

## Protecting migrants from hate speech and discrimination: what role does advertising play?

Side-Event at the International Migration Review Forum  
20 May, 13h-14h New York time  
Online (MS Teams)

### *Background*

The UN Global Compact for Safe, Orderly and Regular Migration included for the first time the role of ethical advertising in confronting intolerance, xenophobia, racism and other forms of discrimination towards migrants. In its Objective 17 it commits States and stakeholders to invest in ethical reporting standards and advertising and to promote independent, objective and quality reporting of media outlets, including internet-based information.

The inclusion in the GCM of the nexus between advertising and the global information environment is crucial. Advertising funds the media, publishers, broadcasters and big tech. In 2021 the global advertising spend was estimated at \$780 billion. It is expected to hit \$1 trillion by 2024. Advertising funds quality journalism and objective reporting on migration but it also – usually inadvertently - funds the intolerance, xenophobia and racism called out in the GCM. Estimates from NewsGuard and Comscore suggest that \$2.6bn in advertising revenue is financing online sources of disinformation and extremism each year.

Not surprisingly, harmful narratives are flourishing. The Conscious Advertising Network’s researchers and partners have found advertising funding ‘pre-genocidal’ content on Indian websites, incitement to violence against migrants in the comments sections of many UK and US mainstream media titles and countless examples of hate and conspiracy theories about migrants on the big tech platforms, all funded by advertising. Conspiracy theories such as the “Great Replacement Theory” have flourished in extremist and even more mainstream media ecosystems. The perpetrator the massacre in Christchurch, New Zealand entitled his manifesto ‘The Great Replacement’ and etched onto his gun the chilling statement ‘Here’s your migration compact’.

The UN’s human rights mechanisms have expressed their concerns. The Special Rapporteur on Freedom of Expression has noted a growing “information disorder”, that disinformation tends to thrive where human rights are constrained, and where media quality, diversity and independence is weak. The Special Rapporteur on Minority Issues reports that minorities such as migrants or religious minorities are overwhelmingly the main victims of hate and incitement to violence and discrimination. On the linked issue of climate change, the recent report of the Independent Panel on Climate Change highlighted that misinformation about climate science has sowed uncertainty, and impeded recognition of risk, noting the likelihood that this could jeopardise climate action and weaken public demand for mitigation and adaptation measures.

The Conscious Advertising Network (CAN) is a voluntary coalition of over 150 private sector and civil society actors set up to highlight, monitor and defund disinformation and harmful narratives against migrants and minorities and to promote quality journalism and media. UN Human Rights and CAN are working together to assist the human rights community to understand the constraints faced by advertisers and to help the advertising community understand the human rights impact of what they do, and together to point the way to principled responses.

## *Description of the Side-event*

### *Format*

This side event will bring together brands, advertising agencies and adtech along with human rights experts to ask questions that will include

- What will it take to implement Objective 17 of the GCM in full?
- How do we avoid bankrolling media content which leads to disinformation, discrimination and violence? How can we support quality journalism?
- Do we need a 'Paris Agreement' on disinformation and hate?

The event will take place in English.

[Register here.](#)

### *Draft agenda*

<b>Date</b> <b>Time: 13h (New York)</b> <b>Venue: Online MS Teams</b>	
5 minutes	<b>Opening Remarks/Moderator</b>  Pia Oberoi, UN Human Rights Office
40 minutes	<b>Panel discussion on how big brands and the human rights community can work together to confront disinformation and reshape narratives</b> <ul style="list-style-type: none"> <li>• Jake Dubbins, Co-Chair, Conscious Advertising Network</li> <li>• Amir Malik, Managing Director, Accenture Song</li> <li>• Jerry Daykin, Vice-President Head of Media, Beam Suntory</li> <li>• Amy Williams, CEO, Good Loop</li> </ul>
10 minutes	<b>Discussion / Q&amp;A</b>
5 minutes	<b>Closing Remarks</b>