political agenda, internship programmes and anti-discriminatory recruitment.

There is a very strong case to be made for such equality and diversity interventions, as they lead to a higher level of societal solidarity, and can help to harness resources in the private, public and voluntary sectors.

#### **EXPLAINING THE PAMECUS STUDY**

The PAMECUS study represents the commitment of the European Commission towards eradicating discriminatory practices in the area of employment as well as beyond the labour market.

The study explored the way in which positive action measures can compensate for disadvantages in an individual's background, which may lead to a lack of opportunity. It contains also a number of examples of such measures within the EU but also from Canada, the United States and South Africa.

An online survey of those individuals responsible for designing and implementing positive action measures (e.g. directors of Human Resources, equality and diversity leaders and senior managers with responsibility for equality) was used as a basis for the study. The survey examined perceptions and understanding of positive action, as well as the actual actions used, their effectiveness, and the costs involved.

The objective of the study was to determine the rationale for implementing strategies for positive action and to understand stakeholder views and experiences in how positive action measure can prevent or remedy discrimination. The study concluded that legislation is the main driver for positive action and that positive action needs wider societal support and systematic monitoring.

The study put forward several recommendations, including the creation of a European level framework of understanding that would encourage governments to educate the general public through social marketing about positive action and to facilitate communication between stakeholders.

The study was funded by the EC PROGRESS programme and coordinated by the Centre for Inclusion and Diversity at the University of Bradford, UK and was undertaken over a 15 month period, from December 2007 to March 2009. The results of the PAMECUS study will be soon pub-

lished as a report by the European Commission (DG Employment, Social Affairs and Equal Opportunities).

CONTINUING
THE DIVERSITY
JOURNEY BUSINESS PRACTICES,
PERSPECTIVES AND
BENEFITS

On the 11th and 12th of December 2008, a 1 ½ day conference took place in Brussels, the outcomes of which marked another highlight in the advancement of diversity management in companies across Europe.

The conference, entitled 'Continuing the Diversity Journey - Business Practices, Perspectives and Benefits' presented 150 participants with the findings and implications of a report based on 12 months of research into the Business case for Diversity. The conference was designed to illustrate the way in which inclusion and diversity present dynamic business opportunities for all companies in their search for enhanced competitiveness and capacity.

In this context, the conference provided an opportunity to exchange experiences among businesses, employers' representatives, politicians, civil society and other stakeholders across Europe.

#### **BACKGROUND**

In 2005, a study entitled 'The Business Case for Diversity - good practices in the workplace' was carried out for the European Commission. This study provided a rational framework for looking at good practices and was supported by case studies illustrating the business case for diversity across the EU. It aimed to promote the development of diversity policies in companies by examining the perceived business benefits, the specific challenges and the means of overcoming these challenges. The report also provided examples of good practices being implemented by a range of different companies across Europe, which in turn had brought about tangible results.

The study underlined the real benefits of diversity practices. The study also noted the main obstacles in promoting diversity, according to respondents, as being a lack of information, difficulties in measuring results and discriminatory behaviours in the workplace.



In December 2007 the European Commission, DG Employment, Social Affairs & Equal Opportunities, launched a new one-year study in order to further promote the Business Case for Diversity.

The 2008 study builds on previous results and aims to extend sound diversity management to small and medium sized enterprises (SMEs) and to further explore means of promoting diversity and its benefits across European companies of all sizes. The study covers 5 main areas, as detailed in the final report prepared for the December 2008 conference:

- The business case for diversity in SMEs
- A survey on diversity policies and practices conducted with the European Business Test Panel
- Experience and promotion of national Diversity Charters
- The link between Diversity, Innovation and Productivity
- The role of Business schools in training diversity managers of tomorrow

#### Rationale - business benefits

"The 'Business Case for Diversity' argues that diversity policies make good business sense, as illustrated by the increasing number of European companies adopting diversity strategies, not only for ethical and legal reasons but also for the business advantages they bring. These include a range of new and varied opportunities, such as strengthening corporate values, tackling manpower shortages, generating more creativeness and innovation, increasing motivation and with it, efficiency among their employees, and broadening the customer base.

Many companies across Europe have already realised the benefits of diversity. Over the last few years, more and more companies have developed effective, efficient diversity-management strategies.

