



C4I LUBLIN CAMPAIGN

OVERVIEW

Lublin, with its population of circa 340 000, is a city with relatively small number of immigrants and foreigners, compared to all of the partner cities taking part in C4i. According to existing data, the number of foreigners living in Lublin is estimated to be around 3000 - 5000, which constitute only 0,8% - 1,4% of the city's overall population.

Located on the East of Poland and neighbouring Ukraine, Lublin focuses on Eastern cooperation and political and economic contacts with Ukraine. It is not a surprise then that the biggest group of foreigners in Lublin are Ukrainians who chose to study and/or work here. As one of major academic centres in Poland with 80 000 students each year, 5 state universities and several private colleges, Lublin actively seeks to attract foreign students who have become one of the most visible groups in Lublin. Over 50% of foreign students come from Ukraine, but there are also large groups recruited in the United States of America, Taiwan, Arab Emirates, Norway and other countries. The number of foreign students is steadily growing - Lublin is now the 3rd city in Poland when it comes to popularity among international universities' enrollees. Attracting them to Lublin is one of the city's objectives - the "Study in Lublin" programme has been launched and operates within the city, providing help both for universities and students arriving to Lublin.

Another significant group of migrants in Lublin are persons seeking or granted refugee status, as one of Polish Centres for Foreigners is located in Lublin, currently hosting around 240 persons, mostly citizens of Russian Federation of Chechen identity. It is a group generally perceived as 'not wanting to integrate' due to the fact that Poland is 'just a step for them on the way to one of the European Union countries'.

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1. OBJECTIVES

In spite of examples of migrants who choose to live and work in Lublin as well, the two abovementioned groups (students and refugee status seekers) are probably the most rooted in consciousness of Lublin citizens. Both these groups are thought to be in Lublin temporarily which makes the integration process more difficult for the hosting community ('Why should we make an effort if they leave Lublin anyway?'). This results in general indifference to migrants and their needs. According to most recent studies, most of Lublin citizens are not aware of the fact that there are foreigners living among them, do not know any of them or have any kind of social interactions with them. This is why a social awareness campaign 'Lublin 4 All' was launched at the beginning of June, aiming at informing Lubliners about local diversity through photography and interviews. The next step would be C4i campaign that should continue with the positive message about benefits of interculturality and integration, both for the host community and the migrants.

Main goals of the campaign:

- dismantling the widespread opinions (aka 'rumours'), including the one that foreigners do not want to integrate and mix with Lublin citizens. To do that, identifying rumours must be conducted in greater depth, which will allow us to find more targeted responses to beliefs and opinions of Lubliners (see → mapping and research activities)
- presenting benefits of integration to the hosting community basing it on factual data and through events and initiatives organized in cooperation with local communities in neighbourhoods, different target groups and through general communication within the project (see → project activities and campaign).
- distributing factual information about migration processes in the city regarding foreigners (online tool, leaflets, antirumour agents trainings, awareness raising workshops, activities carried out in communities; see → project activities and campaign)
- creating opportunities for encounters and interactions between various ethnic groups living in Lublin and host community, focusing on neighbourhoods usually neglected when it comes to cultural/animation activities and in cooperation with various grass-rooted organizations and local institutions (see → project activities)

2. ACTIVITIES

All the C4i campaign is divided into three types of activities:

- 1) **Mapping & Research:** includes identifying rumours and public opinion polls (first and second wave surveys), mapping local actors, stakeholders and allies and animating the process of building informal local network that will be the main partner in the campaign and project activities.
- 2) **Campaign:** designing the main communication strategy, including the message/slogan of the campaign, linking the C4i campaign to the existing strategy of communicating diversity (**Lublin 4 All | Faces of Lublin campaign**); designing visual identification of the campaign and all the communication tools (leaflets, online tool, presentations, video, internet social networking strategy and others)
- 3) **Project Activities:** all the events and activities taking place within the C4i that support the campaign and give room and opportunity to spread the message of the campaign to specific target groups:
 - *launching event* (media, City Hall officials, political and decision-making level) - press conference / working meeting for representatives of Lublin city hall and major institutions dealing with integration/foreigners policy or services)
 - *trainings of trainers* (local network representatives, local actors important when it comes to integration processes),
 - *trainings of antirumour agents* (local leaders, local network representatives),
 - *awareness raising workshops* (local communities, various target groups - youth, seniors, students, neighbours etc.);
 - cultural event (general public) and diversity days (general public, media, local stakeholders and decision-makers).

Target groups:

- 1) **General population** - through the campaign carried out in the form of cultural event, diversity days and virtual campaign that is designed to be a follow up and amplification of the **Lublin 4 All | Faces of Lublin** campaign (online tool, internet social media communication, possibly: smartphone application etc.)

- 2) **Media and local stakeholders** - it is extremely important to have media and local stakeholders on board when it comes to all communication activities. Launching event will be one to inform and form allies with both media and representatives of City Hall's departments dealing with migration issues. This will be of great help to obtain all necessary data to dismantle rumours as well (see → Appendix 1)
- 3) **Local network representatives and local organizations/institutions working for the foreigners and migrants** - in order to create a unified message and spread the C4i message with one voice it is essential not to neglect the ones that already deal with the issue (local organizations and institution working for and with foreigners and migrants). Through ToTs another group of people - members of the local network - who otherwise would not be engaged in activities related to diversity or interculturalism will be reached (see → Appendix 1)
- 4) **Various target group within local communities / neighbourhood** - youth, students, seniors etc. - these are the people that local initiatives will be carried out for, such as awareness raising workshops, local events on neighbourhood levels. They will be reached through organizations involved in local network as they are the people these organizations work with and/or for. This includes universities, too.

