



FAIR

Toolbox

for a fundamental rights campaign



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FAIR Project

FAIR is a consortium of nine active organisations in the promotion and safeguarding of fundamental rights across European Union. It is a consortium based on their work as members of the FRANET network in monitoring fundamental rights and advocating for their protection and safeguard

FAIR is present in Belgium, Bulgaria, Croatia, Cyprus, Greece, Italy, Portugal, Slovenia, and Spain, to strengthen people's awareness of their rights under the Charter and of the available complaints mechanisms when their rights are infringed.

FAIR raises awareness on EU Charter's provisions and aims to complement the Commission's 2020 strategy to strengthen Charter's application by:

- Ensuring effective implementation by Member States
- Empowering civil society organisations, rights defenders, and legal practitioners
- Promoting the use of the Charter as a guide for EU institutions
- Increasing public awareness of Charter's rights

Learn more about FAIR project: <https://fair-project.org/>

How to use this toolbox?

This toolbox is designed to equip professionals, including civil society organisation (CSO) workers, activists, experts, and other relevant stakeholders, with the tools and guidance needed to design and launch their own fundamental rights campaigns on national (any EU country) and on EU level. It includes resources and awareness materials for the EU Charter of Fundamental Rights by key actors such as FRA.



The toolbox offers a hands-on approach and lessons learned by the fair project and aims to be a practical guide for anyone who wishes to raise awareness on fundamental rights. Also included is a mapping of available educational resources, such as information flyers and videos.

"By working through each section, you'll have a clear guide to help you create a meaningful and effective campaign for fundamental rights."

- Step 1. Define objectives
- Step 2. Listening and learning your target audience
- Step 3. Find your message
- Step 4. Engaging with stakeholders
- Step 5. Choose your channels
- Step 6. Run the campaign
- Step 7. Evaluate, monitor and level up your game

Information Corner

What is the EU Charter of Fundamental Rights?

The Charter of Fundamental Rights plays a critical role in promoting a “culture of rights” across the European Union, driving the development of new legislation and policies that uphold and protect fundamental rights. However, despite growing awareness among civil society, equality bodies and legal practitioners about the role and potential benefits of using the EU Charter, professionals and institutions still do not make full use of its potential.

[EU member states](#) are bound by the Charter in the implementation of the European Union law. Following the entry into force of the [Treaty of Lisbon](#) in 2009 the Charter of Fundamental Rights gained the same legal value as the European Union treaties.

The Charter contains 54 articles divided into seven chapters. These fundamental rights apply to everyone throughout the EU. Human dignity, freedom, equality, and solidarity embody the Union’s core values and are upheld through democracy and the rule of law.





Other important information on the EU Charter:

- * The EU Charter has direct application
- * The EU Charter binds national bodies, including national courts when implementing/interpreting EU law
- * The EU Charter binds EU bodies (institutional and others) when issuing binding acts within the use of EU law

Articles included

The EU Charter entails 54 Articles organised into seven chapters. The first six chapters are categorised as dignity, freedoms, equality, solidarity, citizens' rights, and justice.

A key added value of the Charter lies in its protection of both individual and collective rights. The Charter ensures that when authorities apply or implement EU law, individuals can rely on fundamental rights protections and often filling gaps where other instruments, such as the ECHR, may have limited reach.

Dignity	<ul style="list-style-type: none">• Human dignity• Right to life• Prohibition of torture• Prohibition of slavery and forced labour (includes trafficking)
Freedoms	<ul style="list-style-type: none">• Right to liberty and security• Respect for family life• Data protection and online privacy• Right to asylum• Right to education• Freedom of expression
Solidarity	<ul style="list-style-type: none">• Right to fair working conditions• Protection against unjustified dismissal• Access to healthcare• Access to social and housing assistance• Workers' rights and union action

Equality	<ul style="list-style-type: none"> • Equality before the law • Prohibition of all discrimination (including workplace discrimination) • Rights of the child • Equality between women and men • Rights of the elderly. • Integration of persons with disabilities
Citizens' Rights	<ul style="list-style-type: none"> • Right to good administration • Right to access documentation
Justice	<ul style="list-style-type: none"> • Right to an effective remedy • Right to a fair trial • Right of defence
General Provisions	<ul style="list-style-type: none"> • Interpretation and application of the EU Charter

Let's some examples that bring the EU Charter in practice:

Example from Slovenia

Slovenia (2024) – Administrative Court protects non-refoulement via the Charter	
Case: I U 233/2024-6	
Key Charter Articles:	<ul style="list-style-type: none"> • Art. 19 – Protection in case of removal/expulsion • Art. 1 – Human dignity • Art. 47 – Effective remedy
What happened?	A Syrian national's subsidiary protection expired, but he could not be removed due to non-refoulement. The court ruled that, because removal was impossible, he must be granted a permission to stay to secure basic subsistence rights.
Why it matters:	This case shows how Charter rights can directly shape national administrative decisions, ensuring real-life protection for individuals
Link (Slovenian): https://www.sodnapraksa.si/?q=U%206&database[SOVS]=SOVS&database[IESP]=IESP&database[VDSS]=VDSS&database[UPRS]=UPRS&submit=i%C5%A1%C4%8Di&rowsPerPage=20&page=0&id=2015081111478173	



