



#SpreadNoHate Symposium

*Hate Speech against Migrants
and Refugees in the Media*

SUMMARY REPORT

(version 1)

TABLE OF CONTENTS

Foreword	03
Executive Summary	04
Introduction	06
CHAPTER 1: Media and the Rise of Populism	08
CHAPTER 2: Triggers and Mechanisms of Hate Speech against Migrants and Refugees	10
CHAPTER 3: Improving the Quality of Media Coverage on Migrants and Refugees	13
Key Findings	20
Recommendations	21

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This report only seeks to capture key findings and recommendations of the discussions during the Symposium on “Hate Speech against Migrants and Refugees” organized jointly by UNAOC and EEAS in the framework of the UNAOC #SpreadNoHate Initiative.

About UNAOC #SpreadNoHate Symposium

The #SpreadNoHate initiative, which aims at countering xenophobia, racism and narratives of hatred in the media, was launched on 25 December 2015 at the UN Headquarters in New York. The initiative consists of a series of global discussions on ways to counter hate speech in the media leading to concrete recommendations on how to promote positive narratives that will be captured in a policy report at the end of cycle review.

In 2016, two other Symposiums followed the first one held in New York. The 7th UNAOC Global Forum was the opportunity to launch the 2nd #SpreadNoHate Symposium on “Sharing good practices of preventing and countering hate speech” in Baku (Azerbaijan) on 27 April. The 3rd Symposium on “Combating xenophobic language in the media and fostering inclusive integration of migrants and refugees” was organized in the margins of the 71st Session of the United Nations General Assembly (UNGA) on 15 September. The event was co-sponsored by the European Union (EU), the International Organization for Migration (IOM), and the Permanent Mission of the Republic of Malta to the United Nations. In line with the UN global initiative against racism and xenophobia “Together: respect, safety and dignity for all”, to which UNAOC is actively participating as a member of the SG’s working group, it provided a platform for discussions in preparation of the UNGA High Level Summit on refugees and migrants held on 19 September 2016.

The Summit resulted in a set of concrete recommendations included in the New York Declaration for refugees and Migrants. UNAOC already started to carry out activities to support the implementation of the New York Declaration, in particular when it comes to condemning xenophobia against refugees and migrants, supporting the UN global campaign to counter it, and strengthening the positive.

In this context, UNAOC and the European Union (EU) jointly organized a one-day Symposium to address “hate speech against migrants and refugees in the media” under the framework of the #SpreadNoHate initiative. The Symposium took place in Brussels (Belgium) on 26 January 2017, and gathered over 100 participants from the media sector, civil society, international organizations, and tech companies such as Facebook and Google. The Symposium also served as a platform to promote the UN global initiative “Together: respect, safety and dignity for all”. The discussions were broadcast live and reached 13+ million Twitter accounts, with close to 30 million impressions. The Symposium trended on Twitter with the hashtag #SpreadNoHate as number 1 topic in Belgium and among the 35 top topics in the U.S.

FOREWORD

The world is facing unprecedented refugee crises and migration challenges. The images of refugees and migrants fleeing from violence and misery and looking for a safe haven in Europe have sometimes been used to distort perception of these vulnerable people in the media, and have brought about some violent reactions within European societies.

At a critical time with important elections in Europe during 2017, racist and xenophobic attitudes expressed by some politicians and opinion leaders contribute to a social climate that propagates dangerous forms of conduct, such as racist violence, and calls into question our core values and principles of democracy, human rights, rule of law and pluralism.

Addressing these challenges requires solidarity, determination and collective efforts.

Migrants and refugees bring richness and diversity to our societies, and opportunities for growth and prosperity.

Following the UN High-Level Summit on Large Movements of Refugees and Migrants in September 2016, world leaders adopted the New York Declaration, committing, among others, to counter xenophobia and discrimination. The Summit also generated the UN global campaign against racism and xenophobia, "Together: respect, safety and dignity for all". Its aim was to change negative perceptions and attitudes towards refugees and migrants, and to foster social inclusion and integration of these populations in host communities.

The European Union and its Member States have intensified efforts to respond to these challenges through many initiatives, addressing expressions of racism and xenophobia by means of criminal law, but also promoting ethical journalism and use of social media both within the EU and with partner countries, particularly in the European neighbourhood.

In this context, the United Nations and the European Union step up their cooperation on addressing and preventing hate speech towards migrants and refugees in the media.

At our symposium today, together with media experts, Internet influencers and civil society, we seek a robust and collaborative response to address hate speech against refugees and migrants in the media, and the creation of a framework for innovative and positive initiatives.

Helga Schmid
Secretary-General of the
European External Action Service

Nassir Abdulaziz Al-Nasser
High Representative of the
United Nations Alliance of Civilizations

EXECUTIVE SUMMARY

Europe is facing its worst refugee crisis since the Second World War. According to the United Nations High Commissioner for Refugees (UNHCR), over 1 million people facing persecution, conflict and poverty were forced to flee to Europe in 2015, sparking a political crisis as European countries struggle to cope with the influx and creating division within the European Union (EU) over how best to deal with resettling people.

Half of those crossing the Mediterranean in 2015 were Syrians escaping the war at home. Many lost their lives during the treacherous journey. We all remember Aylan Kurdi, the three-year-old Syrian boy of Kurdish ethnic background whose image made global headlines after he drowned on 2 September 2015 in the Mediterranean Sea. Even though the photography sparked anger, outrage and distress worldwide, it did not stop populism and nationalism from growing, xenophobic rhetoric from spreading, nor hate speech against migrants and refugees from increasing in the media.

Ahead of the crucial elections scheduled in 2017 in many European countries, serious concerns over nationalist and populist propaganda are voiced in Europe. If politicians are to blame for this, media certainly share responsibility.

While media cannot directly be blamed for increasing hate speech in political discourses, they play an instrumental role in spreading narratives of hatred and creating a greater demand for sensationalism and emotional information. Considering the impact that media have on shaping mind-sets and influencing peoples' choices in the polling booth, as well as the growing inability to decipher from real to fake news, journalists and media experts must be held accountable in propagating hatred, discrimination, racism and xenophobia. They hence must be involved in preventing and countering these narratives of hatred.

This Symposium was envisioned to look back at the current situation in Europe, including the role played by the media in hate speech against migrants and refugees, as well as in the rise of nationalism and populism in European countries, with an aim to come up with concrete options to prevent and counter these phenomena.

This report focuses on the triggers of hate speech against migrants and refugees, the negative treatment of these vulnerable peoples by the media, and the solutions to change and improve the perception of migrants and refugees in host societies, particularly in Europe.

The report is divided in three chapters, which reflect the panel discussions and parallel interactive sessions of the Symposium. The first chapter corresponds to the discussions on the role of media in the rise of populism, while the second one deals with the triggers of hate speech against migrants and refugees. The third one dedicated to improving media coverage on these peoples gathers the outcomes of the three parallel interactive sessions on the role of Internet intermediaries in combating hate speech, the promotion of ethical journalism, and stronger partnerships between media and civil society to promote balanced narratives.

The report finishes with the key findings and recommendations gathered during the symposium's different sessions.

Chapter 1: Media and the Rise of Populism

With the refugee crisis in Europe, the influx of populations has presented European societies with major challenges: many countries in the region are becoming more multi-cultural, multi-ethnic, multi-religious and multi-lingual. While they should be considered as "demographic dividend", refugees and migrants are instead perceived as an economic threat, a social burden, and associated with fears of terrorist attacks.

However, last year, through the adoption of the New York Declaration on Refugees and Migrants, Heads of State and Government, and High Representatives, proclaimed: "Diversity enriches every society and contributes to social cohesion. Gathered today at the United Nations, the birthplace and custodian of these universal values, we deplore all manifestations of xenophobia, racial discrimination and intolerance. We will take a range of steps to counter such attitudes and behavior, in particular hate crimes, hate speech."

While the International Community recognizes the positive contribution of migrants to sustainable and inclusive development worldwide, including through the adoption of the 2030 Agenda for Sustainable Development, an increasing number of populists and nationalist politicians continue to target and demonize these people. Anti-immigrant political candidates and extreme nationalist movements are rising in popularity, and playing well to audience. Controversial statements and sensationalism make a lot of headlines and have a measureable impact, not only on the lives of the vulnerable populations that are targeted but also on the entire media system. Journalists and social media companies have been strongly criticized about their impartiality, the quality and reliability of coverage of refugees and migrants, and most importantly the sense of ethics of the profession has been questioned.

Chapter 2: Triggers and Mechanisms of Hate Speech against Migrants and Refugees

While the underlying causes of hatred narratives may be difficult to explain, they need to be identified and analyzed. This chapter will focus on the triggers of hate speech and the mechanisms that lead to the spread of hatred in the media.

To understand what triggers hatred narratives towards migrants and refugees, it is important to have an overview of the society we live in today. Globalization has not benefited everyone. If Internet access is one of the biggest advances of the 20th century, our highly interconnected World is facing emerging challenges such as fake news, the confusion between media and social media, unmanageable profusion of information. Reality is distorted, and fear and ignorance are amplified.

