

PROJECT "C4I - COMMUNICATION FOR INTEGRATION" FEBRUARY 2015

LOURES CITY CAMPAIGN

CAMPAIGN

1. Objectives

» a primary objective is to demystify the prejudice on social housing estates and on immigrants who live there. Hence the construction of the Festival The neighborhood and the World in Municipal Urbanization Terraços da Ponte aka Quinta do Mocho.

This is one of the most known areas in Portugal for his violent and aggressive past and for being the home of many immigrants, especially african countries with portuguese as the official language, the community living in this neighbourhood came from a resettlement process that began in 1999.

» a second objective is to be able to maintain a proactive network, with the implementation of a medium / long-term strategy, building a resources manual to spread in the network, to promote the continuity and the development of actions over time.

» a third objective is to be able to reach a primary target group in the local hospital.

» the fourth objective is to reach the school-age population between 11 and 16 years

» the fifth objective is to create an internal network of debate and creation of short, medium and long term objectives within the municipal services, as they are the first face to pass the corporate image of the city

» as a sixth objective we want to put a focus on political consensus to pursuit a long term strategy

1.1. Timeline

The involvement of the Municipality of Loures is a medium/ long term initiative, because the major objective is to maintain the "C4I – Loures Livre de Rumores" project in a three year long (2014-2016), in the development of the annual work of the Municipality Unit responsible for the project - Unit for Equality and Citizenship – with specific human resources and unit budget.

2. Activities

Awareness Raising Workshop's

The aim of this awareness raising workshop's is to keep all the entities aware of the project, talking about the project and developing the project with the municipality.

The continuity depends on the continuous developed activities and ideas, thus creating a local network to work in close range, in the rumor dismantling for this theme/ development of strategies for the medium/long term in interculturalism and diversity development.

C4I Agents

The C4I/ LLR Agents training as 4 specific areas to be developed: municipal services, schools, private enterprises and local ngo's, as a form of being able to sustain the development of a local network and a quick response on the challenges towards the rumour/ myth taking by the general population.

C4I Branding "Loures Livre de Rumores" (Loures Free of Rumours)

The brand development as it's face in the naming of the project as a long term effect. Loures Livre de Rumores (Loures Free of Rumours) as a brand to be spread towards all public space and to reach out all society.

Taking the Barcelona example and developing a jars and cups distribution in all municipal offices, municipal cafeterias, local political parishes, schools will have a grand impact in making a fuss around the brand.

Developing a buses campaign with the activity's, the infographic data and diversity questions, taking into account that the bus company that works in our municipality as 370 lines, and passes trough 4 other municipality's (almost all the grand Lisbon area – Lisbon, Sintra, Odivelas, Vila Franca de Xira), with 200.000 daily passengers.

As for the Tablecloths, we followed the Sabadell proposal and we are going to put them in the municipal cafeterias (1000 meals/ daily) and with the private enterprises that will join the project (Beatriz Angêlo Hospital and IKEA).

The development of book markers and note/visit cards is a way of being able to spread the data and ideas quickly throughout the network and all the partners involved in the project.

The Break Glass Project intend to develop an awareness rising trough artistic intervention in public space. There will be designed and placed 12 break glass boxes with several objects inside of each box. There will be 4 break glass phrases (break glass in case of: prejudice, racism, racial discrimination and xenophobia) and 12 objects inside of each box (megaphone, rubber, eraser, cleaning cloth, mop, broom, tea package, volume button, stop sign, brain, heart and lollipop). Also it will be developed a pdf with a packaging design to be printed by anyone, cuted and glued, creating a viral object to be wide spread used. Another specific objective to develop is to held, in April/ May, a local video competition in all schools about the rumour issue.

Diversity/ Antirumour Political Declaration

Aimed at combating stereotypes and prejudices that hinder interaction and intercultural coexistence, and considering that respect and promotion of cultural diversity constitutes an essential basis for the development of a society based on solidarity.

Claiming that the development of democratic stability be advisable with a strategy to combat prejudice and stereotypes in public life and political discourse.

The Loures Free Declaration and Rumors presents a strategic vision, inviting the whole economic and social structure, individually and collectively to commit themselves to promoting diversity, helping to prevent ethnic cleavages, religious, linguistic and cultural identity and accepting the differences constructively democratic and based on universally shared values.

This Declaration will be presented to all local political actors as to all civil and private society to sign and respect the values printed on it.

Municipal Day for Intercultural Dialogue

Celebration of the Municipal Day of Intercultural Dialogue, performing a thematic Special Public Meeting to discuss policies for integrating immigrants. It is intended to create a moment of discussion on the integration of immigrants, the success of respected the principle of permanent cooperation between different state institutions, seeking articulate, transverse and multisectoral responses, giving particular attention to the local dimension of the host, promoting integration proximity, being essential to strengthen the alliance with civil society civil society (immigrants associations, religious organizations, etc.) institutions, enhancing their generous and flexible intervention.

themes:

- »Vote for immigrants
- »The role / support of immigrant associations
- »New limitations on the entry of immigrants in Europe
- »Religion as the integration process

C4I Antirumour Newspaper

Development of a 4 pages supplement in the local newspaper (Notícias de Loures – 15.000 newspapers distributed) with the main focus of the project, news of the project developing and 2 articles. There will be printed 2 supplements (April and July).

C4I Antirumour Facebook

Developing of a social network fuzz that links to the project developing.

To link to other projects that touches our, to present a diverse society in Loures (interviews with local migrants), infographic focus presented, videos development, resources publication, actions/ activity's, phrases and study's (local and national level) in this focus area (prejudice control – diverse/ intercultural approach).