Example from Belgium

Belgium (2024) – Charter steps in where the ECHR cannot	
Case: R.G. 24/34/C (emergency proceedings)	
Key Charter Articles:	<ul style="list-style-type: none">• Art. 51- Field of application
What happened?	A Palestinian single-permit holder (under EU law) became trapped in Gaza and was denied inclusion on Belgium's evacuation list. The court held that ECHR obligations did not apply because Belgium had no effective control over the territory. But because the residence permit was issued under EU law, the person fell within the scope of Charter Article 51. The applicant and his family could invoke EU Charter rights, giving them access to judicial protection despite the ECHR gap.
Why it matters?	The Charter can fill protection gaps in exceptional, cross-border humanitarian situations.

What is FRA? A summary

The European Union established the Agency for Fundamental Rights (FRA) as an independent body, in 2007, to promote the EU Charter of Fundamental Rights awareness and application in each member state. Its core mission and values focus on ensuring that fundamental rights become a reality for everyone in the European Union, as fundamental rights set the basic standards that guarantee all people are treated with dignity.

To safeguard the rights, values, and freedoms enshrined in the Charter, FRA:

- Collects and analyses laws and data on fundamental rights
- Provides independent, evidence-based advice to EU institutions and member states
- Identifies trends and challenges through comparable data collection
- Supports better law-making and implementation
- Encourages rights-compliant policies and stronger cooperation between key actors



FRA has established networks and partnerships at all levels to ensure that its advice and research reach key decision-makers within both the EU and its member states.

Through this work, FRA helps build a fairer, more just, and more inclusive Europe for everyone.

More information about FRA available [here](#).

FRA tools and dissemination activities



FRA actively promotes awareness and understanding of fundamental rights across the EU through a range of campaigns, capacity building activities, educational tools and other materials and initiatives.

FRA aspires to strengthen the EU Charter of Fundamental Rights application and bring fundamental rights understanding and implementation closer to people's everyday lives.

FRA underscores key issues like equality, non-discrimination, data protection, and access to justice, encouraging everyone to learn, understand, and stand up for their rights through awareness-raising actions, public information campaigns, educational tools, or publications.

FRA Educational Tools:

<p>Charterpedia <i>Information (including national and European case law) on every Charter provision.</i></p>	<p>Case studies: a place for legal practitioners and law students</p>
<p>Charter Handbook <i>The handbook provides guidance on the applicability of the EU Charter of Fundamental Rights</i></p>	<p>Applying the Charter of Fundamental Rights of the European Union in law and policymaking at the national level - Guidance</p>
<p>Charter Country Factsheets <i>Examples of the Charter's use and added value per national context</i></p>	<p>The EU Charter of Fundamental Rights - Use and added value in EU Member States</p>
<p>FRA E-learning</p>	<p>Case studies: a place for legal practitioners and law students</p>
	<p>E-guidance: step-by-step guidance and concrete examples</p>

<p>Case Law Database</p> <p>Court of Justice of the European Union (CJEU) and the European Court of Human Rights (ECtHR) database with direct references to the EU Charter of Fundamental Rights, as well as a selection of national case law with direct references to the Charter from all EU Member States.</p>	<p>Case law database</p>
<p>FRA offers material for trainers</p>	<p>EU CHARTER OF FUNDAMENTAL RIGHTS</p>

Awareness Raising Materials for the EU Charter of Fundamental Rights

- ✓ [Apply the Charter, deliver our rights](#)
- ✓ Fundamental Rights videos (on [dignity](#), [freedoms](#), [equality](#), [solidarity](#), [citizens' rights](#) and [justice](#)).

Methodology for Launching Fundamental Rights Campaign

Step 1. Define objectives

Defining your objectives is key to developing a successful and meaningful campaign.



Objectives are a way to describe the desired change that we want to bring. They define the impact of the awareness raising campaign. That is why it is crucial for the objectives to be realistic, achievable, and measurable.

The objectives should be developed at the very beginning of the campaign so that they can be the core of navigating and identifying all the following steps.



The goal of the FAIR project was to increase awareness of the EU Charter and of the fundamental rights it enshrines, which will ultimately lead to its increased use in the protection of fundamental rights and will foster the thriving of a culture of rights in the selected Countries.

FAIR Project Objectives

Objective 1	Objective 2	Objective 3
Ensure that Member States effectively apply the Charter when implementing EU law.	Empower civil society organisations, rights defenders, and legal practitioners by promoting awareness and understanding of fundamental rights and their role in upholding the Charter.	Strengthening people's awareness of their rights under the Charter. Citizens and EU residents understand and can assert their fundamental rights within the EU.

Step 2. Listening and learning your target audience

An impactful campaign starts with listening. Focus on how your audiences perceive the issue and what motivates them to act.

