



AWARENESS RAISING: human rights, non-discrimination and inclusion at local level *webinar*

Project “Enhancing local capacities to implement the 2030 Agenda and the Leave No One Behind Principle”

December 10, 2020



**Awareness
raising- is it
important and to
whom?**

Municipality & Discrimination



The municipality as a guardian of the public interest

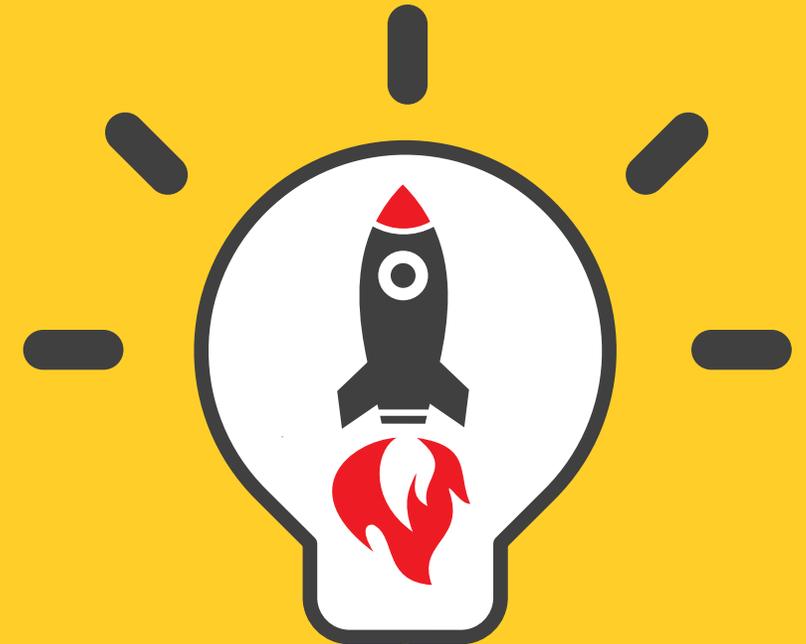


The municipality as an organization in the fulfillment of human rights



The municipality as a community sharing responsibility for respecting and promoting human rights and diversity

