

Developing a social media-based Human Rights Education campaign

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Aim of the Campaign

Taking into the consideration these definitions of Human Rights Education as well as the Objectives laid out in the World Programme for Human Rights Education:

- To promote the development of a culture of human rights;
- To promote a common understanding, based on international instruments, of basic principles and methodologies for human rights education;
- To ensure a focus on human rights education at the national, regional and international levels;
- To provide a common collective framework for action by all relevant actors;
- To enhance partnership and cooperation at all levels;
- To survey, evaluate and support existing human rights education programmes, to highlight successful practices and to provide an incentive to continue and/or expand them and to develop new ones;
- To promote implementation of the United Nations Declaration on Human Rights Education and Training, the Campaign aims to develop and disseminate social media content for Human Rights Education.

The core aims are:

- Framing Refugee Rights as Human Rights
- Raising awareness about human rights infringements refugees and displaced people face in Europe
- Inform the public discourse with rights-based arguments
- Educate civil society about the human rights idea and system
- Motivate civil society participation