Campaign Target Groups are the entities and individuals that the campaign seeks to reach and influence. When designing a fundamental rights campaign, it is essential not only to identify potential target groups but also to understand them and integrate evidence-based elements while formulating the campaign methodology.



Needs assessments and involving the target groups in this process ensures a **participatory approach**, helps engage the right people and organisations and maximises the campaign’s impact. By involving campaigns target groups early on as **advocates and ambassadors**, the messages can be more effectively disseminated creating lasting impacts.

Understanding the Problem

Tool	What is it?	How to use it?	Comments
Desk Research	Collects and analyses information that already exists (also known as secondary research)	Include key findings in communication material	Anonymised Information Increase credibility
Survey	Questionnaire that collects information	Fast and easy data collection with minimum resources Community Engagement	Collection of basic information on demographics Needs assessment Trends identification Design tailormade activities
Focus Group Discussion (FGD)	Group discussion with semistructured questionnaire facilitated by an interviewer	In-depth understanding of participants’ opinions	Engage stakeholders in the design of communication activities
Key Interviews	A series of questions to a person that belongs to a target audience	In-depth understanding of participants’ opinions	Not generalised outcomes

The **FAIR** consortium initiated the project with a comprehensive needs assessment, using a range of activities and tools. **Data were collected via desk research, survey and FGDs¹** at the national level and subsequently consolidated into an EU-level report, enabling all partners to understand national needs and recommendations. This process also allowed partners to align and adapt materials for the EU-wide public campaign on fundamental rights, ensuring flexibility and relevance for different national contexts and thematic areas.



Each partner designed their own products and translated the campaign materials into their **national languages** and emphasised specific aspects relevant to their country specific awareness-raising activities. This approach ensured both consistency of core messages across the EU and adaptability to local realities and priorities.

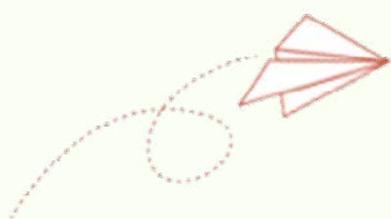
FAIR findings that shaped the public campaign

1. Limited use of the EU Charter in national legislation due to an overlapping with other international and national instruments that actors are more familiar with
2. The use of the Charter by national courts and legal professionals tends simultaneously to be brief and contextualising
3. The use of the Charter by CSO actors and human rights defenders is more extensive in certain areas than in others
4. The use of the Charter is more common among CSOs and human rights defenders than in national legislative and judicial systems
5. Several national CSOs are now citing the Charter
6. There is a confusion among the public of the Charter with the European Convention on Human Rights

¹ A 21-question online survey was also conducted to supplement these findings and further assess respondents' awareness and perceptions of the Charter. Available here: [Comparative analysis of gaps in the implementation of the EU Charter of Fundamental Rights](https://fair-project.org/wp-content/uploads/2024/09/FAIR_Deliverable-2.1-Comparative-analysis-of-gaps-in-the-implementation-of-the-EU-Charter-of-Fundamental-Rights.pdf). Available here: https://fair-project.org/wp-content/uploads/2025/03/D2-4Final-report_def2.pdf
Report on the FAIR focus group activities. Available here: https://fair-project.org/wp-content/uploads/2025/03/D2-4Final-report_def2.pdf

Step 3. Find your message

A message is the essence of what you want people to understand, believe in, and act upon.



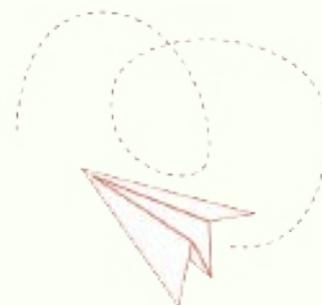
A **campaign message is the core idea** that drives awareness and inspires action. It connects your cause with your audience's values and gives purpose and coherence to all your communication efforts. It is the drive to action and it is the backbone of all awareness raising activities. That is why it should be clear, relatable, and memorable. Something that people can relate to and share on their own.

To formulate a successful message, you need to reflect on the following:

- a. Your audience: What motivates the identified target groups to support your cause? What are their core values and mandate?
- b. Message: Clarity, keep it simple and clear
- c. Overall goal: Try not to focus on explaining the problem. Focus on solutions and next steps. Your target groups might already be aware of the problem. It is more efficient to build an alliance with the same cause
- d. Relatedness: What is your brand? Your role in this? Are you a small NGO? Do you run similar activities? Is this a one-off activity for you? How sustainable is this for you? Try to form something realistic that your activities can keep up with the messaging

Examples of successful messaging in awareness raising for fundamental rights

- ✓ **The EU Charter is the cornerstone of fundamental rights implementation.** All policies and public administrations must comply with and uphold these rights in practice.
- ✓ The EU Charter of Fundamental Rights protects your freedoms, dignity, and equality – ***Every day, in every EU country.***
- ✓ Safeguarding fundamental rights lies in the hands of legal practitioners. The ***Charter supports judges and lawyers*** when applying EU law.
- ✓ The **EU Charter is a practical tool in the hands of civil society** for promoting fundamental rights across Europe. Learn how to apply it and help protect the most vulnerable.
- ✓ **Media professionals** covering issues related to fundamental rights and the rule of law **can use the EU Charter's provisions to strengthen their reporting and uphold democratic values.**
- ✓ **The EU Charter protects rights and freedom of everyone,** especially those most at risk. Understanding and applying the Charter fosters the protection of the most vulnerable.
- ✓ **Rights are not optional** – public authorities and EU institutions are legally bound to the Charter
- ✓ **Your rights don't stop at borders. The Charter applies across the EU**



Step 4. Engaging with stakeholders

Stakeholders' engagement offers unique insights and a sense of ownership in campaigns.