Expected results and outcomes:

- 1) **awareness within the general population** - because of increased 'noise' about migration and foreigners as well as messages dismantling widespread rumours, the general idea of Lubliners about the issue should improve. This will be measured with the Second Wave Survey (see → Mapping & Research)
- 2) **50 antirumour agents** within local communities trained and operating (1x ToT, 1 x multiplication training)
- 3) **1 online tool and at least 4 different campaign materials** (video, presentations, leaflets, infographics) distributed as well as widely accessible on line
- 4) media coverage of the events (press articles, invitations to events, radio and/or local tv shows etc.)
- 5) cultural events and initiatives
- 6) antirumour philosophy mainstreamed across Lublin City Hall

Resources:

- 1) mapping and research outcomes
- 2) existing data from activities carried out up to date (such as *Lublin 4 All* campaign and knowledge, *Implementoring* results and expertise of organizations and institutions cooperating with the Municipality of Lublin on everyday basis)
- 3) existing network of cooperation within institutions and organizations acting for and on behalf of migrants (support group within *Lublin 4 All* project)
- 4) support of Lublin City Hall departments (such as culture, sports, education and others) in order to add valuable actors to the local network, enabling C4i campaign to reach all assumptive target groups

3. CALENDAR

Lublin C4i project activities begun in January 2014 with formal preparation for implementing the activities and campaign. Starting June 2014, Local Network Coordinator has been employed, officially commencing all project activities: local mapping and research, identifying rumours and designing the C4i campaign.

Project will end in Lublin in June 2015. By the end of 2014 all major activities will be carried out, with the exception of those that - due to specific target group and the calendar of their activities - have to be implemented in the first month of 2015. Online tool and resources accessible online will be developed until the end of August 2014 and launched along with the launching event by September 2014. September and October is when both ToTs should take place. Awareness raising workshops and local initiatives will take place until the end of 2014.

4. INDICATORS

Impact indicators will be based on the outline provided by C4i Impact&Change Consultant, dr Kseniya Khovanova-Rubicondo and will be grouped as:

- 1) Qualitative indicators - based on direct communication with members of the local network, target groups, media, local stakeholders and others directly involved in C4i activities.
- 2) Quantitative indicators - according to methodology presented by dr Rubicondo



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ACTIVITY/ACTION	MAIN OBJECTIVES	TARGET GROUP	EXPECTED OUTCOMES	INDICATORS	RESOURCES	TIMMING	C4i ACTIVITY
Mapping & Research	Identifying rumours and perceptions / Research and data collection / Establishing communication networks / Designing draft campaign and communication strategy / Conducting First Wave Survey /	Existing networks of cooperation / local experts on integration matters / Lublin Municipality / general public	Identification of rumours / Potential partners identified and Local Network established / General idea of communication strategy and campaign message developed (including slogan of the campaign)	Meetings / workshops / group focus interviews / questionnaire interviews / report on existing data and rumours / list of Local Network participating organizations and/or institutions / First Wave Survey results report	C4i team / I researchers / Lublin4All support group&team	June - July 2014	Mapping and Research 1 st Wave Survey Awareness Raising Strategy (communication campaign)
Development of Campaign Materials / CAMPAIGN	Online tool / video / social media campaign / leaflets and factual data presenting materials (such as ppt	General population of Lublin Media Stakeholders campaign target group	A set of materials to directly address rumours, easily accessible and available to the general	Website 2 sets of leaflets Video Anti-rumours publications	C4i team / local network / graphic	Dev: by August 2014 Updating:	Campaign Material + online tool + online resources



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	presentations, app and such)	(through specific social media)	public (including cooperating institutions/organizations directing and redirecting to the official C4i materials)	(ppt, infographics etc.) Smartphone app Social networking internet channels established (Facebook, Twitter, Ask and others) Cooperation with main internet sources of information in order to direct to the official C4i campaign Number of viral messages spread (ie. Short videos, mems, pictures)	designers / online tool maintaining person	by June 2015	
Trainings / PROJECT ACTIVITIES	Training of the trainers: intercultural learning / antirumour methodology (antirumour agents)	Local Network participants Antirumour agents identified with the help of LN	3 workshops: 2 ToT workshops 1 multiplication workshop	Number of trainers who can multiply Number of Antirumour Agents	CoE Consultants C4i team	August - October 2014	Training of Trainers Local Training
C4i CAMPAIGN / PROJECT	Dissemination of campaign materials	Target group listed above	Positive perception of the campaign throught	Diversity Days organized Cultural Event(s)	C4i team Local	September 2014 -	Launching Event Diversity Days

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ACTIVITIES	during PROJECT ACTIVITIES: Diversity Days Awareness raising workshops/initiatives on local level Cultural Event Engaging local media and constantly keeping in touch with them	Lublin Raising positive attitude towards diversity Engaging more target groups into diversity discourse Engagement and support of local media Reducing number of rumours	organized Awareness raising workshops/initiatives organized Media coverage of the events and the campaign as well as diversity issues	Network Local media	June 2015	Cultural Event Awareness raising workshops	
MAPPING & RESEARCH 2 nd Wave Survey	Survey to measure impact	Target groups listed above	Evidence of impact of C4i campaign	Survey Report	Local Researcher	January 2015	2 nd Wave Survey
EVALUATION	Evaluation of all project activities and the campaign	Local Network	Final Evaluation completed	Evaluation Report	C4i consultant(s)	2015	

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