

C4i AMADORA CAMPAIGN

Background

Created on September 11, 1979, the **Municipality of Amadora** extends over an area of 23.79 km². The Municipality of Amadora fits in Lisbon Metropolitan Area (LMA), making land borders with the Municipalities of Lisboa, Oeiras and Sintra. This city was the first to be created after the April 25, 1974. Currently, the Municipality is composed of 6 districts: Águas Livres, Alfragide, Encosta do Sol, Falagueira-Venda Nova, Mina de Água e Venteira. According to final figures of *Census 2011*, Amadora has 175,136 inhabitants, making it the fourth most populous city in Portugal and is the municipality with the highest population density in the Country. The population with foreign citizenship has increased 33% in a decade and represents 10% of Amadora population in 2011.

Amadora is a multicultural city with great attractiveness for many citizens around the World. Brazilian community has the largest increase between 2001 and 2011 (from 7% to 22%). 60% of the foreign population living in the city is from *PALOP* (African Countries where Portuguese is the Official Language), 7% of the foreign population are from other European Union countries, 5% are from other countries in Europe, 4% are from other countries outside Europe and another 4% are from other African countries not integrated in *PALOPs*. Women represent 52% of foreign residents in the city. The average age of the resident foreign population in Amadora is 33 years - younger than the Portuguese population.

The concentration of foreign population in some neighborhoods, linked to poor living conditions, is largely a result of low education both responsible for unemployment and precarious employment. These facts contribute to the creation of a negative image, whether engaging in these territories, despite the effort that the Municipality of Amadora has done to make the allocation of adequate housing, retrain the public space and providing social support in conjunction with the various public and private entities. For these "excluded" areas of the urban network also converge nonprofit organizations whose role is fundamental in supporting the population and whose contribution is considered invaluable in working together to be developed.

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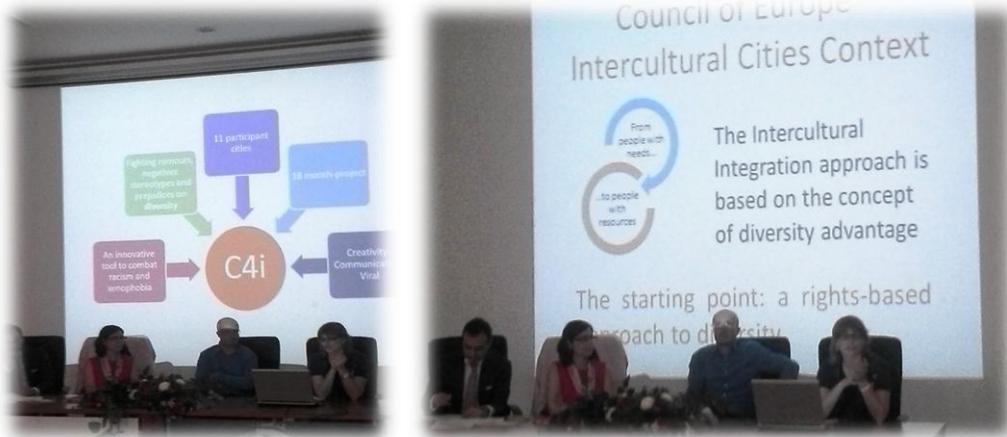


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This reality was expressed in the workshops with C4i Consultants Project, Gemma Pinyol and Daniel Torres, under the Business Engagement & Campaigning Consultant, on 15 and 16 May 2014.

The program of the visit included a meeting with Ms. President, Aldermen and C4i Team, workshops to present the project to the Local Social Network (CLAS) and workshops for a first identification of rumors and prevailing stereotypes in Amadora, with the collaboration of local organizations and employees of the Municipality.

The initial work session happened at the presentation of the C4i Project in the 57th Plenary Session of the Local Council for Social Action of Amadora. In this session attended 43 local partner organizations (46 representatives) that were aware of the main objectives of the Project as well as the methodology for the elimination of Barcelona rumors. There was an opportunity to clarify questions about the Project and partners could exchange views on possible campaigns and disseminating agents of the same within the local community (e.g.: Comic Festival, advertising campaigns through sugar packets, proximity interventions of the various local partners).