Stakeholders are crucial in the development and implementation of an awareness campaign. They can assist feeding you with information so your communication material is evidence-based, and they can share your messaging among other key stakeholders. Identifying who your target group is and having a stakeholders mapping will make your campaign messaging more targeted and effective by using the best channels of communication and approach.

Groups of Stakeholders

Stakeholders Group	Why engaging them? How can they help you?
Civil Society Organisations	<ul style="list-style-type: none">✓ To understand gaps and barriers in the use of the EU Charter at the national level✓ Learn about good practices to raise awareness about✓ Direct access to people in risk or affected by fundamental rights violations✓ Monitor access to services✓ Provide support and legal aid
Legal Practitioners	<ul style="list-style-type: none">✓ Increase references to the EU Charter✓ Protect fundamental rights on the ground✓ To understand gaps and barriers in the use of the EU Charter at the national level✓ To promote the use of the EU Charter in judicial cases and decisions
Equality Bodies	<ul style="list-style-type: none">✓ Monitor fundamental rights✓ Advise public authorities✓ Increase credibility of your positioning✓ To understand gaps and barriers in the use of the EU Charter✓ Promote the use of the EU Charter in their activities
Human Right Defenders	<ul style="list-style-type: none">✓ Actively protect fundamental rights✓ Motivation to join forces and activism✓ High reach to individuals via social media and platforms
Public Authorities	<ul style="list-style-type: none">✓ To understand gaps and barriers in the use of the EU Charter✓ Learn about good practices to raise awareness about✓ Promote the use of the EU Charter in their actions

International Organisations	<ul style="list-style-type: none"> ✓ To understand gaps and barriers in the use of the EU Charter at the EU level ✓ Receive information about EU updates ✓ Networking on EU and international level
Public	<ul style="list-style-type: none"> ✓ To understand and map information needs ✓ To make a more impactful campaign
Policymakers	<ul style="list-style-type: none"> ✓ To increase charter informed policy-making ✓ Promote the use of the EU Charter in their work ✓ Mitigate risks of fundamental rights violations
Media Professionals	<ul style="list-style-type: none"> ✓ Mitigate risks of fundamental rights violations (such as rights to private life, of the child or private data) ✓ Promote journalism that is fundamental rights centred

Template 1. Stakeholder Mapping

	Stakeholder Name	Organisation	Type of participant: Public authority (PA), CSO, human rights body (HRB), other	Country	Area of expertise	Proposed participant for activity	Additional comments	Contact details
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
...								



Step 5. Choose your channels of communication

Choosing the right channel helps you to create the content that is native to the platform and reach your audience.

After identifying your stakeholders and completing your stakeholder mapping, the next step is to determine the **most effective way to engage with them**. Not all stakeholders have the same needs, priorities, or communication preferences, and different approaches may yield different results.

For example, if your analysis reveals an **information need**, you might address it through a **training seminar**, a **workshop**, or an **information leaflet**. However, it is important to remember that **not all target groups respond equally well** to the same method.

The following section provides a brief overview of **various engagement activities** you can use, along with guidance on when and how they may be most effective.

Channel of communication:

Training/Seminar:

A **training or seminar** provides targeted information to a specific audience. The content may range from introductory materials to highly specialised and up-to-date information.

It is important to understand that professionals participate in training with the expectation of equipping themselves with tools that they can apply. That is why it is essential for the activity to have a strong practical implementation perspective on the subject. The format usually involves an expert-teacher-facilitator who provides structured content and information, and participants engage by listening and raising questions. The goal is to **build specific skills or competencies** in a structured manner.

➡ Tip: Offering a certificate of attendance might motivate potential participants to attend.

Workshop:

A **workshop** provides an interactive space where participants **exchange ideas, brainstorm, and work collaboratively** toward a shared goal or problem-solving objective. The participants are key and have a very active role in this activity. It is essential to **identify participants** who share a similar level of knowledge and expertise to enable balanced participation. A workshop is usually shorter than a training session.

➡ Tip: use the workshop as a place to brainstorm and co-create solution-oriented ideas.

Roundtable:

This activity brings together a small group of people (7-10 participants) to discuss a specific topic in depth. Each participant should have the opportunity to contribute to the discussion. The facilitator ensures collaboration and promotes in depth exploration of the topic. The overall objective is to learn from each other and explore a topic from multiple perspectives.