The depreciation and rejection of the “other” is not new, but the phenomenon of spreading hatred narratives against minorities in the media and social media is. Instead of promoting positive contributions of refugees and migrants, some journalists and social media users tarnish the image of these populations, encouraging stereotypes and hence contributing to intensify hate speech and racism online.

Against responsibility of being objective, the demand for sensationalism and emotional information prevails. Sensational stories receive lots of news coverage and over-dramatized news stories sell more papers. People find themselves caught in a vicious circle: negative coverage and the spread of narratives of hatred lead to situations of general stress and insecurity generating more negativity and violence.

Such environment has caused a heightened sense of fear and mistrust in host communities towards migrants and refugees. It has also resulted in adverse impacts on the rights and freedoms of refugees and migrants. In order to protect communities’ interests and safeguard the rights of each individual, a balance must be found that protects the rights of all without limiting the civil liberties of the speaker.

By understanding the reasons for increasing hatred narratives against vulnerable populations, there is a chance to find ways and measures to dispel them.

Chapter 3: Improving the Quality of Media Coverage on Migrants and Refugees

The importance of quality media coverage is crucial in our Information Societies, especially with the profusion of information online and the increasing use of social media as a source of information. Emerging expressions as “Post truth” or “Post fact World” reflects the public opinion about media coverage. Internet intermediaries, including social media platforms, Internet service providers (ISPs), web hosting platforms, and search engines, play a crucial role in enabling people to access information and share a collective responsibility in tackling hate speech online. Therefore, they must bear some degree of responsibility for the content that circulates through their various services, including fake news.

That caused ethics of journalism to be questioned. People have become more skeptical about the accuracy of their news and bemoan a perceived decline in substantive reporting as well as an abdication of journalism’s watchdog role. The gulf between the citizenry and the press has become wider and resulted in a tendency for the press to play up and dwell on stories that are sensational.

The role of some media in the rise of nationalist leaders and populists by spreading inflammatory and hateful rhetoric into mainstream discourse is symptomatic of this wider trend of media. This along with editorial bias combined with the lack of expertise of journalists covering migration lead to poor quality coverage and unethical journalism.

In this context, civil society can play an important role in monitoring and responding to incidents of hate speech. It can also help developing counter-narratives and provide high quality content by engaging with refugees, migrants and other com-

munities and voice their stories online and in the media. Improving dialogue between journalists and civil society actors is hence crucial. Strengthened partnerships between media and civil societies are key to improve media coverage on migrants and refugees.

Education and training of journalists and other actors confronted to hate speech online is also essential. Youth are particularly vulnerable to hate speech and specifically targeted by extremist groups through social media. Many tools online, including Media Information Literacy, have been developed to prevent and counter the spread of hatred and violence online in the media.

This chapter will particularly focus on improving quality media coverage, through involving all actors, including Internet intermediaries, in preventing and countering hate speech in the media, encouraging a greater sense of ethical journalism while covering issues related to refugees and migrants, and strengthening partnerships between media and civil society to promote more balanced narratives towards these populations.

Recommendations

Based on the discussions at its different sessions, the symposium issued a series of recommendations, which can be summarized as follows:

- Firmly embed media literacy into education processes, as early as possible. Specific ideas include providing teachers with training toolkits, running Massive Open Online Courses (MOOCs) and making sure students are learning by creating their own storytelling and using games.
- Give space for more migrant voices to be heard. Immigrants and refugees should not be presented always as victims. Journalists should be more engaged in the communities where immigrants and refugees live and report on violence against them.
- Encourage media to self-regulate rather than rely on governments to impose regulations.
- Target the advertisers of media that run hate speech. We know that hate speech often sells. We must find ways to make it less lucrative.
- Begin a dialog with social media companies to address their responsibility to develop better processes for identifying hate speech and shutting it down. Training those who review content for social media is key, as well as finding technical solutions when that work is done by algorithms, not humans.
- Stick to the five overriding principles of journalism ethics: accuracy, humanity, independence, impartiality and transparency. We must recognize that people who provide information through social media are not going to be independent or impartial; but they must follow the principles of accuracy, humanity and transparency.
- Encourage systematic media monitoring processes that can lead rapid response mechanisms to respond to false or misleading facts.
- Foster partnerships between journalists and civil society and encourage improved dialog between journalists and civil society activists.

INTRODUCTION

The 2030 Agenda for Sustainable Development adopted by the International community, including the European Union, in September 2015, recognize the positive contribution of migrants and refugees to sustainable and inclusive development. There is now a better understanding of the role of migration for sustainable development. There is also a growing recognition that migration has a rightful place as a top priority at regional and international level as the High Level Summit on refugees and migrants held on 19 September 2016 have proved. Yet, demonstrations of hatred and violence against these populations are on the rise worldwide.

Migrants and refugees are perceived as a threat, taking away jobs and social benefits, changing the demography of European societies, and putting at risk security and stability of the region. Populists and extremist politicians have been using the momentum created by the refugee crises and the divisions, that it generated within the European Union on how to resettle the new comers, to attract public attention through xenophobic propaganda. The tolerance threshold for hate speech has become wider, resulting in tensions and mistrust within communities in stark contrast to many stories of daily hospitality and integration in Europe.

The rise of hate speech is a global phenomenon requiring both global awareness and local mobilization. According to Federica Mogherini, High Representative of the European Union for Foreign Affairs and Security Policy and Vice-President of the European Commission, "when one minority comes under attack, everyone's freedom is at stake. When people are discriminated because of their appearance it is not only a violation of their human rights but an attack against the very fabric of our societies."

In this context, Mr. Nassir Abdulaziz Al-Nasser, High Representative for the United Nations Alliance of Civilizations (UNAOC), called upon the International Community to join efforts towards changing their perceptions of migrants and refugees. He highlighted that "hate speech and discrimination towards migrants and refugees are rooted in xenophobia" and stressed the importance of breaking the stereotypes that fuel racism and hatred in the current climate of fear and suspicion that grips communities throughout the world.

"Cultural diversity is at the center of all social progress. We must build and promote positive narratives towards refugees and migrants to foster social inclusion and achieve peace."

Nassir Abdulaziz Al-Nasser,
High Representative for the United Nations Alliance of Civilizations (UNAOC)

by the European Union, among others.

These initiatives are part of the United Nations global campaign against racism and xenophobia, "Together: respect, safety and dignity for all" aiming to change negative perceptions and attitudes towards refugees and migrants, and to strengthen the social contract between these populations and host communities.

European leaders must keep working together to better manage human mobility and to provide good opportunities to all the people who live inside Europe. As Mrs. Federica Mogherini, High Representative of the European Union for Foreign Affairs and Security Policy and Vice-President of the European Commission, recalled: "If all migrants had to disappear from our region tomorrow, the cost of non-migration will be unbearable for Europeans and for so many societies around the World". The refugee crisis requires an inclusive and comprehensive response. Everyone has a role to play here, including journalists, individuals, policy makers, civil society and the private sector. Inclusiveness cannot be simply an abstract concept.

A more inclusive society needs a strong and independent media system, as well as good employment opportunities,

"58% of the refugees worldwide are hosted in 10 countries. And these countries are not in Europe."

Cecile Kyenge,
Member of the European Parliament

The United Nations Alliance of Civilizations (UNAOC) has, throughout its history, worked on combating xenophobia and promoting social inclusion of migrants. In December 2015, the Alliance launched the #Spread no Hate initiative to counter hate speech and xenophobic narratives in the media in order to promote social inclusion of migrants in host societies. On the margins of the 71st session of the General Assembly, UNAOC organized a side event on "Combating xenophobic language in the media and fostering inclusive integration of migrants and refugees" that was sponsored

good schools, and open public spaces where everyone can contribute with their own ideas. Media play a very important role in changing perceptions of migrants and refugees. As shapers of public opinion, media have a special responsibility to promote understanding among cultures and mutual respect of differing religious beliefs and traditions. Countering hate speech is not enough. It is also important to provide positive narratives on migrants and refugees and to spread success stories of inclusion and integration.

With the increasing use of social media where narratives of hatred on migrants and refugees are increasingly disseminated, it is crucial that Internet intermediaries contribute to the inclusive response to hate speech and share responsibility for the content that is put online. The problem of fake news in social media has also become a serious

“Migrants, refugees, and host communities have stories that everybody should hear. These stories will change peoples’ views on migrants and refugees. We need to make sure that their voices are finally heard.”

Federica Mogherini,
High Representative
of the European Union
for Foreign Affairs and Security Policy
and Vice-President of the European
Commission

issue. Negative narratives become viral and very difficult to erase. According to Cecile Kyenge, Member of the European Parliament, the “digital revolution” helped to propagate “cyber hate”, which can trigger violence and hate crimes against migrants and refugees. In this context, the European Commission and Internet companies established a “Code of conduct on countering hate speech online” in 2016, aiming to tackle the issue of hate speech and promote tolerance and diversity online.