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In the workshop of May 15, there was the participation of 11 local authorities (12 representatives) and, on May 16, attended 6 local authorities (20 representatives, mostly employees of the City of Amadora).

The two workshops allowed the identification of rumors about Amadora particular negative aspects (e.g.: violent city with many robberies, crime), positive aspects (e.g.: good accessibility, Comic Festival) and aspects related to the immigrant population (e.g.: crime, violence and dependence on subsidies), as shown in the tables below.



RUMOURS (1st approach) - May 15, 2014

ABOUT AMADORA

At this moment there aren't clearly negative ideas about the City, unlike 10 years ago (e.g. : Cova da Moura):

- * Importance of media;
- * It doesn't exist the dissemination of good things, not in the same way that there is of the negative things;
- * Suburbia County;
- * Crime.

People outside Amadora have the idea that there is a lot of violence in the City.

It is a very dangerous city because of the large number of immigrants – *Living in Amadora is like living in Africa. There are only black.*

The rumors may vary by Neighborhood:

- * Vandals;
- * Trafficking;
- * Do not want to work (cross);
- * Live subsidies.

Rumors vary across social groups:

- * *I work and do not get the subsidies they receive!*
- * Fear of being robbed.

Positive Rumors:

- * Buraca Som Sistema (Musical Band);
- * Comics Festival.

ABOUT IMMIGRANTS

- * Neglectful families in childcare;
 - * Subsidy-dependent: *They do not want to work;*
 - * Tendency to crime ;
 - * People with a tendency to solve problems by resorting to aggression and violence;
 - * Intellectuality undeveloped with a tendency for professions related to handicrafts;
 - * Clothing, types of musicality;
 - * Immigrants do not like working - - living on benefits;
- Immigrants are seen as major disruptive elements and generate violence (e.g.: assaults);
- * As regards the Romanian, there is a rumor that they do not want study and that they do not like working;
 - * Gypsies are racist and use this racism as self-defense.

RUMOURS (1st approach) - May 16, 2014

ABOUT AMADORA

Negative aspects:

- * Very violent, with many assaults and many marginality;
- * Half underclass and social exclusion;
- * Lack of equipment;
- * Many immigrants;
- * Many stalls;
- * Appealing except for the cheap houses and railroad track;
- * Nothing makes with good accessibility;
- * County with plenty of urban clutter / relocation neighborhoods;
- * Stigma of neighborhoods;
- * Insecurity / fear - cafes close at night, taxis do not go into some neighborhoods;
- * Social exclusion / disadvantaged;
- * Improvement of spaces and redevelopment;
- * Tents / social housing;
- * Multiculturalism (cultural diversity);
- * Crime;
- * Insecurity;
- * *Black City* some areas);
- * Land of immigrants and ethnic minorities;
- * Land of social housing and relocation;
- * Place of crime, insecure with drug trafficking and juvenile delinquency.

Positive aspects:

- * Good accessibility (train, metro, entries);
- * Festival of BD with National Impact;
- * Good schools;
- * Urban Renewal;
- * Exciting Equipment (e.g.: gardens);
- * Quality of new development with residents who came from outside the county and who are now ambassadors County;
- * Cultural Aspect (BD Festival);
- * Your own diversity / immigration history

Observation: Mass Media disclose more negative aspects.

ABOUT IMMIGRANTS

- * African Immigrants;
- * Gypsies;
- * Population living with subsidies (the beneficiary of the minimum income subside appears associated with the idea that they live at State account and they often do not work);
- * Crime;
- * Clear cultural differences / different habits (e.g.: Romanian Gypsies);
- * Immigrants / violence;
- * Children of immigrants are Portuguese;
- * Question of the second and third generations;
- * Grants;
- * Insecurity;
- * Prostitution (Brazil and East);
- * Lazy (Romanian);
- * People with low qualifications;
- * Immigrants work in cleaning or construction ;
- * Existence of duplication of social support ;
- * Immigrants are lazy;
- * Immigrants have many children.

The C4I constitutes an opportunity, through the mobilization of local organizations and involvement of the population against the stigmatization of populations and stigmatized areas and help creating a process of changing the image of the City.