➔ Tip: prepare and share some guiding questions in advance to the participants to prepare themselves and come ready to a meaningful discussion.

Conference:

Conference is a large-scale event that brings together various and diverse stakeholders who share a common interest to a topic. It can last one day or several days and features panels with experts, it can take place on national, regional or international level.

➔ Tip: use the conference as an opportunity for networking, strengthening partnerships, and demonstrating your work.

Social media campaign:

It is a sequence of activities taking place on various social media platforms to promote a message and to raise awareness. Usually, the target is the public.

Engagement can be amplified by involving **influencers, public figures, or partner organisations** that share your cause.

➔ Tip: make your campaign as interactive as possible, including polls, myth busters and challenges.

Before launching your campaign, let us identify the available **social media platforms**. The list below is not exhaustive, but it includes an overview of the **pros and cons** of each channel to help you decide **which platforms best fit your objectives and activities**.

Social media platforms mapping

Platform	Facebook	LinkedIn	X (formerly Twitter):	Instagram	TikTok
Pros	Remains Europe's #1 network, with diffusion above 75% in most markets . ²	Connect with stakeholders, share reports and project outputs.	Active conversation on politics and developments across the world.	The dominance of short-form videos is redefining how users interact with brands online	The dominance of short-form video is redefining how users interact with brands online

² For more information, visit the ntam website: <https://www.ntamgroup.com/social-media-in-europe-2025/>

Cons	Younger audiences have migrated to TikTok and Instagram	Limited interaction and community engagement opportunities	Racist content requires a lot of caution	Need for upgraded visuals and high community engagement	Limited Understanding Gen Z and Gen Alpha
Audience	Millennials Baby Boomers	Gen X Millennials	Millennials Gen X	Millennials Gen Z	Gen Z Gen Alpha
Format	Social network for connecting with friends and relatives	Site for career development and networking with businesses	Sharing short form updates, news and opinions.	Focusing on photos and videos	Developing and sharing short videos

Other popular media formats to consider

Podcasts

A podcast is an audio programme that listeners can access at any time. Like radio shows, podcasts are designed to inform, educate, or entertain while building a deeper connection with the audience.



Podcasts offer a great opportunity to bring real voices and experiences into your communication campaign. You can invite experts to share their insights, lawyers to discuss specific cases that they are working on, or even individuals affected by fundamental rights violations to tell their stories.

Unlike social media content, podcast episodes remain accessible over time, and your message can reach the target audiences long after publication or campaign closure.



Documentary



A documentary film is a film created to capture and present reality, usually for purposes of awareness-raising and/or historical documentation.

While producing a documentary can be costly, it is a creative way to present the real-life effects of a situation, policy, or social issue. Documentaries allow you to tell stories, involving people directly, and bringing complex topics to life. Similarly to podcasts, documenting real-life cases such as the advocacy efforts of a right defenders' group allows more people to relate to your cause and reach larger audiences.

Tips for making your campaign inclusive

Use plain language:

Use simple language and avoid jargon to ensure your message is accessible to everyone, regardless of background or expertise.

Adopt diverse approaches and formats:

Combine different communication methods and materials.

Listen to feedback:

Ensure ongoing communication channels with target groups.

Avoid stereotypes and harmful language:

Use inclusive and respectful language and visuals.

Provide sign language interpretation and subtitles at events:

Ensure that people who are deaf or hard of hearing can fully participate.

Offer interpretation in other languages:

Enable understanding and inclusion when engaging multilingual or international audiences.

Offer online participation options:

Provide virtual access to events so that people who do not live in big cities can participate.

Book venues that are accessible:

Choose locations with the necessary facilities for everyone.

Promote gender inclusion:

Invite and represent people of all genders in your activities and discussions.

Ensure and promote diversity within your team:

A team that reflects varied backgrounds, perspectives, and experiences to enhance creativity and inclusiveness.



Step 6. Run the campaign

A successful campaign starts with a comprehensive plan

After identifying your objectives, untangle the problem, have your target groups and settle on the activities that you want to deploy. It is time to run your campaign.

This section includes several templates to help you run your campaign. One size does not fit them all, that is why diverse templates are included with recommendations on when and how you can use each one.

Templates for campaign planning

One common challenge in partnerships is that not all partners have the same capacity or expertise in social media management. Since social media is a rapidly evolving field, different actors may progress at different speeds in adapting and adjusting their strategies.

To address this, we have included a template you can use to map the resources available across your partnership, including active social media accounts, communication staff, and other assets. Use it as inspiration, and feel free to adapt it to your needs.

➡ Tip: Advocate internally for allocating resources to strengthen your communication capacity, including hiring dedicated staff for your communications team.

Template 2. Social media capacity mapping

Partner	Facebook	Linkedin	Tik Tok	Instagram	X	Communication team	Budget

A smart way to organise your social media presence and related activities is to plan around key dates that align with your goals. Marking important dates on your calendar such as international days dedicated to specific causes are opportunities to share your message and connect it to your broader objectives.

