

TOGETHER FOR RIGHTS

#EUDisabilityRights #UnionOfEquality

MEDIA BACKGROUNDER

1. What is the 'Together for Rights' campaign?

'Together for Rights' is an initiative of the European Commission to promote the rights of persons with disabilities. European Commissioner for Equality, Helena Dalli, leads the campaign and the [Directorate-General for Employment, Social Affairs](#) and Inclusion carries it out.

It is part of the European Commission's [Strategy for the Rights of Persons with Disabilities 2021-2030](#), published in March 2021.

The campaign is organised around six themes that address separate issues related to the rights of persons with disabilities. It will be rolled out online until March 2023 in partnership with 27 citizens ('Champions') from across the EU who live with different disabilities.

2. Why did the European Commission launch this campaign?

Everyone should be free from discrimination and able to enjoy their rights in a Union of Equality. Persons with disabilities have the right to fully participate in all areas of life, as does everyone else.

Despite progress in many areas, persons with disabilities still face considerable barriers in access to healthcare, education, employment, leisure activities and participation in political life. Schools or workplaces, infrastructures, products and services, or information – are not all accessible to persons with disabilities.

The challenges are even more significant for women with disabilities, persons with disabilities who live in institutions, persons with disabilities from minority groups and refugees with disabilities.

The campaign aims to draw attention to the fact that persons with disabilities have an inherent right to live independently, go to school, have quality jobs, travel, etc. And they should be able to exercise those rights fully and equally across the EU and beyond.

This issue is a concern for society as a whole. Our message is that we must work together to make sure persons with disabilities enjoy equal rights and opportunities.

3. Who is involved in the campaign?

The campaign has been developed in consultation with European disability stakeholders, including the [European Disability Forum](#) and the [European Association of Service Providers for Persons with Disabilities](#) and their members. It is an initiative of the Directorate-General for Employment, Social Affairs, and Inclusion of the European Commission (DG EMPL).

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The European Commission has also joined forces with 27 citizens ('Champions') from across the EU who live with disabilities to help spread the word. They will do so by sharing their perspective on how we can work together to make sure persons with disabilities enjoy equal rights and opportunities.

4. Who are the campaign 'Champions'?

The Champions are 27 European citizens living with different disabilities (physical, mental, intellectual or sensory), each representing their country in the campaign context. The Champions have significant influence in their respective communities and are equality and inclusion activists in their own right. You will find the profiles of each Champion in the media toolkit (in English and 23 languages), as well as their profile photos you can use free of charge.

5. What are the rights at stake? What themes will the campaign explore?

Between July 2022 and March 2023, the campaign will shine a light on six themes which correspond to key policy areas of the Disability Rights Strategy:

1. Introduction to the Strategy at large (incl. the [European Disability Card](#))
2. Equal access and non-discrimination in culture, leisure and sports
3. Equal opportunities in employment, skills and education (supporting the package to improve labour market outcomes for persons with disabilities)
4. Independent living, de-institutionalisationⁱ, and access to services in the community (including housing)
5. Right to vote
6. Accessibility (incl. the new AccessibleEU initiative)

6. Can I arrange interviews with the European Commission and/or the campaign Champions?

Yes, it's possible. Please contact our media team for an interview or quote requests: Frederique Luca at media@togetherforrights.eu or +32 2 235 5678.

7. Where can I find more information about the campaign and the Strategy for persons with disabilities?

For additional information on the campaign, please visit our website: <https://ec.europa.eu/together-for-rights>

You can download the campaign leaflet/factsheet here: <https://ec.europa.eu/social/main.jsp?catId=1579&langId=en>

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On the media page of the campaign website, you will find a media toolkit with materials for your use, including the profiles and photos of the campaign Champions (in 24 languages). You can find it here. <https://ec.europa.eu/social/main.jsp?catId=1558&langId=en>

For additional information on the European Commission's Strategy for the Rights of Persons with Disabilities, please see below:

- Communication: [Union of Equality: Strategy for the Rights of Persons with Disabilities 2021-2030](#)
- Easy-to-read version: [Strategy for the rights of persons with disabilities 2021-2030](#)
- Press release: [Strategy for the Rights of Persons with Disabilities 2021-2030](#)
- News in easy-to-read: [The European Commission puts out a new strategy to protect the rights of persons with disabilities](#)
- [More information on EU initiatives for persons with disabilities](#)

If you don't find what you are looking for, please contact our media team: Frederique Luca at media@togetherforrights.eu or +32 2 235 5678.

ⁱ *De-institutionalisation: The term refers to the transition from institutional care to services providing support in the community.*