"The Business Case of Diversity" is a very comprehensive project which includes research, analysis and implementation of policies on Diversity and Inclusion in the business community, including small and middle sized companies and the academic world. It includes research on the critical link between a diverse workforce and the generation of innovation and resulting

efficiency. Moreover, the inclusion of Diversity Charters promoted by local companies and institutions foster the creation of an economically sustainable, socially inclusive and legally accountable Europe. The commitment of the European Commission in sponsoring these PROGRESS projects is a major indicator of the critical importance of Diversity Inclusion in the creation of an economically competitive and socially sustainable environment, contributing to a strong European Union in the new global power balance."



**Myrtha Casanova,** European Institute for Managing Diversity

To view the full 2005 report on 'The Business Case for Diversity - good practices in the workplace', please visit

http://ec.europa.eu/social/main.jsp?catId=88&langId=en&eventsId=125&furtherEvents=yes

To view the full 2008 report on 'Continuing the diversity journey - business practices, benefits and perspectives' and to find more information on the conference, please visit

http://ec.europa.eu/social/main.jsp?catId=88&langId=en&eventsId=125&furtherEvents=yes



#### **SUSTAINING A LEGACY**

## THE NON-DISCRIMINATION GOVERNMENTAL EXPERT GROUP

In order to uphold and advance the legacy of the 2007 European Year of Equal Opportunities, the European Commission decided in July 2008 to set up a governmental expert group in the field of non-discrimination and the promotion of equality.

The group is tasked with examining the impact of national and EU-level non-discrimination measures, validating good practices through peer learning and evaluating the effectiveness of non-discrimination policies.

The group is composed of one representative of national authorities in charge of policies against discrimination. The European Union Agency for Fundamental Rights (FRA) acts as a permanent observer to the group. External experts or observers with specific competences on a subject as well as civil society, social partners and equality bodies' representatives can contribute on an ad hoc basis. The objective of the group is to foster the further development of policies at EU and national level aimed at combating discrimination and promoting equality.

The governmental expert group allows cooperation between Member States' relevant authorities and the Commission on questions relating to the fight against discrimination based on the following grounds: racial or ethnic origin, religion or belief, disability, age or sexual orientation.

In 2009, the group will focus particularly on multiple-discrimination and non-discrimination mainstreaming, as set out in the European Commission Communication of July 2008 and confirmed in the conclusions of the Equality Summit held in September 2008 in Paris. The European Commission is also working with the governmental expert group to follow up the findings of a comparative study on homophobia and discrimination on grounds of sexual orientation in the EU, carried out by the European Union Agency for Fundamental Rights. Twice a year, the group will meet in Brussels. In addition, a seminar on exchange of good practice in the field on non-discrimination mainstreaming will be organised this autumn 2009 in one of the Member States.

The creation of this governmental expert group marks another step along the path of equal opportunities for all.





#### LIST OF NATIONAL ORGANISATIONS MEMBERS OF THE NON-DISCRIMINATION GOVERNMENTAL EXPERT GROUP

#### Austria

Federal Ministry of Labour, Social Affairs and Consumer Protection

#### Belgium

Permanent Representation of Belgium to the E.U.

#### Bulgaria

Ministry of Labour and Social Policy

#### Cyprus

Ministry of Justice and Public Order

#### Czech Republic

Office of the Government, Human Rights Unit

#### Denmark

Ministry of Employment

#### Estonia

Ministry of Social Affairs, Gender Equality Department

#### Finland

Ministry of the Interior

#### France

Ministry of Labour, Social Relations and Solidarity

#### Germany

Federal Ministry of Family Affairs, Senior Citizens, Women and Youth

#### Greece

Ministry of Employment and Social Protection

#### Hungary

Ministry of Justice and Law Enforcement

#### Ireland

Department of Justice, Equality and Law Reform, Diversity and Equality Law Division

#### Italy

Prime Minister's Office, Equal Opportunities Department

#### Latvia

Ministry of Children, Family and Integration Affairs

#### Lithuania

Ministry of Social Security and Labour, Equal Opportunities Division

#### Luxembourg

Foreigners Commission of the Government

#### Malta

National commission for the Promotion of Equality

#### Netherlands

Ministry of Foreign Affairs, Direction Legal Affairs, European law

#### **Poland**

Ministry of Labour and Social Policy, Department of Women, Family and Counteracting Discrimination