International days like the following

- International Day of Education
- International Day to Combat Islamophobia
- World Down Syndrome Day
- World Day against Trafficking in Persons
- International Day of Older Persons
- International Day for the Elimination of Violence against Women
- Human Rights Day



..... can be used as an opportunity to raise awareness on fundamental rights

Using official hashtags and collaborating with other organisations that promote similar causes is an easy and effective way to strengthen your voice. Considering that many others will be discussing the same topic, relevant hashtags are often trending, and your campaign can benefit from increased visibility and synergy with parallel initiatives.

Planning your activities also helps ensure better coordination throughout the year.

Here you can find the list of International Days: <https://www.un.org/en/observances/list-days-weeks>

Template 3. Social media campaign

A successful fundamental rights campaign is about coordinating effectively all your activities and ensuring visibility. Here you can find a work plan sheet that can help you organise all your activities, including the social media campaign.

[International Dates and other important dates (project launching etc.)]

Date	Country/ EU Focus	Platform	Content Type	Message	Language(s)	Status
					EN, FR, DE	Scheduled

Template 4. Social media calendar

Date	Platform	Topic	Content type	Owner	Status	Hashtags	Notes
Eg.10/12	Instagram	Human Rights Day	Picture	Communication Officer	Scheduled	#Human Rights	Tag Stakeholder X
			Carousel				

Template 5. Work plan sheet

Activity	Description	Start Date	End Date	Owner	Status	Notes
Campaign Kickoff		1/1/25	2/1/25	Campaign coordinator	Completed	Tag stakeholders
Creative Development	Eg. visuals, write copy, logos, banners					
Content Scheduling	Draft posts, info graphics					
Media Outreach	Press release	Not Started	
Monitoring & Reporting		Collect partners reports
Roundtable	Online roundtable on fundamental rights	Ongoing	Sign interpretation needed
...						
...						

Template 6. Budget calculations

➡ Tip: Budget smart and set realistic goals

DATE	ACTIVITY	CATEGORY	EST. AMOUNT	ACTUAL AMMOUNT	FUNDING	NOTES

TOTAL BUDGET	
TOTAL EXPENSES	

Template 7. Event checklist

While organising an event regardless of if it is a conference or training, making a list will help you stay on track and deliver high quality activities.

Event Checklist

- Decide activity
- Define your target audience and KPIs
- Identify topic
- Decide on modality and identify venue
- Develop coms materials (invitation, post etc.)
- Identify speakers
- Disseminate coms materials
- Confirm Participation
- Implement the activity
- Receive feedback

Notes
logos and disclaimers in place, double check accessibility, certifications?

Template 8. Task allocation for team coordination

Task	Assigned to	Due Date	Status
Theme			
Identify speakers			
Book venue			
...			
...			

Template 9. Roadmap of activities

Running a campaign for fundamental rights across Europe requires good coordination and collaboration among partners. Sharing a common understanding of what is happening, where, how and why, will be beneficial.

Target Group	Ex. CSOs	Rights defenders	Legal practitioners	Public
Timeline	Month I- Month VI	Month I- Month VI	Month I- Month VI	Month I- Month VI
Country x	(Online - Roundtable) Fundamental rights in perspective: challenges in the inclusion of persons with disabilities Envisaged number of participants: 10 participants			
Country y		(Hybrid-workshop) The Role of Rights Defenders in xx: Using the EU Charter for HRIA and Combating Discrimination. Envisaged number of participants: 5-7 participants		
....				
....				
....				

Step 7 Evaluate, monitor and level up your game

Measuring communication activities and communication campaign impact can be complex. Communication products and their impact often take time to show. Assessing results only during or immediately after a campaign might not capture their full influence. Changes in awareness, practice and behaviour, especially around topics such as fundamental rights, are difficult to measure. There are different factors which contribute to change, including contextual elements, politics, parallel or joint communication activities, etc.



Nevertheless, monitoring and evaluation (M&E) are essential to understand progress, learn, and improve strategy.

it is important to set specific KPIs at the beginning of the campaign along with other indicators, for example number of activities, etc., to have measurable goals and to be able to reflect on them

Daily / regular monitoring is needed through social media analytics to support informed decisions in the planning and implementation process. Review and evaluation are key not just to assess the outcome of activities but also the overall impact of your work. Combining diverse approaches that consider quantitative and qualitative data will strengthen your understanding.

Examples of Methods.

Quantitative Methods	Qualitative Methods
Surveys	FGDs - ask their opinion on different stages of the campaign
Social media analytics - Track metrics	Observation - Observe behaviour and participation in the campaign
Media and community engagement monitoring	Content analysis - consult an expert Assess how the campaign was discussed by your audience

Monitoring and evaluation should take place in different stages, so it can be a tool to better understand and level up your campaign. Your monitoring can take place a short/mid-term and long/final-term basis. It depends on how long your campaign will last but it is advisable to reflect every quarter of activities.