Soft tools can make the difference in countering hate speech. Youth being particularly prey to “cyber hate” and violence online, education must be a priority as well as a long-term action. Educational programs for youth, journalists, and the general public must be developed and made accessible to prevent hate speech and help facilitate the integration of migrants and refugees in host societies.

While countering hate speech has to do with changing peoples’ mind-sets and attitudes, freedom of expression remains essential. The EU Human Rights guidelines on freedom of expression online were developed towards finding a balance between countering hate speech and freedom of expression. Hate speech legislation should not be an alibi for restriction of freedoms nor for discouraging citizens from expressing their views.

CHAPTER 1: Media and the Rise of Populism

The conflicts in Syria and other countries of the Middle East have completely reshaped peoples' life in the Mediterranean. The International Community must drain the swamp of inequality and intolerance, which is breeding the extremisms and polarization, by promoting diversity and coexistence. Today, cities worldwide, including in the Middle East and Europe, are composed of much more economic migrants than ever before. And this trend is not going to stop; it will only increase in time.

While many countries are welcoming refugees and migrants, and demonstrating the greatest hospitality to these populations, some politicians and populists are riding the wave of popular mistrust and indignation. Migrants and refugees are being used to divide communities and win elections on fear and hatred. Today with the increase of populist and nationalist propaganda in Europe and worldwide, we are facing a turning point in history. "We are in a context now where a nation that was built on the potential and promise of immigrants has now elected the most anti-immigrant leader we could imagine", highlighted Ambassador Tom Fletcher.

Politicians are not the only one to blame for these results. Media, including social media have been playing a very significant role in the outcome of elections or other voting processes, in particular by spreading hatred narratives and negative images of migrants and refugees. Media's ethic and professionalism are being questioned.

As we are currently facing a crisis of representation at the political level, leaving the field to the populists, media professionals are going through a difficult time. Media independence from political and economic influence is open to question. The increase of "fake news" does not help to regain people's confidence.

According to David Kaye, UN Special Rapporteur on the promotion and protection of the right to freedom of opinion and expression, "Politicians who demonize other seek criminalization for the public profile that it brings them. Journalists should exercise particular care to get the facts right". That means the reporting on the implications and value of migration but also getting right the reasons why hateful speech raises an audience, in terms of the environment in which hate speech operates. It also concerns the nature of media own problems. Data must be the material that supports media reporting. Media self-regulation by professional regulation should be developed and implemented to prevent the spread of hate speech and fake news. There is a need for leadership to respond to hate speech with facts, the values and the law that underlie democratic societies.

All these elements are reflecting the feeling that we are living in an age of distrust with a growing sense of inequality that fuels the current political and economic uncertainty, and a technological revolution that emphasizes inequalities. Connecting online has potentials but also challenges. The same device that is making us connecting worldwide is also the one used to divide us by spreading hate speech and generating violent extremism and hate crimes. According to Ambassador Tom Fletcher: "In the next century, we will see as much technological changes as in the three last centuries. This is like going from cave painting to the atom bomb within a hundred years. And that will not just put many businesses out of business but many States and many ideas. That is the context where we are operating now. Age of migration is coinciding with an age where many more people will become losers."

Another aspect that fosters the spread of narratives of hatred and distrust is the negativity created by media in the news. Negativity generates a climate of insecurity and uncertainty that is prone to fear, tensions and divides among people in a same society. On the importance of building positive messages to counter hate speech, Giulia Lagana of the Open Society's European Policy Institute outline that "in a country like Canada, the mainstream media cover migration issues in a way that is positive. And the narratives around that feed into Mr. Trudeau's rhetoric about welcoming refugees". The "Research on intercultural trends" of the Anna Lindh Foundation as well as the Preliminary Results of the "Euromed Survey" clearly reveal a much greater public sense of media negativity from the North and the South, along with a more important demand for better media training and education programmes to counteract negative narratives in the media.

Quality of news and stories about refugees is more important than quantity. High quality compelling content that promotes tolerance and diversity can break stereotypes and help countering narratives of hatred and mistrust. Media must promote diversity, pluralism, humanity and intercultural dialogue to put an end to hate speech and prevent the dissemination of negative images of migrants and refugees. There is a need for migrants messages to

"I am here at the moment as an economic migrant myself. Many of us are and it's worth reminding ourselves that this is where we came from and it's where we are going. 2017 is going to make many more people economic migrants than ever before."

Ambassador Tom Fletcher,
Visiting Professor of International Relations
at New York University

be properly grasped and for journalists to be provided with a better access to reliable references allowing them to better inform and contribute to discrediting xenophobic and extremist attitudes, and fostering a better integration of new comers in host communities.

Ignorance is a root cause of closure, rejection, discrimination, racism, and hate speech against migrants and refugees. To bridge gaps in perceptions and address the underlying causes fueling polarization and cultural divide, dialogue, critical thinking, education, knowledge development and exchange is key. Part of that has to be done through education.

Governments should include notions of diversity, tolerance and universal values in global curriculum in schools and universities. Skepticism, curiosity and creativity should also be generated through education in order to take on these challenges and to build inclusive societies. This can be done through many ways including storytelling and online tools such as videogames, which enables to experiment migrants suffering and share experiences of migrants and refugees with a broad range of people.

Media Information Literacy (MIL) can reduce narratives of hatred by eliciting critical thinking and helping youth, in particular to exercise their judgment rather than just being passive receivers so they can distinguish between fact and fiction, recognize propaganda, resist indoctrination and answer to hate speech with counter narratives. MIL also promotes citizenship and people's resilience to extremism and disinformation. It is crucial to mobilize politicians across Europe to have MIL put back in the new directive on audiovisual media services, which allow States to include it in curriculum as well as in policies towards citizens and journalists.

“We live in a post truth World. (...) We live in a World where 55% of the British population think that the government is lying to them about the number of migrants in the country”.

Giulia Laganà, Senior Policy Analyst,
EU Migration and Asylum Policies, Open Society
European Policy Institute

Training and media literacy could also benefit to journalists and leaders in journalism. A paradox raised by Divina Frau-Meigs, Sociology Professor specialized in media at University Sorbonne Nouvelle, is that journalists are not good at MIL and hence, this should be addressed and it should be added to their curricula. Another way to address this issue through education is Massive Open Online Courses (MOOCs), in particular the “Do it yourself MIL” and the

MOOC on “Conflict resolution via storytelling”. This is already implemented in many countries, including Palestine, Morocco, Portugal, and Cyprus, where two people from two zones of conflict come together and tell a story about their country prior to the conflict. Peace resolution is also about remembering about the time when there was peace and not only recalling hatred. According to Jane Morris, Member of the European Economic and Social Committee, Media has an important role to play in war but also in peace through constructive “peace journalism”, by changing the narratives and mind-sets.

The International Community must “build, scale up and empower a whole generations of citizen journalists and citizen diplomats to take one that key dividing line between coexistence and wall building”, according to Ambassador Fletcher. In many European and Mediterranean countries, the increasing gap between Youth engagement and social online media is reinforcing parallel and diverging narratives and closing the space for sharing positive and common vision of future societies. This is reflected through the work achieved by organizations with Youth and civil society networks in the field.

The Euro-Mediterranean Forum for intercultural dialogue held in Malta in October 2016 served as an opportunity to put forward a series of action oriented calls for policy and programming. These included the need for firmly embedding media literacy in education reform policies, better links between journalism schools across the Mediterranean, as well as investment and exchanges among journalists from the North and South. It was also recommended to monitor schemes involving senior media and youth sector leaders, increase recognition of ambassadors on cross-cultural reporting, and create a space for the migrant voices to be better heard. Divina Frau-Meigs, Sociology Professor specialized in media at University Sorbonne Nouvelle described the training of “the Young Ambassadors around the Mediterranean” aiming at raising youth's awareness of propaganda, “post truth” and hate speech, and at fostering peace by insisting on the importance of delivering messages of optimism.

Strengthening partnerships between journalists, civil society, activist, policy makers, and political actors is crucial to build peaceful and inclusive societies where migrants and refugees have their place. Mapping monitoring media reporting and practices would enable journalists and other actors to engage more with each other and contribute together to better understanding and better recognition of migrants' needs and expectations, as well as possibilities for integration.

CHAPTER 2: Triggers and Mechanisms of Hate Speech against Migrants and Refugees

The political landscape is changing very fast. Everywhere around the World, populists and extremist political leaders are intentionally spreading misguided, racist and xenophobic language. This is something that should be challenged by citizens but also by the media.

Media have a responsibility in informing citizens and raising their attentions on dangers and issues that are threatening the society and their country. Media and social media contribute to reinforcing stigmatization and marginalization of migrants and refugees.

“With social media, people are sharing their own opinions and views, which sometimes turn into rumours and result in fake news. This is becoming the norm”.

Frank La Rue, Assistant Director-General, Communication and Information, UNESCO

With upcoming elections in many countries of Europe, it becomes imperative to stop the scourge of hate speech and racism in the media. Many organizations are working very hard to stop this phenomenon, which is not new but have significantly increased with the use of social media.

