

Bel Gelijk – motivating people to call for help if they feel discriminated against

Best practice example of awareness-raising activities in Europe

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The activity "*Discrimination? Call immediately!!*" consists of a nationwide publicity campaign, a telephone hotline (with the possibility of 'letterkiezen' (dialling by alphabet): 0900-BEL GELIJK or 0900 - 2354354 (dialling by number)) and a website (www.gelijk.org). People are invited to call the hotline and/or to visit the website in order to report cases of discrimination. Callers will be immediately connected with the nearest Anti Discrimination Bureau, from which they receive support and/or information or are referred to the Equal Treatment Commission and expertise centers. To this end the Anti Discrimination Bureaus will work together with the Equal Treatment Commission and the expertise centers on the different discrimination grounds in this activity. Aim of the activity is to raise awareness of and attention to the importance of equal treatment and the organisations that can help people in the combat against discrimination. With this activity the Dutch government wants to contribute to raising awareness and supporting efforts to combat discrimination on grounds of racial or ethnic origin, religion or belief, disability, age, sexual orientation, political orientation, sex, nationality, marital status, working hours and temporary contract in different ways (the grounds of the new community directives on equal treatment and the already existing Dutch equality laws together. The activity "Discrimination? Phone right away!" will point out the possibility of reporting cases of discrimination not only by (potential) victims of discrimination, but also by people who witness discrimination in their surroundings.

The emphasis of the presentation will be on the structure on which the actual campaign is based, the role of the government and the means by which the aim of motivating people to call for help will be realised.

Ministry of Social Affairs and Employment, Directorate of Industrial Relations

One of the tasks of the directorate of Industrial Relations of the Ministry of Social Affairs and Employment is to develop legislation and policies on equal treatment and non-discrimination. In relation to the European Action Programme to Combat Discrimination the Ministry of Social Affairs and Employment cooperates with the other ministries concerned to initiate, promote and support several awareness-raising activities on the combined discrimination grounds as well as on separate grounds. In doing so the ministries stress the importance of the different NGO's working in the field of non-discrimination and equal treatment. The coordination and execution of the present campaign "Bel gelijk!" has been given to RADAR (Anti-Discrimination Office in Rotterdam) as a member of the National Association of Anti-Discrimination Offices.

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