Questions that you can reflect on:

Short/mid-term evaluation

Final/long term evaluation

	Activities	Campaign impact
<p><i>Successful implementation? Expectations met? Need to change tactics? New opportunities?</i></p> 	<p><i>Were KPIs and targets achieved?</i></p> <p><i>What were the main success and failure factors?</i></p>	<p><i>Are there lasting changes in awareness, engagement, or cooperation? What lessons can be applied to future campaigns? Any Lessons learned? EU Charter of Fundamental Rights is cited more or less?</i></p> <p><i>Is there improved / enhanced awareness on fundamental rights</i></p> <p><i>Is there improved / enhanced cooperation with stakeholders? Has relevant funding increased?</i></p>

Template 10. Targets groups, instruments and expected results table

Target Group	Channels	Minimum Attendees	KPI Measure	Expected Results

Get inspired by FAIR project.

FAIR Infographics about the EU Charter.

Through the surveys and focus group discussions, the FAIR project identified a clear need for accessible, easy-to-understand information about the history and scope of the EU Charter of Fundamental Rights. The need of knowing which institutions and organisations responsible for protecting and promoting fundamental rights in each country was also evident.

In response, FAIR developed a series of infographics on the EU Charter, available in English and national languages, and shared information about key actors who provide counselling, receive complaints, and, in some cases, offer direct support to individuals who believe their fundamental rights have been violated or are at risk.

SCOPE OF APPLICATION OF THE EU CHARTER

Core Principle: "United in Diversity"
Reflecting the EU's foundational values, this principle highlights the Union's dedication to promoting inclusion and safeguarding individuals from rights violations and discrimination—regardless of background—within the scope of its legal and institutional framework.

- How is the Charter's scope of application defined in the Treaty and the Charter itself?
- What is the scope and the implications for deriving fundamental rights from the Charter in practice and also in the context of the Charter's implementation?
- How is legal protection for fundamental rights ensured, pursuant to Article 47 of the EU Charter and national constitutional provisions?
- What is the role of the Charter in the context of national law and the EU legal order?

SCOPE OF APPLICATION OF THE EU CHARTER

Frequently Cited Rights in EU Charter Jurisprudence

Art. 21 (Non-discrimination): Provides fundamental rights based on a wide range of grounds, including race, ethnic origin, religion or belief, disability, age, and sexual orientation.

Art. 18 (Right to free movement): The Charter of Fundamental Rights is a cornerstone of the EU legal order, guaranteeing the right to free movement within the territory of the Member States.

Art. 47 (Right to an effective remedy and a fair trial): The Charter of Fundamental Rights is a cornerstone of the EU legal order, guaranteeing the right to an effective remedy and a fair trial.

Art. 3 (Right to life and physical integrity): The Charter of Fundamental Rights is a cornerstone of the EU legal order, guaranteeing the right to life and physical integrity.

Art. 7 (Respect for private and family life): The Charter of Fundamental Rights is a cornerstone of the EU legal order, guaranteeing the right to respect for private and family life.

SCOPE OF APPLICATION OF THE EU CHARTER

WHO UPHOLDS FUNDAMENTAL RIGHTS UNDER THE EU CHARTER?
A range of actors contribute to the implementation, interpretation, and protection of Charter rights:

- EUROPEAN COURT OF JUSTICE (ECJ)**: Interprets and ensures the Charter is applied consistently across all EU law.
- EUROPEAN OMBUDSMAN (EU Ombudsman)**: Investigates and reports on maladministration in the actions of EU institutions.
- EUROPEAN COMMISSION**: Proposes and ensures the Charter is implemented in EU law.
- EUROPEAN COUNCIL**: Represents the interests of the Member States and ensures the Charter is implemented in EU law.
- EUROPEAN PARLIAMENT**: Represents the interests of EU citizens and ensures the Charter is implemented in EU law.
- EUROPEAN COURT OF HUMAN RIGHTS (ECtHR)**: Protects fundamental rights and ensures the Charter is implemented in EU law.

THE EU CHARTER OF FUNDAMENTAL RIGHTS A TIMELINE OF RIGHTS

ORIGINS

- 1948: Universal Declaration of Human Rights (UDHR) adopted by the UN General Assembly.
- 1950: European Convention on Human Rights (ECHR) signed by 4 European states.
- 1968: Declaration of Fundamental Principles of the Charter of Fundamental Rights adopted by the Council of Europe.
- 1993: Charter of Fundamental Rights of the European Union adopted by the European Council.
- 2000: Charter of Fundamental Rights of the European Union adopted by the European Council.
- 2007: Charter of Fundamental Rights of the European Union adopted by the European Council.
- 2009: Charter of Fundamental Rights of the European Union adopted by the European Council.