Media itself is questioning its role and responsibilities. Journalists are human beings who don't necessarily have expertise on migration issues or international refugee law. Therefore it is important to teach journalists about these issues to double standards in reporting on migrants and refugees, and prevent stereotypes and wrong information to be spread. Critical thinking and analysis, ethical codes, Media Literacy Information (MIL) training on hate speech, development of expertise on issues related to migration or international refugee law are crucial to prevent confusion, disinformation, wrong perceptions and stereotypes.

Confusion and misunderstanding led to the current context. To identify and analyze the triggers of hate speech, it is crucial to properly understand the background and the context. Words matter. It is important to differentiate between a migrant and a refugee, between journalists and social media users, between regulation of hate speech and restriction of freedom of expression. There is a need for clarification between freedom of expression of individuals and freedom of expression in journalism to prevent confusion and address these separate issues adequately.

“Refugee crisis and successive challenges that Europe has been facing, such as the economic crisis, job decrease, security threat, nourish the uncertainty and fear of migrants and refugees and this is what comes out from our perception.”

Chiara Adamo, Head of Unit for Fundamental Rights Policy, European Commission, Directorate-General Justice and Consumers

Self-criticism has already been undertaken among the media. There is an agreement regarding the need for more objectivity, humanity and positivity in reporting on migrants and refugees. Media must work on the treatment of migrants and refugees and play a role in changing perceptions of these people in host communities. Media and civil society must challenge nationalists, populists and extremist leaders on issues related to hate speech and racism.

Some journalists rely on sensationalism and emotive messages rather than substantive reporting and often report on offensive political statements with little or no reliance on facts. Headlines focus on conflict, societal divisions, and describe migrants and refugees using negative stereotypes. Controversial and provocative statements of politicians and populist on these populations are a great topic for media, as they tend to boost coverage. The xenophobic rhetoric and racist propaganda that are used by some politicians to conquer broader electoral base, and that are spread by the media, are based on the fear of migrants and refugees described as an economic burden or security threats. These narratives trigger not only insecurity and fear, but also hatred and mistrust within societies.

“It is very important to outline that social media are not media. It reflects an explosion in terms of freedom of expressions and individual expression, access to information online. That's not the same and you do not address this legally or politically the same way as you address media.”

Paul Gillespie, Columnist at “The Irish Times” and Member of EuroMed Media Network

Hate speech have resulted in discrimination and tensions that are fuelling existing divides in societies. It has also generated further hatred and violence, as well as regrettable political decisions and measures that are threatening the pluralism and diversity of our societies.

Hate speech often leads to hate crime. For instance, 54% of increasing hate crime was recorded in the month after Brexit, according to Chiara Adamo, Head of Unit for Fundamental Rights Policy at the European Commission. By measuring perceptions of migrants and refugees, the European Commission revealed that European citizens experience real fear and insecurity related to the refugee crisis. There is a need for combating hate speech online but also for listening and responding to these fears expressed by some citizens about migrants and refugees. Policy makers and leaders at the European and national level should work at the community level with grassroots organizations to promote intercultural dialogue. It also entails two-way approaches regarding policies on integration of migrants and refugees. Policies should not be just looking at what refugees or migrants should do to integrate properly to a society but also at preventing and deconstructing misconceptions and stereotypes among host societies.

“We became used to a ‘post fact world’, a world of alternative facts. Sadly, we are getting used to these hate and fear, and some people are normalizing what should not be acceptable.”

Shada Islam,
Director of Europe and Geopolitics,
Friends of Europe

The World has to look at migrants and refugees in a holistic way and from a different perspective. Countering hate speech requires joint efforts, particularly social inclusion to provide positive and balance narratives. Grassroots organizations and organizations at the community level must be empowered. Integration is not only about providing education, employment, and language training tools to migrants and refugees, but also participation in the society in which they live.

Inclusive responses to hate speech online must also involve the business community. Internet is probably the biggest advance and produces positive effects on societies. Access to information is crucial and Internet is enabling people worldwide to get this access, but there are also pitfalls resulting from this. Internet intermediaries, which include social media platforms, Internet service providers (ISPs), web hosting platforms, and search engines, play a crucial role in enabling people to access and spread information. They hence share a responsibility for the content, including hate speech that thrives on their platforms. The phenomenon of fake news, which goes viral on social media and online platforms, has a significant impact on our lives, including on decisive political elections.

The emergence of new words or concepts as “post truth” as “relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief” or “post-fact World” in which virtually all authoritative information sources were called into question and challenged by contrary facts of dubious quality and provenance are clearly indicative of the impact of social media in the shaping of values and attitudes.

Some IT companies have already undertaken several new measures to counter fake news and curb online hate speech, making it easier for its users to hide content they do not wish to see, and to report abusive language. To prevent Internet from becoming a vehicle for violent hatred, Twitter, Facebook, Google, Microsoft and YouTube established with the European Union a “Code of Conduct on Countering illegal Hate Speech online” on May 2016.

There is a need for regulation of language in the media that leads to discrimination and violence, without falling into restrictive policies. How to protect freedom of expression while combatting hate speech? How to combat hate speech and protect the rights of people without using this as an alibi to restrict freedom of expression? This leads to an important dilemma. It is very difficult to identify the thin lines between the two principles and when they must be applicable.

Norms that are in Article 19 of the Universal Declaration of Human Rights (UDHR) and in the International Covenant on Civil and Political Rights (ICCPR) promote the right to seek, receive and impart information and ideas of all kinds regardless of frontiers and through any media. Any restriction on this right must be provided by law and be necessary and proportionate to achieve a legitimate objective. According to the Human Rights Committee, Article 20 of ICCPR must be read in conjunction with article 19: even implementation of the prohibition of hate speech or renouncement to incitement must meet the standards of legality, responsibility and proportionality and legitimacy.

The Council of Europe developed a legal approach on freedom of expression based on article 10 of the European Convention on Human Rights. Evidence-based policies, facts, objective data are crucial to combat misconceptions and stereotypes. This is not an easy task since most Member States in Europe do not collect or record incidents related to xenophobia, racism, hate crime and hate speech. European countries, which expressed political commitment to collect data on illegal hate speech online have been provided with a methodology by the European Union, in partnership with international organizations and civil society.

The European Union has been working closely with twelve NGOs that agreed to monitor the web in October and November 2016 to get the illegal hate speech notified to IT companies. One of the findings of this monitoring provided a snapshot of hate speech online and revealed that anti-migrant hatred was one of the most widely spread, along with islamophobia and xenophobia. Following the studies that have been conducted on the matter, Chiara Adamo explains that the perpetrators of hate speech online are “not necessarily disadvantaged but rather from the middle class, not necessarily organized but an increasing organized trend is perceptible, the so called “White supremacist group” which is getting very skilled in getting their way through the Internet”.

Internet’s universality should not be questioned but it should not jeopardize pluralism and diversity in media coverage. Younger generations must be trained to broaden their perspectives of the world. This is why education, in particular Media and Information Literacy (MIL) is crucial to develop critical thinking. Youth must be empowered to understand the functions of media and other information providers, to critically evaluate their content, and to make informed decisions as users and producer of information and media content.

“It is important to have new generations of people who understand the dangers of Internet. Prevention is the most important alternative. Even more than regulation.”

Frank La Rue, Assistant Director-General, Communication and Information, UNESCO

Media and Information Literacy (MIL) is an important prerequisite for fostering equitable access to information and promoting free, independent and pluralistic media and information systems. UNESCO and UNAOC have been working on MIL initiatives, including programmes that can be implemented in schools to develop media awareness and critical approach to news coverage. For its part, the Council of Europe developed a capacity building approach through the “No Hate Speech Movement”, which aims at combatting hate speech and bullying online by mobilizing and training young people. As of now, 44 countries have been reached out in the framework of this initiative. In 2017, the campaign will particularly focus on hate speech against migrants and refugees.

Hate speech against migrants and refugees is triggered by ignorance, confusion, fear, racism and xenophobia. Its nature, its content, its objective and its vehicle make it a global threat that only inclusive and comprehensive approaches and responses, including youth, civil societies, journalists and media experts, the business community, international organizations, institutions and governments can prevent and counter.

CHAPTER 3: Improving the Quality of Media Coverage on Migrants and Refugees

With the phenomenon of fake news and the emergence of new expressions such as “Post Truth” or “Post fact World” reflecting the increasing influence of emotion and personal belief in media reporting as well as the questioning of information sources, media coverage seems to have been losing in terms of quality and accuracy. This chapter will address this issue through three aspects: the role of Internet intermediaries in relaying hate speech, ethical journalism, and the partnership between media and civil society to provide positive narratives towards migrants and refugees.

I. “The Role of Internet Intermediaries in Combatting Hate Speech”

Internet access unquestionably constitutes a huge advance in our democratic societies but our interconnected World has become invaded by narratives of hatred and disinformation. Individuals enjoying their full civil rights are expressing their opinion online. Channels of information have changed. Twitter and Facebook have become the new sources of information and “fake news” has gained a foothold.