#### Portugal

Comission for Citizenship and Gender Equality, Ministry of Labour and Social Solidarity

#### Romania

National Council for Combating Discrimination

#### Slovakia

Government Office, Department of Human Rights, Minorities, Labour and Immigration

#### Slovenia

Office for Equal Opportunities

#### Spain

Ministry of Labour and Immigration, Spanish Observatory on Racism and Xenophobia

#### Sweden

Ministry for Integration and Gender Equality, Division for Discrimination issues

#### **United Kingdom**

Government Equalities Office, Strategy Directorate

#### Norway

Ministry of Children and Equality

#### Liechtenstein

Office of Equal Opportunities

## THE SEMINAR OF THE EUROPEAN PLATFORM FOR ROMA INCLUSION



On the 24th of April 2009, the integrated EU platform on Roma inclusion held a meeting jointly organised by the Czech Presidency of the EU Council. The Seminar built on the conclusions of the First EU Roma Summit, held in Brussels in September 2008.

The seminar also follows from the 2008 conclusions of the General Affairs Council of the EU, which called for definitive steps to be taken in the advancement of Roma inclusion, illustrating the development of a comprehensive approach in this area.

The experts gathered at the seminar represented the different stakeholders of the European Platform, including EU institutions, Member States – in particular the present and the coming two Presidencies – civil society, academia, international organisations and multilateral initiatives.

The Platform, with the involvement of the European Commission, will contribute to the development of policies which systematically take the situation of Roma into account especially in the areas of education, housing, health,

employment and access to justice and respect of culture. These goals are part of the overall objectives of the Decade of Roma Inclusion to improve the socio-economic status and social inclusion of Roma.

Creating an open and flexible environment which enables all key actors – EU institutions, Member States, civil society and other international actors – to exchange knowledge, experience and good practice, to make (and renew) commitments for initiatives as well as to monitor progress achieved is fundamental.

For the Seminar the Commission and the Presidency of the European Union invited 50 participants to attend the one day seminar in Prague, which was attended by Commissioner Špidla and Michael Kocáb, the Czech minister for human rights and national minorities.

The focus of this event was on productive content and contributions centered on a discussion of concrete, evidence-based actions.

The day's proceedings included general discussions on next steps to be taken in the 2009-2010 period, and presentations from the Commission and stakeholders on actions being taken. The aim was to encourage mutual learning and information exchange. The EU Fundamental Rights Agency presented its new study on discrimination of Roma. The seminar also reflected the key principle of involving Roma themselves in the development, implementation and monitoring policies which aim at improving their social inclusion.

The seminar reflects targeted efforts to strengthen exchange of experiences and build partnerships for projects and networking. The European Commission also plans to deepen discussions by organising a further summit on Roma issues in cooperation with the Spanish Presidency on the 8th April 2010. The exchange of good practices and experience between the Member States in the sphere of Roma inclusion is vital to stimulating cooperation between all parties concerned with Roma issues.

To find out more about the Decade of Roma Inclusion, please visit <a href="http://www.romadecade.org">http://www.romadecade.org</a>



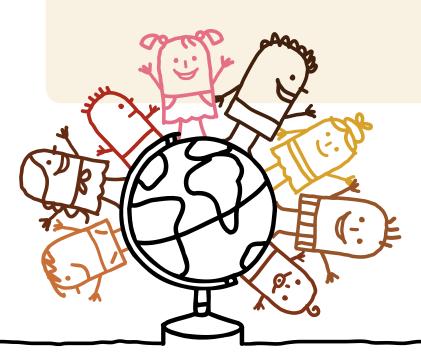
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The seven-year Programme targets all stakeholders who can help shape the developmen of appropriate and effective employment and social legislation and policies, across the EU-27, EFTA-EEA and EU candidate and pre-candidate countries.

PROGRESS mission is to strengthen the EU contribution in support of Member States commitments and efforts to create more and better jobs and to build a more cohesive society. To that effect, PROGRESS will be instrumental in:

- + providing analysis and policy advice on PROGRESS policy areas
- + monitoring and reporting on the implementation of EU legislation and policies in PROGRESS policy areas
- + promoting policy transfer, learning and support among Member States on EU objectives and priorities and
- + relaying the views of the stakeholders and society at large

For more information see: http://ec.europa.eu/progress



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