IMPLEMENTATION MILESTONES

- 2010: Charter of Fundamental Rights of the European Union adopted by the European Council.
- 2011: Charter of Fundamental Rights of the European Union adopted by the European Council.
- 2012: Charter of Fundamental Rights of the European Union adopted by the European Council.
- 2013: Charter of Fundamental Rights of the European Union adopted by the European Council.
- 2014: Charter of Fundamental Rights of the European Union adopted by the European Council.
- 2015: Charter of Fundamental Rights of the European Union adopted by the European Council.
- 2016: Charter of Fundamental Rights of the European Union adopted by the European Council.
- 2017: Charter of Fundamental Rights of the European Union adopted by the European Council.
- 2018: Charter of Fundamental Rights of the European Union adopted by the European Council.
- 2019: Charter of Fundamental Rights of the European Union adopted by the European Council.
- 2020: Charter of Fundamental Rights of the European Union adopted by the European Council.

LEGAL STATUS

- The Charter is a legally binding instrument that sets out the fundamental rights that must be respected by both the EU and its Member States when implementing EU law.
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SCOPE OF APPLICATION OF THE EU CHARTER

The Charter of Fundamental Rights applies in the following contexts:

THE CHARTER OF FUNDAMENTAL RIGHTS APPLIES IN THE FOLLOWING CONTEXTS

- EU Institutions**: The Charter applies to the European Commission, the European Council, the Council of the European Union, the European Parliament, and the Court of Justice of the European Union.
- EU Member States**: The Charter applies to the Member States when they are implementing EU law.

WHO FALLS UNDER THE EU CHARTER'S PROTECTION?

- EU Citizens**: The Charter applies to all EU citizens.
- Persons in the EU**: The Charter applies to all persons who are in the EU territory.
- Legal Persons**: The Charter applies to legal persons, such as companies and associations.

Rights in Real Life social media campaign

“Rights in Real Life” is the FAIR social media campaign designed to make the EU Charter of Fundamental Rights comprehensive, relatable, and accessible for everyone.

The campaign demonstrates how the Charter protects people in everyday situations.

The campaign consists of **10 Instagram carousel posts**, each following the same recognisable format:

Slide 1: A real-life situation (“If this happens...”)

Slide 2: The right that protects you (“Your right is...”)

Slide 3 (final): Call to action (Know your Rights. Use Them, Protect your Future).

Each post is accompanied by a short, engaging caption that explains the scenario in plain language and explains how the relevant EU Charter provision can protect EU residents.

Topics covered

The 10 carousels address issues people face in daily life, such as:

1. Workplace discrimination (art. 21)
2. Data protection and online privacy (art. 8)
3. Freedom of expression (art. 11)
4. Access to healthcare (art. 35)
5. Right to a fair trial (art. 47)
6. Fair working conditions (art. 31)
7. Right to asylum (art. 18)
8. Respect for family life (art. 7)
9. Right to education (art. 14)
10. Workers’ rights and union action (art. 27/28)

Objective

Make EU fundamental rights known and understandable.

Show people that rights are not abstract theory; they protect them here and now.

Build recognition and engagement with a consistent visual identity (#RightsIRL).

Why it matters

By presenting rights in simple, real-world scenarios, the campaign helps people to:

- Recognise when their rights may be at risk.
- Understand that protection exists at the EU level.
- Feel empowered to defend and claim their rights.

Rights in Real Life Campaign examples:

Rights in Real Life: Respect for private life (Art.7)

Rights In Real Life
A simple way to turn into your rights with the EU Charter of Fundamental Rights

If your employer installs cameras or tracking software to monitor you constantly, even during breaks or private messages

YOUR RIGHTS ARE:
Respect for private life and communications (Art. 7)

Article 7 - Respect for private and family life
Everyone has the right to respect for his or her private and family life, home and communications.

KNOW YOUR RIGHTS USE THEM PROTECT YOUR FUTURE

FAIR-PROJECT.ORG FAIR

Rights in Real Life: Non-Discrimination (Art 21)

Rights In Real Life
A simple way to turn into your rights with the EU Charter of Fundamental Rights

If at a job interview you're asked: "Do you plan to have children soon?"

YOU ARE PROTECTED BY THE RIGHT TO:
Non-discrimination (Article 21).

Art 21 - Non-discrimination
1. Any discrimination based on any ground such as sex, race, colour, ethnic or social origin, genetic features, language, religion or belief, political or any other opinion, membership of a national minority, property, birth, disability, age or sexual orientation shall be prohibited.
2. Within the scope of application of the Treaty establishing the European Community and of the Treaty on European Union, and without prejudice to the special provisions of those Treaties, any discrimination on grounds of nationality shall be prohibited.

KNOW YOUR RIGHTS USE THEM PROTECT YOUR FUTURE

FAIR-PROJECT.ORG FAIR

Rights in Real Life Asylum (Art 18)

Rights In Real Life
A simple way to turn into your rights with the EU Charter of Fundamental Rights

If you flee your country because of war and ask for protection at an EU border

YOUR RIGHT IS:
Asylum (Art. 18)

Article 18 - Right to asylum
The right to asylum shall be guaranteed with due respect for the rules of the Geneva Convention of 28 July 1951 and the Protocol of 31 January 1964 relating to the status of refugees, and in accordance with the Treaty establishing the European Community

KNOW YOUR RIGHTS USE THEM PROTECT YOUR FUTURE

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