The publication of news on social media and the phenomenon of “fake news” are threatening quality information and reporting. Therefore Internet companies have an important role to play in addressing problems of disinformation and share responsibility in countering hate speech. However, they cannot be solely responsible and nor should domestic law hold them liable for expression of third parties on social media and other platforms.

“The direction we are taking with the hate speech code of conduct is very important because on top of strengthening the efficiency of taking down bad content, we also take the opportunity to discuss that content. We need to have a holistic approach to the problem.”

Marco Pancini,
Public Policy Counsel at Google

Solutions that would enable governments to restrict policies and content on platforms are not to be considered. The “Code of Conduct on Countering illegal Hate Speech online” established by the European Union and Internet intermediaries, including Twitter, Facebook, Google, Microsoft and YouTube, has been subject to some controversy regarding its restrictive effect and impact on freedom of expression.

The Code of Conduct also provided the Internet community with a definition of Hate speech. There is a consensus across all major Internet platforms or any major media publication about language that should be in their community standards or house rules. They all prohibit direct hate speech against the classic set of protected categories but sometimes it can be challenging to determine what is really hate speech.

“You have to challenge, as a platform, whether someone’s comment fall into this category or not, and that’s difficult. The nature of hate speech changes over time. For example, if you go back 4 or 5 years, there was no hate speech specifically directed at refugees.”

Richard Allan,
Vice President of Public Policy at Facebook

Internet Intermediaries are trying to tackle the challenges related to negative discourse online by identifying and removing the language that is controversial, but also by detecting hatred and violent content online. Context often matters as highlighted Marco Pancini, Public Policy Counsel at Google.

When the speech is obvious it comes down automatically but it is more complicated when the speech is hard to translate or subtle.

It is also delicate to interfere when someone is stating a political view that is for example not favorable to the arrival of new refugees or migrants in a country but nonetheless formulated in an appropriate language. It is always challenging to identify common words that are actually negative codes, which are pejorative expressions used to designate specific categories of people. References and political speeches are also challenging monitoring online. It is also very challenging to deal with figurative speech. Intimidation and violence is often abrupt and upfront, but it can also be done through shaded language. This is what Brittan Heller, Director of Technology and Society, Anti-Defamation League in Silicon Valley, calls the “grey zone”.

According to Richard Allan, Vice President of Public Policy at Facebook, monitoring hate speech is very complex and requires significant resources. For example, Facebook has more than 40 translators who send reports on the

content to reviewers, who go through the substance and look at the context. Education has a primary role when engaging with Internet Intermediaries. Brittan Heller explained that most of the time, the complaints about hate speech go to cultural reviewers, who don't always have the necessary background or skillset to review the content appropriately. Therefore, good Internet platforms provide constant training and constant cultural context so that they can catch the fluid nature of hate speech.

The line between hate speech and political speech is very hard to define in most countries. How do Internet Intermediaries draw the line between hate speech and freedom of expression? Objective standards are defined and designated people who spend their time looking at individual situations within the companies do meet on a weekly basis. Reports then come out from these meetings enabling companies to see if they met their objective standards or missed something. Some companies, like Facebook, do not determine what people share and let users make those decisions. If the content shared breaks the rules and is reported, then it will come down. Content that is simply false is not against the rules at Facebook. At Google, the policy is to use the source for fact-checking in order to allow for an additional source of information for the user. Following the recent developments on "fake news", Internet intermediaries are looking for third party fact checkers to make such decisions on what is true or false.

"We need cross-platform collaboration between the social media networks to the extent permitted by law. That's already done for counter-terrorism, and for combatting child pornography. If this was done to combat other forms of cyber hate, it would be a very powerful weapon."

Brittan Heller,

Director of Technology and Society,
Anti-Defamation League in Silicon Valley

Cabinet and Spokesperson for UNAOC High Representative, questioned whether they should be dealt with similarly to citizens when spreading hate speech online. Internet intermediaries are on the same line on this matter: all contexts should be dealt with along the same guidelines.

Brittan Heller encourages Internet Intermediaries and companies to think about innovation solutions to prevent hate speech online, including by building in anti cyber hate by design, when they are developing new features and products. Knowledge sharing within the industry is key as is a more holistic approach whereby Internet intermediaries engage more and more broadly with NGOs and other stakeholders in order create better informed and more effective ways of tackling the challenge. It is important to think of ways to prevent hate speech online. But it is not enough. Internet companies should also focus on providing positive narratives, and give minorities the opportunity to be heard, and empower their messages.

II. Promoting Ethical Journalism

Some journalists have difficulties differentiating between a migrant and a refugee, or an immigrant and an asylum seeker. Finding well informed journalists able to make the difference between these definitions and to provide in depth and sensitive reporting is increasingly difficult.

There is also a tendency towards providing inaccurate figures, especially when reporting about the flow of migrants. In many cases, there's no reference to available statistical data. According to Ezzat Ibrahim, Managing Editor at Al Ahram newspaper: "refugees and asylum seekers feel strongly that the press present hostile images of them, which increases the likelihood of local persecution.

This treatment of migrants and refugees by some media leads to misperceptions and stereotypes that fuel distrust, fear, and hatred and hence divides people within host communities. It raises the question whether journalists

"When you are engaging with Internet intermediaries, education has a primary role. Reviewers of content have a crucial role. But they may not have the same cultural background, the same education, or even language as the speech that they are reviewing."

Brittan Heller,

Director of Technology and Society,
Anti-Defamation League in Silicon Valley

Once identified and reported, speech offenses are getting warning and blocks prior to sanctions. On Facebook for instance, depending on the intensity and frequency of the hateful content, users might be forbidden to post for a period of time, depending on the severity of the offense. People who repeatedly violate our rules can also be taken off the site. That sanction is generally reserved for offenses against children, and terrorism.

Commenting on politicians' use of social media as a political tool to convey their own messages to the public, Nihal Saad, Chief of

are used or even manipulated by politicians, or whether media are taking advantage of the political situation to sell more papers. This also gives rise to the issue of independence of and ethics in journalism.

According to Aidan White, Director at the Ethical Journalism Network, one of the biggest problems today is the manipulation of journalism by politicians and independent journalism. Within media, there is a real wish to reinstate and reinforce the ethics of independent journalism, in particular through the implementation of ethical principals. Accuracy, independence, impartiality, humanity, accountability and transparency should guide journalism. The question of humanity is a key ethic.

“In recent analysis of Western coverage of migration in Western media, on the one hand, we have the politics of pity, dealing with refugees as victims. On the other hand, we face the politics of violence. Fears that link refugees to terrorism. In most cases, refugees have their representation determined for them. The refugees are structured as a passive object with no agency and no voice. The incomplete and inaccurate media stories with a mix of so-called populist phenomenon are coming together to cause a disturbing coverage for immigrant and refugees. The question is, why the positive coverage that come up in the media rarely have a public reach as more controversial stories?”

Ezzat Ibrahim, Managing Editor, Al Ahram newspaper

For those principles to be implemented, there is a need for an adequate structure. And that is the enabling environment that allows professional journalists to do their work, to practice their ethics without undue pressure. The problem is that today the World is full of undue pressure on journalists, particularly political pressure, according to Aidan White. Many political parties and leaders would like journalists to reflect very much their own point of view. This leads to exploitation and manipulation of media for political gain, which includes a lot of hate speech and unscrupulous language. In this context, the importance of the role of politicians in the rise of hate speech has been demonstrated through the European Union Agency for Fundamental rights' monthly reports on hate crime and on incitement in media content and political discourse.

In addition, there is also the problem of the “post fact” and “post truth” World. This reflects “the spread of responsibility in the new World of communication” for Aidan White. Journalists have to mind their words and be careful about the images they show. There is a responsibility on all of us who use media online and social networks.

How do we inspire more responsible media communications? Ethical journalism can be an inspiration for a new movement of journalism literacy which would create better public understanding of the importance of thinking before commenting, of recognizing our responsibility to others when we express ourselves in the public sphere, to respect others when involved in public communications.

Today, big mainstream media are trying to reach out to more diverse audiences and to include and listen to those voices that have typically not agreed with progressive views. Debra Mason explains that journalists have “never had to deal with a president who blatantly lies” and are “still trying to figure out how to deal with “post-truth” or just lies that are communicated to millions of people”.

Today, a lot of journalists do not work according to ethical norms but are simply repeating the propaganda. However, according to Aidan White, at its core, journalists want to do the right thing and want to be part of a progressive movement in society. He takes the example of people who were dying in the Mediterranean and explains that the first impulse of journalists was to report the human-interest story: “In almost every country where the migration story was first told, it was told by the media from a sympathetic point of view”. But after a period of time, the narrative changed. It became much more about numbers and legitimate concerns of communities and whether or not they were able to deal with the influx of migrants and refugees.