Based on the evidence is possible to point out a preliminary strategy action, considering two major target groups:

I. Population residing and / or working in Amadora:

- ◆ Employees of the Municipality;
- ◆ Managers and technicians of local organizations;
- ◆ Teachers of the 1st and 2nd cycle of basic education and the respective male and female students;
- ◆ Residents.

II. Population residing outside of Amadora.

Objectives

- ◆ Contribute to the appreciation of cultural diversity and social cohesion through the deconstruction of stereotypes and rumours about immigrants and about the City of Amadora;
- ◆ Contribute to the change in perceptions, behaviours and attitudes towards immigrants and about the City of Amadora.

Activities

Considering the target groups previously reported, the strategy presented here is based on two pillars of communication, a more restricted and a more extended:

- ◆ 1st Communication Pillar - measures directed to the population residing and / or working in the County through local mapping, training anti-rumours agents and realization of the *Let's Talk Truth!* Competition;
- ◆ 2nd Communication Pillar - measures of broader scope, so intended for residents in the City and outside population through an image creation campaign, an website, an

advertising film, workshops for diversity (part of the International Festival of Comics), graphic materials (brochures, t-shirts, buttons, comic strips) and the *Pathways to Integration: The Value of the facts* Forum

The creation of an image to appear on all materials produced along the Project is one of the cornerstones of the campaign that is intended to create a sense of familiarity, facilitator of change of perception compared to immigrants and changing behavior and attitudes.

Moreover, it is intend to associate the anti-rumor campaign to one of the cultural riches of the City, referred to as a positive aspect by participants in the workshop of 15 and 16 of May as one of the positive aspects of the County, the International Comics Festival.

Also, in order to strengthen the skills of existing staff resources of authority in this area, it is anticipated the involvement of employees working on the ground in supporting immigrants and integrating the Project Intercultural Mediators in Public Services, to act as agents anti-rumors and simultaneously mobilizing the participation of the immigrant population.

Although the profitability of existing resources, it is intended, instead of proceeding to the creation of a new network of partners under the name of anti-rumor network, mobilize and build the capacity of organizations that comprise the Local Social Network existent. The first step in this direction has already occurred on days 15 and 16 May, with the presentation of C4i to the Local Council for Social Action of Amadora and other local organizations.

The Local Research will promote impact assessment of the C4i Project analysis of the attitudes of the citizens of Amadora, before and after the campaign. The Expected outcomes are associated with knowing the impact of the Project in Amadora in order to make the necessary adjustments and measure the transferability of the practice to other municipalities.

The draft strategy presented here may be subject to adjustments based on the results of the local mapping, in particular with regard to specific target groups.

The map below contains more detailed information about the campaign.

C4I - COMMUNICATION FOR INTEGRATION

C4I AMADORA CAMPAIGN

| ACTIVITY/ ACTION | MAIN OBJECTIVES | TARGET GROUP | EXPECTED OUTCOMES | INDICATORS | RESOURCES | TIMMING (Provisional) | C4i ACTIVITY |
|---|---|--|--|---|---|--------------------------|--|
| Local mapping | Identify beliefs, stereotypes and rumors about immigrants and lifting existing official statistical information and data on immigrants, aiming counter the beliefs, rumors and stereotypes concrete statistical data. | Members of local associations and other experts in the community; Technicians working directly with the population of the City; Residents of the Municipality of Amadora. | Identification of the main spread rumors about Amadora in the immigrant population | Number of interviews Number of completed online questionnaires | Local entity that performs mapping and research | Until the end of July | - |
| Communication and Dissemination – Designing the campaign and creating its image | Create an image of the campaign easily appropriated by people | Population of the City. | The population appropriates itself of the campaign and positively accepts its messages | - | Entity that performs the design of the campaign | The budget set according | - |
| Training for trainers | To promote the capacity of local key stakeholders to raise awareness of diversity, migration and integration issues | Members of local associations and other experts from the community; Technicians working directly with the population of the City ; Intercultural Mediators in Public Services. | Participants acquire tools that allow them to dismantle rumors, functioning as agents of dissemination of accurate information about immigrants | - | C4i Consultants | Until the end of July | - |
| Communication and Dissemination – Comic Stripes | Facilitate the communication of information and official statistics on the immigrant population through the use of creative tools; Contribute to the deconstruction of the | Population of the City; Population outside the City. | Short term: the population receives statistics and official information on the socio-economic context of immigration; Medium term: the population | Number of strips published | Local Coordinator; Technicians of the Municipality; Local Entity performs mapping and research. | The budget set according | Use of Comics as a way of communication, associated with the Amadora |