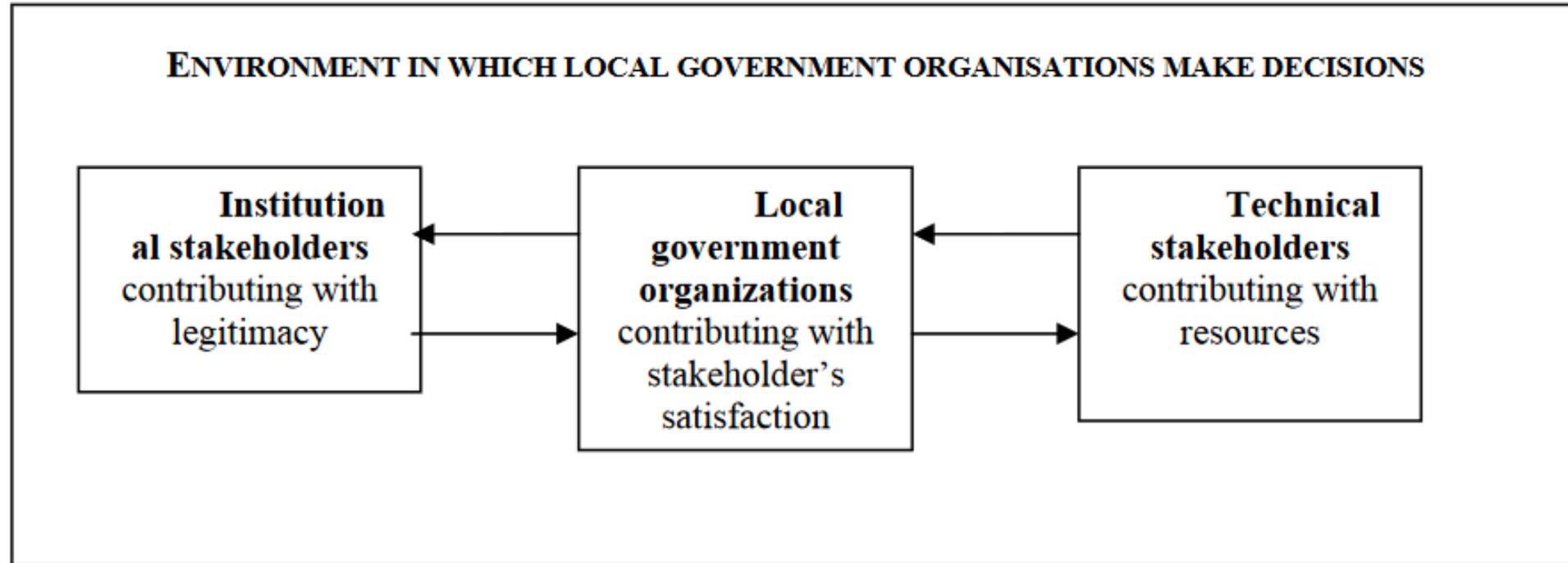
win- win situation



Detailed planning and continuous evaluation and monitoring

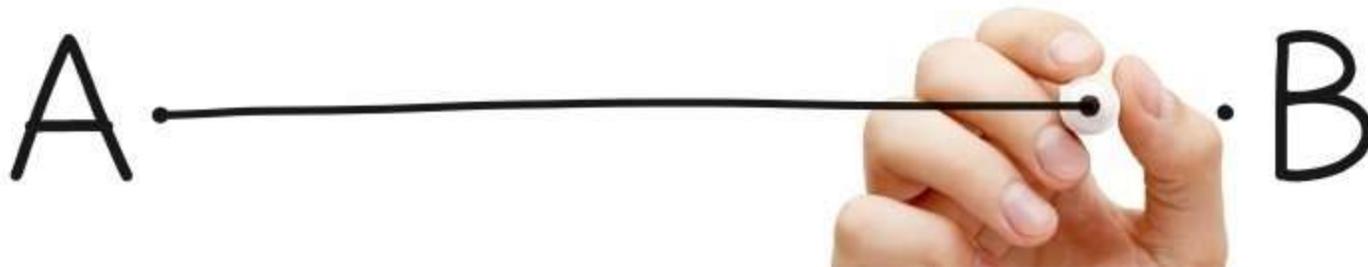
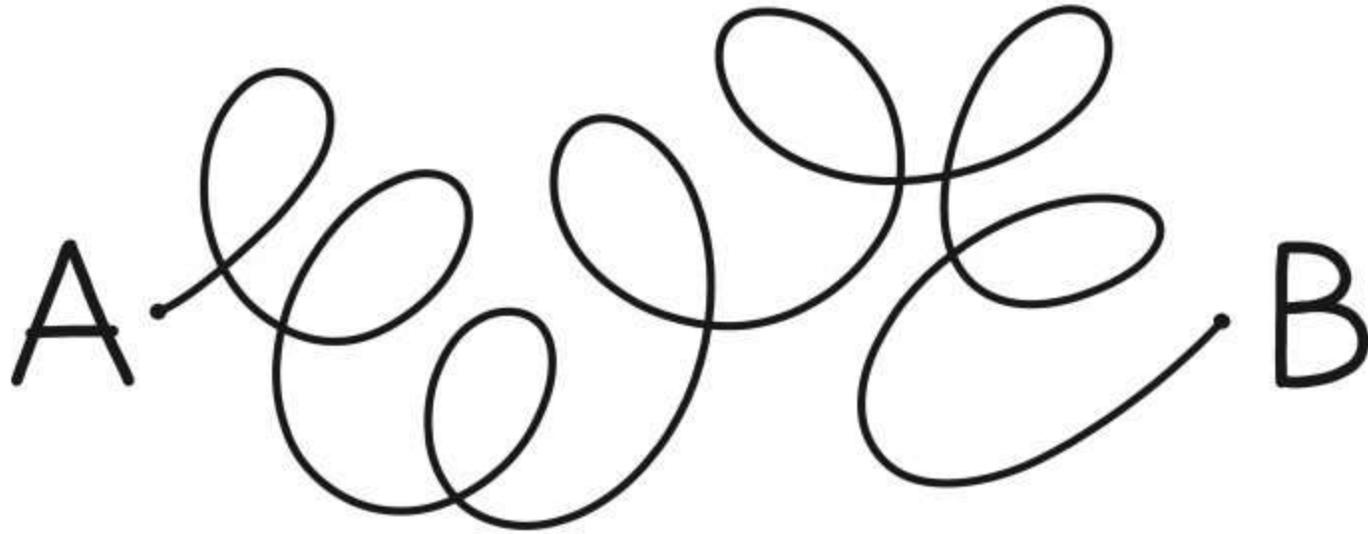


Stakeholders mapping/ target audience setting



Source: adapted from Oliver (1991) and Greening & Gray (1994).

Setting goals and objectives



Partners/ Multisectoral collaboration



Examples of awareness raising

Ice Bucket Challenge
Raising awareness about
Amyotrophic Lateral Sclerosis



**Raising awareness about social
justice and prison issues**
Movie "Orange is the New Black"



**Raising awareness about sexual
abuse and sexual harassment**
#Me Too, Tarana Burke



Resources, sustainability and evaluation



**Greater
Awareness**

**Better
Choices**

**Better
Results**

Thank you for your attention and participation!

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