



**erinevus  
rikastab**

## **Diversity Enriches campaign**

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Riga, 28.11.2012

## **Background**

- Campaign started in 2010 and continues up to now
- Goal: Promote equal treatment and raise awareness in Estonia
- Funded by yearly actions funded by the European Union's PROGRESS programme, Estonian Ministry of Social Affairs, Tallinn University of Technology



## Activities

- Newspaper inserts (circulation ca 40 000 copies) on LGBT, Disability, Age
- Film programmes with Black Nights Film Festival and tARTuFF (in 2010 and 2011)
- Diversity enriches weeks in Tallinn and Tartu in 2012 (film programme, concert and activities)
- Conferences on equal treatment in general (2010), LGBT (2011) and Diversity in business (2012)
- Studies on attitudes towards LGBT, older aged persons
- Handbook on Equal Treatment Act



## Activities 2

- Exhibitions on LGBT: Untold Stories at Tallinn Art House, Berlin-Yogyakarta (translated to Estonian and Russian, also available online at <http://www.erinevusrikastab.ee/berlin-yogyakarta>)
- TV programme in 2011 and radio programme in 2012
- Facebook page with 4047 “Likes”
- Launch of the Diversity Charter in Estonia in November 2012 and accompanying actions
- Outdoor campaigns on (racism and homophobia in 2010, LGBT and disability in 2011, Business Case for Diversity 2012)

## Outdoor campaign in 2010

- Aim: make people think about equal treatment and diversity
- Posters in bus-stops
- Huge amount of feedback, lots of coverage and opinion articles in the media (mostly positive), a lot of discussion (the main discussion topic in the Estonian society for a few weeks).
- Media focused on LGBT and homophobia, not racism.
- Supported also by TV ads.



**AGA KUI  
SINU VENNANAININE  
ON MUSTANAHALINE?**

**erinevus rikastab**

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The poster features a large, bold title in Estonian: "AGA KUI SINU VENNANAININE ON MUSTANAHALINE?" (But what if your wife is black?). Below the text is a stylized illustration of a woman's face, split into two halves: one black and one white. The background is composed of colorful geometric shapes in shades of orange, yellow, pink, and green. At the bottom, there are logos for the European Union, the Estonian Government (Sotsiaalministeerium), the Estonian Human Rights Centre, and the Estonian Equality Institute (Erinevus Rikastab).



## Outdoor campaigns in 2011

- Specific campaigns for LGBT and disability.
- LGBT campaign: show that sexual orientation and gender identity is just one aspect of a person. Few huge billboards.
- Disability campaign: make people look past the disability and see the person behind it. Bus-stop posters.
- Campaigns received also a lot of discussion topics, disability campaign was criticised more.

## LGBT campaign posters



Erki Pehk:

**POEG, AUTOHULL, DIRIGENT,  
KASSIINIMENE, VÕROKAS,  
FESTIVALI JUHT, **GEI.****

TALLINNA TEHNILISE KOOLA  
SOTSIAALTEHNIKUM



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## LGBT campaign posters



Lisette Kampus:

**TÜTAR, ÕDE, SÕBRANNA,  
FOTOGRAAF, JALGPALLUR,  
TÖÖKAASLANE, **LESBI.****

TALLINNA TEHNILISE KOOLA  
SOTSIAALTEHNIKUM



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## Impact of the campaigns

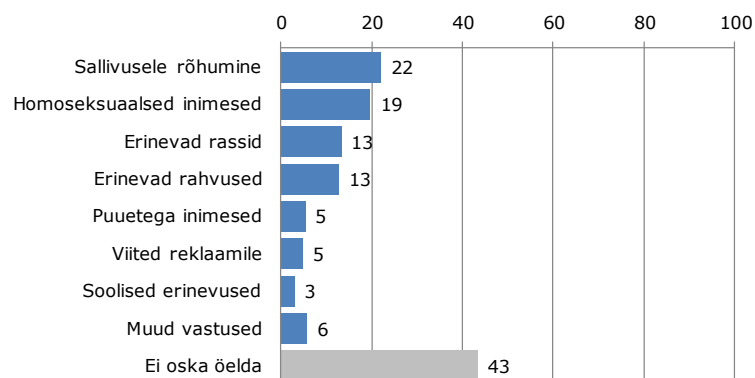
- In June 2012 we conducted a poll on attitudes towards LGBT people.
- We also asked about the impact of our campaigns:
- The campaign reached  $18\% \pm 2,4\%$  of 15-74 population aged between 15-74, so ca165 – 214 thousand inhabitants in Estonia.

## Impact of the campaigns

- Best reached were 20-29 year olds, people with higher education, entrepreneurs, managers, top officials, top and midlevel specialist, officials, South-Estonians and people living in cities, as well as those speaking Estonian.
- Worst reached were: 50-59 year olds, skilled and simple workers, retired persons, North-Estonians and North-East Estonians, people from small cities, villages and those speaking Russian.

## Keywords

Joonis 20. Märksõnad kampaaniast „Erinevus rikastab“ (% , n=216, on näinud kampaaniat)





austame  
erinevusi.ee

**ERINEVUS  
ANNAB EDU!**

Kaubamaja, edukas ettevõtte Eestis 2012

TEHNIKAKOOL  
EUROOPA  
sotsiaal

**Thank you!**

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