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| | negative image of immigrants, and in this way promote the change of perceptions, behaviors and attitudes towards immigrants and the City of Amadora | | improves knowledge about the socio-economic context of immigration; Long term: the population changes the negative behavior and attitude towards immigrants and the City of Amadora perception; | | | | International Festival of Comics event. |
| Communication and Dissemination – Online tool | Facilitate communication of official statistics and information on the immigrant population, through the use of electronic platform; Contribute to the deconstruction of the negative image of immigrants and in this way promote the change of perceptions, behaviors and attitudes towards immigrants and towards the City of Amadora. | Internet users. | Short term: the population receives statistics and official information on the socio-economic context of immigration; Medium term: the population improves knowledge about the socio-economic context of immigration; Long term: the population changes the negative behavior and attitude towards immigrants and the City of Amadora perception | Number of videos and documents published; Number of users. | Local coordinator: Technicians of the Municipality; Local entity that performs mapping and research; Entity responsible for information, documents, videos and produced works related to the theme; Online questionnaire to collect data on impressions of the initiative; | From September to the end of the Project | Creation and maintenance of website / webpage/ Social Network Pages, feeding it, particularly with the works and documents produced under the C4I. |
| Communication and Dissemination - Video with references to local realities and perceptions | Facilitate communication of official statistics and information on the immigrant population through the use of creative tools; Contribute to the deconstruction of the negative image of immigrants, and in this way promote the change of perceptions, behaviors and attitudes towards immigrants and towards the City of Amadora | Internet users. | Short term: the population receives statistics and official information on the socio-economic context of immigration; Medium term: the population improves knowledge about the socio-economic context of immigration; Long term: the population changes the negative behavior and attitude towards immigrants and the City of Amadora perception | Number of videos and documents published; Number of users. | Local coordinator: Technicians of the Municipality; Local entity that performs mapping and research; Entity responsible for information, documents, videos and produced works related to the theme; Local Entity performs mapping and research; Local Organizations; Schools. | July to the end of the project | Collection of audio and video images. |
| Campaign leaflets: Dissemination of the project; Dissemination of official information; | Promote the dissemination of the project; Facilitate the communication of information and official statistics on the immigrant population through the use of creative tools; Contribute to the deconstruction of the negative image of immigrants and in this way promote the change of perceptions, behaviors and attitudes towards immigrants and towards the City of Amadora. | Population of the City. | Short term: the population receives statistics and official information on the socio-economic context of immigration; Medium term: the population improves knowledge about the socio-economic context of immigration; Long term: the population changes the negative behavior and attitude towards immigrants and the City of Amadora perception | Number of issues; Number of leaflets distributed. | Local coordinator Technicians of the Municipality; Entity responsible for information, documents, videos and produced works related to the theme; Local entity that performs mapping and research | September until the end of the project | Image design and content |