Another problem is the crisis within the profession itself. Ethical journalism requires time, research and resources to allow journalistic work to be carried out. There is a crisis of resources. It's no longer a money-making exercise. How do we find resources for journalistic work to be carried out? How do we invest in resources and well-informed people? We need to find new ways of paying for journalism. Newsrooms don't have money to invest in training journalists. Newspaper circulation is falling. According to Leila Ghandi, TV Host, Journalist and Producer, traditional media, including the press, is becoming less important. Internet has become the most important channel and people are really looking for a brand they trust.

However, people are still interested in getting their information and most of them get it online. Trusted brands,

trusted journalists are still names that people will go to verify and corroborate information, which proves that people do want access to important and reliable information, and are suspicious.

Not because the industry has changed did it eliminate or eradicate moral values or commitments to journalism. However, there is a growing need for training for journalists. According to Debra Mason, Director at the Center on Religion and the Professions, School of Journalism at the University of Missouri, there's a renewed recognition by

"It's important to bear in mind that the impulse of ethical journalism is a progressive impulse. That's still alive and well."

Aidan White, Director, Ethical Journalism Network

some in the public of the value of media: "We are actually seeing subscriptions grow for the first time in many years. There's a renewed positive sentiment about the value of journalism in society. Young people are incredibly passionate."

The value and ethics of journalism must be taught to leaders in journalism as well as to the new generations of journalists. The European Union has created a media toolkit to facilitate the learning process of journalists through tools and training online that will help them endorse ethical principles of journalism and better understand the world and people they report on. Journalists must develop expertise on specific topics to improve quality coverage. This way, they can look at stories from a different angle and share different perspectives, according to Blanca Tapia, Programme Manager at the European Union Agency for Fundamental Rights. If it is important to work on good public communication, it is dangerous to let other actors interfere in journalism while providing positive narratives or adding moral values to media coverage.

Views are diverse and hate crime is understood in different ways in different countries. It is hence important to provide journalists with a certain education and background to understand the context of stories they are reporting on. In Spain, according to Blanca Tapia one category of hate crime, which is recorded by the police, is attacks against people for being poor. This definition doesn't work in other countries. It then becomes very difficult to compare whether this type of hate incident happens more in Spain than other countries because they don't record it. It's the same thing with the issue of violence against women. Some countries are more sensitive to this issue than others. First thing on broadcast show in these countries is the number of crimes against women. Hate crime is impossible to compile in different countries. Some countries are very sensitive to anti-Semitism, but other countries have different histories and approaches. The European Union is working on helping journalists to get the numbers, read them and use them adequately.

"In the U.S., we're in the midst of a media crisis, not just economic. We missed the result of this election, much like the British media missed the results of the Brexit vote. There's a lot of soul searching going on in terms of what did we do wrong and whose voices were we not listening to."

Debra Mason, Director, Center on Religion and the Professions, School of Journalism, University of Missouri

"I spend a lot of time every year going to universities. Talking to young people aspiring to be journalists. They are full of moral commitment. They want to make a positive contribution to society. So I don't think that because newspapers are selling less, because the market has changed, it means that there's less values in journalism."

Aidan White, Director, Ethical Journalism Network

In some countries, there is very little access to training for journalists, and journalists practicing ethical journalism are at risk being branded as terrorists or traitor. In a country like Libya, the whole idea of ethics and independent media is all new, explains Sami Zaptia, Managing Editor at the Libya Herald. The political situation in the country does not enable the media to do their job without a daily struggle, financially but also in terms of safety and security. According to Sami Zaptia, journalists can't get advertising revenue, cannot survive

generally independently unless they align themselves with one of the two blocks, Islamists versus seculars. Most independent Libyan media had to flee abroad. However, reporting on migration comes very low on the agenda of Libyan media. There is no migration crisis in Libya, it is considered as being a European problem there. There is a code of ethics that Libyan media have signed up to but it is hard to talk about such a code while the country has no Constitution. Sami Zaptia explains that his journal doesn't cover some stories because it is simply not possible to fact check. The only way for reporters to report and fact check is to go underground.

We live in a time when journalism is widespread, a time of "citizen journalism". The principles of ethics still apply to this type of journalism. The way experts and academia can now bid into and journalize into the public space is a great plus today. Society benefits from that. They have to follow the norms of academic and public discourse, which

actually coincides with journalistic norms. It is evidence based research and arguments.

Simple key principles can be advocated and promoted to citizens in the quest for ethical journalism and content—an abbreviated version of the many codes of ethics that exist for professional journalists. These principles should include a) the call for accuracy, b) transparency as to viewpoint and who is creating the content and c) humanity and a commitment to do no harm to other people. We need to work beyond the traditional framework of professional media, to reach more broadly and preserve these principles.

III. Strengthening Partnerships between Media and Civil Society to Promote Balanced Narratives

The media and civil society both play a key oversight role in the defence of democracy, freedom and respect of civil rights, and build public support for more accountable democratic institutions and governance. Yet civil society is not enough represented in public debates and the media are facing heavy pressure and are increasingly criticized for moving away from that.

Efforts are needed to promote an enabling environment for civil society and the media. Initiatives should include ongoing dialogue to foster cooperation and trust between the government, civil society and the media. Civil society organizations (CSOs) can help to counterbalance narratives of hatred and mistrust that are spread in the media. The media can act as a watchdog by exposing manipulation and populism and can help to promote diversity, pluralism and social cohesion.

Asking the media to contribute to counter hate speech and contribute to change the perception of migrants and refugees through more balanced narratives raises the question of their independency. Some journalists consider that as interfering in their work and are reluctant to be more on one side than the other.

With the collapse of the model of the media industry, journalists are not fulfilling anymore their mission and are facing a huge lack of trust from the public audience. They need to rebuild trust with citizens and reconnect with the population. Therefore, it is very important to foster partnership between the media and civil society.

“There’s no way of enforcing any kind of media ethics. You may argue that media does not need a policeman. But in reality, deterrence or at least something that could take you to court, should be there if you’re being unethical. That unfortunately doesn’t exist in Libya.”

Sami Zaptia, Managing Editor at the Libya Herald

While media and the civil societies are usually on the same page concerning freedom of speech and expression, sometimes dialogue and cooperation between them can be difficult. One example was the new protocol issued by Caritas regarding the interaction of Caritas organization with journalists. The Member Union of European Federation of Journalists (EFJ) in Thessaloniki (Greece) was informed by Caritas of the new regulation included in the protocol as follows: “1. Articles must be approved by Caritas communication officer before publication; 2. All photograph or video captured by the journalist must be offered to Caritas after its publication; 3. It is expressly prohibited to mention name, address and specific location of any building of Caritas and of Caritas network in Greece”. According to Ricardo Gutiérrez, General Secretary of the Federation, some of these articles are clearly against the independence standards of journalists. Some are even against author rights regulations, which led EFJ to refuse such regulation.

Most of the civil society, as an increasing number of citizens, does not trust the media anymore. Jean-Paul Marthoz as a journalist working with NGOs confirmed the distrust of civil society towards media. After working at Human Rights Watch as the press director for Europe, he is now serving as the Vice Chair of the Advisory Committee of the NGO on Europe and Central Asia, where migration and refugees are one of the major issues. According to Paul Marthoz, Human Rights Watch believes that the journalists they work with comply with journalistic standards of neutrality and accuracy. Journalists do not adopt positions or do advocacy for NGOs. At the same time, sometimes journalists do not respect the principle of autonomy that guide the work of researchers at HRW and their position on certain subjects.

“We are going to try to find stories of journalists, who will let us analyze them with them (...). We want the biggest names and brands in journalism, the most trusted, to teach new generations how it is done. We are starting with a small pilot with two languages, French and English, and based on the reception, we will hopefully expand it.”

Blanca Tapia, Programme Manager,
European Union Agency for Fundamental Rights

Journalists must recognize that NGOs are legitimate news actors on topics such as migration and refugees. They provide access to people and areas where journalists don't or can't go, as well as a continuum on specific issues that journalists don't necessarily cover. Media increasingly need the input of NGOs. The cause of journalist is Truth. As reporters, they will continue to question NGOs' work, their mandate and their positions on certain issues, and they should accept that as part of democracy.

These examples show the challenges that journalists and NGOs can face while working together, and the need for a better understanding of their respective roles as well as the principles that guide their work. To cope with such situations, the European Federation of Journalists has been working on building a strong dialogue with civil society particularly on issues of migrants and refugees. The EFJ started with the development of surveys and prompting professional guidelines for journalists. In 2012, the Federation also published a study on the media coverage of issues related to ethnicity and religion, the title of which is "Getting the facts right: Reporting ethnicity and Religion", reflecting the importance of accuracy.

Today, the EFJ organizes, in partnership with civil society, including activists, experts, and citizens, seminars and workshops on the refugee crisis, which are very fruitful and resulted in concrete recommendations. Some of EFJ Member Unions in Italy and in Greece, together with NGOs working on migration issues, drafted ethical charters, namely "the Carta di Roma" in Italy or the "Idomeni Charter" in Greece, on how to cover stories in refugee camps for example. Early January 2017, with the support of the European Union, the

"Media does have a responsibility to relay positive messages on migrants and refugees and act as a multiplayer to counter hate speech."

