C4I: Lessons from the Process Evaluation

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Objectives of the Process Evaluation

- To understand why C4I campaigns evolved in different ways, and to learn from that;

- To explore the challenges encountered, and the reasons behind them;

- To reflect on the C4I processes and to provide ongoing feedback and a final conclusion on management.

'Anti-Rumours': Effective hook, a complex reality

- An 'Anti-rumours' Campaign:
  - Avoid labels of 'racist', prejudiced' etc.
  - Catchy for media and the public;
- BUT needs careful managing for positive results.
- 'Rumours': *unverified inter-personal serial communication.* Core part of our interaction!
- Rumours cannot be *stopped;* They can be rendered *harmless,* or even *benign:* They can *enrich public knowledge*.

Bad Rumour to Good Rumour.

1. 'Interrupt' the flow;
2. Enable reflection on content and source;
3. Insert honest, verified, transparent information;
4. Re-establish the flow.

This is what C4I Partners have been doing, at the level of practice.

Diverse C4I City Challenges: Lessons for Others

- Situate strategy in City history & context

- Build core stakeholder network on existing strengths

- Define focus: Anti-rumours, Inter-Cultural, or both?

- Core 'Agent' Training: Who, Why, What comes after

- Managing Media: From the start

- Sustainability of C4I in practice

C41 Management.

- Effective dedicated management and communication, leading to strong programme and local team spirit;

- Very strong *personal* and *professional commitment* to C4I goals, leading to high motivation & creative solutions;

- Key message for other C4I cities is how to draw on, and recreate, that.

Conclusions

- Well managed, creatively and flexibly implemented programme by dedicated teams;

- Vital for any future C4I Action that the learning is fully documented and supported;

- Interaction with other C4I Cities will be a key to successful replication or expansion.