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|---|---|---|---|--|---|---|--|
| <p>Awareness-raising – Competition Lets speak Truth!</p> | <p>Raising awareness of the importance of facts in perception, behavior and attitudes toward immigrants; Aware of the importance of perceptions behaviors and attitudes in immigrant integration; Facilitate communication of statistics and official information about the immigrant population through the use of creative tools; Contribute to the deconstruction of the negative image of immigrants, and in this way promote the change of perceptions, behaviors and attitudes towards immigrants.</p> | <p>Students of the 1st and 2nd cycle of County Amadora Schools.</p> | <p>Short-term: recognize prevailing rumors about immigrants; Receive correct information on their socio-economic situation; Actively participate in creative activities. Medium improve knowledge about the socio-economic context of immigration; Long term: change negative perceptions, behavior and attitude towards immigrants</p> | <p>Number of participating schools; Number of students; Number of teachers involved;</p> | <p>Local coordinator: Technicians of the Municipality; Local entity that performs mapping and research; Entity responsible for information, documents, videos and produced works related to the theme; Local Entity performs mapping and research; Local Organizations; Schools; Award.</p> | <p>From September until the end of the project</p> | <p>Conception of artistic material of comics under the thematic.</p> |
| <p>Awareness-raising – Workshops for Diversity as part of the International Festival of Comics</p> | <p>Raise awareness of the importance of facts in perception, behavior and attitudes toward immigrants; Raise awareness of the importance of perceptions behaviors and attitudes in immigrant integration; Facilitate communication of statistics and official information about the immigrant population through the use of creative tools; Contribute to the deconstruction of the negative image of immigrants and, in this way, promote the change of perceptions, behaviors and attitudes towards immigrants;</p> | <p>Visitors of the International Comics Festival.</p> | <p>Short-term - Participants at the International Festival of Comics that are able to: Recognize prevailing rumors about immigrants; Receive correct information about their situation; Create artwork that contributes to the deconstruction of stereotypes and rumors.</p> | <p>Number of participants; Number of works produced.</p> | <p>Local coordinator: Technicians of the Municipality; Local entity that performs mapping and research; Monitors - possible collaboration with School of Theatre and Film and other organizations.</p> | <p>From 24 October to 9 November (International Festival of Comics)</p> | <p>Workshops in various creative fields with the use of information about rumored to produce artwork on the theme.</p> |
| <p>Cultural Event Anti-rumors – Exhibition of Works</p> | <p>Raise awareness of the importance that the deconstruction of stereotypes rumors and prejudices about immigrants,</p> | <p>Visitors of the International Comics Festival.</p> | <p>Short-term - visitors become aware of the importance of combating rumors and stereotypes in promoting social cohesion.</p> | <p>Number of participants.</p> | <p>Local coordinator: Technicians of the Municipality;</p> | <p>From 24 October to 9 November (International Festival of Comics)</p> | <p>Dissemination of Good Practice under the influence of the C4i Project.</p> |
| <p>Cultural Event Anti-rumors – Exhibition Amadora We Are</p> | <p>Raising awareness of cultural diversity of the population that lives and / or works in Amadora; Contribute to the deconstruction of the negative image of immigrants; Promote the change of perceptions, behaviors and attitudes towards immigrants and towards the City of Amadora</p> | <p>Visitors of the exhibition.</p> | <p>Short-term - visitors become aware of the importance of the wealth of cultural diversity.</p> | <p>Number of visitors.</p> | <p>Local coordinator; Technicians of the Municipality; Photography and painting artists</p> | <p>November</p> | <p>Collection of photography and painting images.</p> |

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| <p>Organization of the Diversity Days – Pathways to Integration: The Value of the facts Forum</p> | <p>Stimulate the debate on the issue of rumors and their influence on the integration of immigrants; Raise awareness of the importance of facts in perception, behavior and attitudes toward immigrants; Aware of the importance of perceptions behaviors and attitudes in immigrant integration.</p> | <p>Local authorities; Non-governmental organizations; Schools, universities, social partners; Citizens of Amadora</p> | <p>Short-term: Recognize the importance of reflecting on the problem and its impact on immigrant integration; Participants respond to the assessment questionnaire; Medium and long term: Altering negative behavior, attitude and perception towards immigrants become anti-rumors agents.</p> | <p>Number of participating organizations; Number of participants.</p> | <p>Local coordinator; Technicians of the Municipality; Anti-rumor Agents; Local entity that performs mapping and research; Local organizations</p> | <p>November 11 (week before the commemoration of the International Day for Tolerance - 16 November)</p> | <p>Carrying out various activities throughout a day: Dance, Drama, Debate, etc.</p> |
| <p>Lunching event – September 11, 2014</p> | <p>Promote the dissemination of the Project - presentation to the community</p> | <p>Population of the City.</p> | <p>Short term: the population receives statistics and official information on the socio-economic context of immigration; Medium term: the population improves knowledge about the socio-economic context of immigration; Long term: the population changes the negative behavior and attitude towards immigrants and the City of Amadora perception</p> | <p>Number of participating organizations; Number of participants.</p> | <p>Local coordinator; Technicians of the Municipality; Anti-rumor Agents; Local entity that performs mapping and research; Local organizations</p> | <p>From September 11 until the end of Project</p> | |