Georgina Siklossy, Senior Communication and Press Officer, European Network Against Racism

Federation also launched the new projects "Media against hate" involving professional organization of journalists, civil society organizations, community media with an aim to foster dialogue and raise journalists awareness about their responsibility in the increase of hate speech, fake news and the "alternative facts" in the media.

Quoting the French author Albert Camus, Ricardo Gutiérrez stressed on the importance of words: "Misnaming things contributes to the misfortune of the World." Choices of words do matter. Words or expressions that are used by certain populists or politicians to negatively describe refugees or migrants should not be normalized. The media, as well as citizens, should be very careful with the use of certain words to avoid the banalization or triviality of discriminatory discourse and negative narratives.

According to Deborah Seward, Director at United Nations Regional Information Centre in Brussels, translation of hate speech can also be problematic. When narratives of hatred in Arabic or Russian are translated they often come up nicely but still contain negative meaning.

She called upon the civil society to help the United Nations and the media by monitoring and reporting on hate speech. Legislation against hate speech exists but that's not enough. Many NGOs are working on exposing hate speech, especially when formulated by public figures. When it comes to raising awareness on hate speech, media and civil society should work together to develop charters and codes of conducts. It can help both sides get to know more about each other, and understand each other's needs and expectations.

Media must explain to people the impact of hate speech, obligations and rights through the "Power of explanatory journalism". But it is also important to provide journalists with accurate and high quality information on specific topics such as migration and the refugee crisis. Some journalists don't get the chance to develop their knowledge or expertise on such themes. This where the role of civil society is crucial and why dialogue with journalist and media expert must be strengthened.

NGOs have direct access to the people who are described in the media. Their stories are told without them being consulted. If journalists want to report on people crossing the Mediterranean Sea, where do they come from, where

"I don't totally agree with the idea of promoting balanced or positive narratives. That sounds a bit like counter propaganda with the support of NGOs and civil society organizations. Journalism is not about that. As journalists, our primary duty is to tell the truth. Journalist should be the watchdog of democracy. Our mission is to publish stories that hold institutions accountable, including NGOs and civil society organizations."

Ricardo Gutiérrez, General Secretary, European Federation of Journalists

do they hope to go and what do they need, they must listen to their stories or get the information from people who do.

An NGO like the “Keshev, The Center for the Protection of Democracy in Israel” works towards that goal. Its Executive Director, Yizhar Be’er explains that they encourage media to change the problematic pattern of coverage of reality in the field. According to him, reporters who are sent to the field come back with quite pluralistic information, but when it got to the front pages, it changes to one direction ignoring and overshadowing the complexity of reality. To challenge this, Keshev developed objective parameters for monitoring media coverage. Among them, the six followings can be used to cover issues related to refugees and migration:

- The placement: where the editor puts the headline. The placement creates the importance of the news.
- Headline text, factual correspondence. Often, the headline says one thing, and the story is very different.
- Headline rhetoric, lexical selection.
- Formulation of responsibility.
- Epistemic framing. Sometimes, journalists don’t have evidence. Only sources. We can’t confuse evidence and source.
- Visual language/semantic that influences audience very strongly.

Speaking of reality, hate speech often leads to violence and journalist must be held accountable for that. This is something that was confirmed with the Brexit campaign that resulted in a series of violent acts after the vote. Media and civil society must pull their resources join their efforts in getting facts right through dialogue. Both media and civil society share the willing to tell the truth, name things as they are, and have the courage to speak up for things that are not right.

Fighting against discrimination and hate speech is at the core of the work at the UN. And yet, UN policies, strategies and campaigns are not well known by the civil society and media. For example, in September 2016 the UN launched a new initiative following the High Level Summit on migrants and refugees. The “TOGETHER campaign” aims at countering racism and xenophobia against migrants and refugees, and reminding communities about the importance of values such as respect, tolerance, diversity, unity and togetherness.

These values are common to the UN Member States and their people, and as such are enshrined in the UN Charter as well as in the Declaration of Human Rights. Deborah Seward highlighted that 193 States have signed up to these values and that they are for all. These values of tolerance and respect as well as the need to communicate in a good manner with one another should guide the dialogue between media and the civil society to build a better World.

KEY FINDINGS

Strong political leadership and commitment to change the perception of migrants and refugees

Political and Media leaders must stand up against the profusion of narratives of hatred and the spread of racism in the public sphere, and commit to promote optimism, diversity, pluralism and tolerance. Racist and xenophobic propaganda should be strongly condemned. Journalists should remain objective while reporting on issues related to migrants and refugees, and provide high quality content by ensuring that their work is based on accurate data and real facts. Sensationalism and negativity in the news should be replaced by optimism and positivity. Reporting on security issues should be balanced with positive and successful stories of migrants and refugees.

Role and responsibility of the media in the rise of hate speech

Soft tools such as the code of conduct on hate speech online or the principles guiding ethical journalism, media professionals can prevent and counter narratives of hatred and mistrust online and change perceptions of people on migrants and refugees. Self-regulation by the media would also enable to preserve freedom of expression while countering discrimination, hate speech and racist propaganda in the media.

Inclusive and comprehensive response to hate speech in the media

Hate speech is a global phenomenon that requires both global awareness and local mobilization. Everyone has a role to play here, including journalists, individuals, policy makers, civil society and the private sector. Inclusiveness cannot be simply an abstract concept. It has to be developed and implemented through strengthened partnerships, in particular between media and civil society.

Education is key in preventing and countering hate speech online

Education has a primary role to prevent and counter hate speech at all levels. Governments should include notions of diversity, tolerance and universal values in global curriculum in schools and universities. Media Information Literacy (MIL) can reduce narratives of hatred by eliciting critical thinking and helping people to exercise their judgment rather than just being passive receivers so they can recognize racist propaganda and build counter narratives. Training and MIL could also benefit to journalists and leaders in the profession. Internet intermediaries should also provide content reviewers with the adequate training to enable them to understand the background, the context and the language subtleties of the speech that they are reviewing. Storytelling and online tools such as videogames are also a good way to tackle the issue.

Providing positive narratives to counter hate speech and foster integration of refugees and migrants

It is crucial to counter hate speech by providing positive narratives and give minorities and vulnerable people the opportunity to be heard. Messages of migrants and refugees should be empowered and massively spread in the media, and online. Existing alternative and positive messages should be given more visibility and new ways to be shared.

Putting an end to ignorance and confusion to understand the positive contribution of migrants and refugees

Ignorance and fear are triggering hatred and mistrust towards "the other". Among the profusion of information on migrants and refugees, fake news are increasing and contributing to distorting the image of these populations. People are not distinguishing anymore between journalists and social media reports. They have lost trust in politicians and journalists on whom they were relying to get accurate information on their societies, regional developments and the international situation. It is time for public figures and media to pull the blinds on the real impact of the flux of migrants and refugees and step backward from the growing nationalism and Western/European ethnocentrism.

Sharing the responsibility for good public communication and working together on ethical public sphere

There is a responsibility on all of us who use media online and social networks. We need to inspire more responsible media communications and ensure the respect of ethical journalism. This could be an inspiration for a new movement of journalism literacy which would create better public understanding of the importance of thinking before commenting, of recognizing our responsibility to others when we express ourselves in the public sphere, to respect others when involved in public communications.

RECOMMENDATIONS

Media's role in ensuring quality coverage on migrant and refugees

- Develop a deontology code for journalists or principles for ethical journalism
- Advocate for a co-drafting of the Code of conduct by journalists and civil society;
- Promoting and respecting ethical principles or key values of journalism, namely Accountability; Humanity; Impartiality; Independence; and Accuracy;
- Encourage media to self-regulate rather than relying on governments to impose regulations;
- Develop objective parameters to monitor media coverage
- Encourage systematic media monitoring processes that can lead rapid response mechanisms to respond to false or misleading facts
- Ensuring efficient reporting procedures through legal regulation;
- Focus on "peace journalism" for constructive solutions to reduce conflict
- Encourage journalists to embrace power of explanatory journalism
- Media should be neutral when reporting on issues related to migration and refugee crises, promote intercultural dialogue and social integration, and address stereotypes that fuels the fears of citizens;
- Media and journalists should focus on optimism and positivity, rather than sensationalism, threats and insecurity, in news coverage; the should focus on "positive speech" and "powerful narratives" to prevent and counter hate speech;
- Encourage media experts and journalists to work closely with minorities, vulnerable people and marginalized groups who are discriminated against;
- Launch positive and constructive campaigns targeting the advertisers of media that run hate speech, and find ways to make it less lucrative;
- Push for the integration of refugees and asylum seekers into mainstream media and have representatives from refugee background in the media industry;
- Provide support to the media with knowledge of law and the rule of law;
- Encourage journalists to reconnect with the audience and show some sensitivity to stories of vulnerable people, including migrants and refugees;
- Journalists need to be aware of the power and impact of words, and prevent banalization of hate speech;
- Journalists must communicate on initiatives that exist on counter narratives. The media has a responsibility to relay this information and to act as multiplayer;
- Advocate for more diversity in the newsrooms in order for ethnic and religious minorities to be more vocal.

Policy and legal frameworks to counter hate speech in the media

- Develop a clear and common definition of "Hate speech"
- Hate speech must be addressed by governments as a societal problem
- Develop a global and holistic strategy on migration
- Develop the EU "code of conduct on countering hate speech online"
- Keep abreast of the evolution of hate speech online and offline in order to adapt code of conducts under constant review
- Focus on a legal regulatory framework to counter illegal hate speech online
- Develop specific anti-hate speech campaigns on negative narratives targeting specific groups and/or areas;
- Governments should increase funding the work on NGOs, supporting and encouraging healthier debate online and offline, and offering more transparency on their views on hate speech;
- Develop legal ways to protect journalists who combat hate speech in the media;
- Encourage migrants and refugees to report any act of violence against them;
- Make protecting journalists a priority as they are the first line of defence

- Provide journalists with an environment where they can work without undue pressure
- Develop cross-platform collaboration between social media networks to the extent permitted by law, as done for issues related to counter-terrorism and combatting child pornography;
- Encourage trainings for journalists by journalists and develop Media literacy trainings for journalists;
- Governments and Internet intermediaries should organize public debates and provide concrete examples of hate speech in the media;
- Support political leadership to promote values in the public space and address the political challenge related to hate speech;
- Policy makers should encourage moderate language;
- Develop different anti-hate speech campaigns adapted to the cultural and political context of countries and regions;

Strengthening partnerships to counter hate speech and foster integration

- Foster partnerships between journalists and civil society and encourage improved dialog between journalists and civil society activists;
- Develop common messages based on positive narratives focusing on the positive contribution of migrants to host societies;
- Encourage NGOs to provide information to journalists and handover high quality content;
- Develop more projects and initiatives that help connect journalists with civil society;
- Advocate for autonomy of journalists among NGOs and build trusting relationship between them;
- Encourage journalists to engage more in the communities where migrants and refugees live and report on violence against them;
- Ensure that migrants and refugees have more space to voice their stories and express their concerns;
- Strengthen the partnership between institutions, civil society, governments, the private sector, media experts and journalists, in order to develop inclusive responses to hate speech and work together for integration of migrants and refugees in host societies;
- Advocate for public communication resources within civil society organizations to foster communication and build relationships and partnerships, including with media;
- Encourage Internet intermediaries to work together with experts in order to make sure that alternative and positive speech on migrants and refugees gets more visibility and reaches people through different online tools;
- Different sectors and stakeholders in the society need to get together to build tools on how to moderate narratives and improve the quality of social debate on migrants and refugees online;
- Encourage the public to work with social media platforms and contribute to report hate speech;
- Create and develop synergies among organizations providing media tools and training in order to make data and fact-checking easier and more useful;
- Support initiatives and activism that is emerging outside of the traditional framework of media, and through that process, to promote values;
- Encourage NGOs to hold the media accountable for their reporting, through the use of objective tools and constant dialogue;
- The voice of ethnic and religious minorities, need to be a lot more present in the media;
- Media have a role in questioning the political discourse. The media needs to be more vocal when politics cross the line and to hold them accountable;

Improve quality coverage through education, training and experience sharing

- Firmly embed Media Information Literacy (MIL) into education processes on hate speech and the treatment of migrants and refugees by the media;
- Provide access to online tools such as MIL training, Massive Open Online Courses (MOOCs) and “do it yourself” toolkits;

- Build media literacy for youth through storytelling, games and other methods that allow them to actively participate, broaden their perspectives, develop critical thinking and create their own opinions;
- Provide content reviewers and other relevant actors tracking hate speech in the media with adequate, updated constant training to monitor content online;
- Encourage Internet intermediaries to invest and dedicate more resources to monitoring and tracking hate speech online;
- Internet intermediaries should provide access to online training to civil society to learn how targeted advertising is done, how search engine optimization works in order to enable them to deliver powerful narratives;
- Provide access to education for people who are formulating and/or spreading hate speech in order to make them understand the impact of their actions and their responsibility within the society;
- Provide access to online training to both professional and citizen journalists through inexpensive and practical tools and modules created by journalists for journalists;
- Develop education tools aiming at raising public awareness of hate speech and its impact on other people's lives, including migrants and refugees;
- Promote the work of influential, ethical journalists who have broad global reach and who produce diverse, rich, nuanced and engaging narratives on migrants and refugees;
- Invest in exchanges of journalists and journalism educators in the North and South;
- Empower migrants and refugees to actively participate in reporting on them
- Promote positive stories of migrants and refugees as well as storytelling on countering hate speech;
- Build up a corps of skilled citizen journalists and citizen diplomats to reach those who stand against coexistence and want to build more walls
- Recognize and reward Ambassadors of cross-cultural reporting
- Initiate more positive voices and messages through global and local programmes;
- Promote civility in discourse as well as key elements of ethical journalism which should be considered as a public communication sense of values: Accuracy, Humanity and Transparency;
- Provide education tools to apply ethical journalism principles to social media and individuals; Promote the necessity of these ethics for public discourse as a public good;
- Invest in youth and young journalists

Foster quality media coverage through innovation

- Encourage Tech companies to think about innovative solutions, including building in anti cyber hate mechanisms by design, when they are developing new features, systems, programs and products;
 - Develop new tools to find out about the new ways in which people are spreading hate speech online;
 - Create new technical solutions as algorithms to track hate speech in the media
 - Find a way to connect initiatives, organizations, institutions, media, at the global level;
 - Find new ways of using the content that has already been produced in different regions; look at how we can use the content and duplicate it;
 - Create new sources of funding for ethical journalism
 - Find innovative ways to collect and publish data, including figures on hate crime and hate speech;
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ABOUT THE ORGANIZERS

United Nations Alliance of Civilizations (UNAOC)

The **United Nations Alliance of Civilizations (UNAOC)** is a political initiative of the United Nations Secretary-General. Established in 2005, UNAOC is co-sponsored by the Governments of Spain and Turkey. On March 1st, 2013 Mr. Nassir Abdulaziz Al-Nasser assumed the leadership of the United Nations Alliance of Civilizations as High Representative. Prior to his current position, Mr. Al-Nasser was the President of the 66th Session of the United Nations General Assembly.

The Alliance benefits from the political support of the Group of Friends, a community of countries and international organizations, which actively promotes the objectives and work of the Alliance at the global, regional and local levels. The Group is a driving force of UNAOC and plays a vital role in the Alliance's strategic planning and implementation process. Through a broad dialogue-based and consensus-building approach, the UNAOC High Representative seeks the input, advice and support of the Group of Friends' members on all key aspects of the Alliance's activities and mandate. UNAOC Group of Friends currently includes 145 Members of which are 119 UN Member States and 26 international organizations. They represent all continents, societies and cultures.

A High-Level Group of experts was formed by the UN Secretary-General to explore the roots of polarization between societies and cultures and to recommend a practical programme of action to address this issue. In its 2006 report, the High-Level Group identified four priority areas for action namely, Education, Youth, Migration, and Media. UNAOC project activities are fashioned around these four areas, which play a critical role in helping to reduce cross-cultural tensions and to build bridges between communities

In this context, UNAOC launched on 25 December 2015 the #SpreadNoHate initiative, which aims at countering xenophobia, racism and narratives of hatred in the media. The previous Symposium on "Combating xenophobic language in the media and fostering inclusive integration of migrants and refugees" was organized under the framework of the #SpreadNoHate initiative on 15 September 2016. This Symposium was held in the margins of the 71st Session of the United Nations General Assembly in preparation of the September 19th Summit to Address Large Movements of Refugees and Migrants, and in line with the Secretary-General's "Together campaign" to counter racism and xenophobia towards refugees and migrant, to which UNAOC is actively participating as a member of the SG's working group.

Mr. Ban Ki-moon, former UN Secretary-General, has described UNAOC as a soft power tool for bridging divides and promoting understanding between countries or identity groups, all with a view toward preventing conflict and promoting social cohesion.

The European External Action Service (EEAS)

The **European Union (EU)** plays important roles in diplomacy, the promotion of human rights, trade, development and humanitarian aid and engagement with multilateral organisations. The European External Action Service (EEAS) is the EU's diplomatic service. Its role is to make sure the voice of the EU and its people are heard in the world, and to enhance the EU's international action.

The EU is a contributor to peace, leading and supporting peace talks around the world to facilitate solutions in conflicts worldwide. It is the largest single donor of development aid; together, the EU and its Member States provide more than half of official development assistance globally. The EU and its Member States are also the world's largest donor of humanitarian aid. They provide life-saving aid to the victims of disasters, refugees and others in dire need.

In its neighbourhood, the EU aims to maintain solid and friendly relations with countries at its borders, promoting democracy, good governance and human rights while opening trade and cooperating in many policy areas.