There will be also developed A3 posters campaigns to put on schools pointing to the Loures Livre de Rumores facebook page.

Festival The Neighbourhood and the World

This festival aims to be a nationwide event on integration, diversity, intercultural, citizenship and inclusion, and to involve the entire community (individual and associative) present in target territories and will feature an eclectic program with multicultural concerts, documentary films, theater, dance and music installed in stages and cultural associations, drawings and graffiti respective training, animations on buses, etc.

This will be an event that is intended to establish an intercultural and intergenerational dialogue, promoting the integration of migrant communities, giving value to a whole social and cultural dynamics present in these territories, being the production of this festival a co-production between the Municipality of Loures and Ibisco Theatre Association.

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The festival will develop a program that is organized around meetings between residents and public, between Portuguese and foreign traditions. We want to create an event that makes the biggest events on the street and smaller events that connect the public to the community and guest artists. This Festival will bring the district and the World, which is not least, bring the world to the neighborhood.

Project continuity that is intended to have its development in the neighborhood of Quinta do Mocho (94% of foreign population), and where there is an easy speech association, sometimes indirect, between crime / insecurity and immigrant populations, which contributes to a perpetuation of the strong stigma of criminal-immigrant and immigrant-offenders.

This event aims to create a moment of national impact in the local press, and even national, who demystify everyday violence, building statements that are played, with serious consequences, in terms of basic construction of negative representations in this community.

Public Art Gallery

Developed in the Festival "The Neighborhood and the World", the importance and impact assumed by the gallery created in the artistic intervention as a motor for the shift focus intended, takes us to develop a site specific all round project, that allows us to maintain this intervention for a medium/ long term period, and also to develop site specific needs. We wish to paint 25 murals, to create an artistic residency in the neighborhood and to be able to develop ground formation for guides (youngsters living in the neighborhood) for guided tours. Also that this Public Art Gallery to be the leverage to deconstruct myths and prejudices towards this particular neighborhood, thus creating a good practice that can be replicated in other neighborhoods with the same problems.

Intercultural Lunch

Following the activity that Erlangen developed, the intercultural lunches/ meetings aims to contributed to a more effective integration of immigrants, strengthening social relations and promoting cultural diversity in the municipality. The initiative suggests

conducting a lunch through which everybody is invited to join as a group, a family or an individual, creating a single table continuous, and spaces for migrants ngo's to sell specific gastronomy from the country (if abroad) or region (if Portugal) where they came from.

This lunch will take place on May 2, Saturday, at 13:00.

There will be migrants making the Human Library, telling their life stories through the country(ies) they have passed o get to Portugal an also from their born country/ region.

Lane for Diversity to sports events

The idea is to create a lane to be held in front of sports team in each event that take place in Loures, in which each team will held this lane with the logo/ moto developed, creating a group photography, aiming to create an awareness and stimulating participation.

Skin Tone Pencil Box

A skin tones colour pencil box will be created for the development of a paint workshop in the discipline of Visual Education, in order to place the skin colour convention aside (pink colour) and implicitly creating a discussion on this topic.

C4I LOURES CAMPAIGN (TABLE I)

| ACTIVITY/ACTION | MAIN OBJECTIVES | TARGET GROUP | EXPECTED OUTCOMES | INDICATORS | RESOURCES | TIMMING | C4I ACTIVITY |
|---|---|---|---|--|--|--------------------------------|--|
| Awareness Raising Workshop's | 1. awareness 2. prejudice desmistify 3. tools/ resources | 1. enterprises 2. ngo's 3. schools 4. residents | 14 workshop's | Nr. of Workshop's | LLR/ C4I Workshop resources (BCN + Dani + Debunking + Local Research + National Research) | April 2014 » December 2015 | Meetings Presentations |
| C4I Agent's | 1. awareness 2. prejudice desmistify 3. personal commitment | 1. enterprises 2. ngo's 3. schools 4. residents | 168 Agents | Nr. of Agents | LLR/ C4I Agent Kit (4Gb pen, pencil, notebook, resources manual) | March 2015 » December 2015 | Workshop's |
| C4I Branding "Loures Livre de Rumores" (Loures Free of Rumours) | 1. awareness 2. prejudice desmistify 3. data generation | 1. main public (Municipal services, cafeterias, schools, buses, ngo's, enterprises) | Known brand materials 80 places/ 30 municipal offices 20 schools | Nr. of Places/ Materials Nr. of Jars Nr. of Tablecloth's Nr. of Posters for Buses | Jars and Cups Book markers C4I note cards Break Glass Boxes Break Glass card LLR/ C4I Posters for Buses LLR/ C4I Tablecloths | March 2014 » December 2015 | Resources distribution (network + cafeteria's + schools + buses) Brand material spread School videos competition Posters distribution |
| Diversity/ Antirumour Political Declaration | 1. political consensus 2. awareness 3. institutional commitment | 1. political party's 2. enterprises 3. main public | Political consensus in the Town Meeting | Nr. of Votes in Town Meeting Nr. of Enterprises | Political Declaration Video | April 2015 | Declaration development Political consensus |
| Municipal Day for Intercultural Dialogue | 1. awareness 2. political debate 3. public debate | 1. main public 2. ngo's 3. political party's | 100 participants 15 ngo's involved | Nr. of Participants | Exhibition Debate panel | December 2014 December 2015 | Debate Exhibition |
| C4I Antirumour Newspaper | 1. awareness 2. public debate | 1. main public | 15000 readers | Nr. of Printed/ Distributed Newspapers | LLR/ C4I Texts LLR/ C4I Data | April 2015 July 2015 | Newspaper |

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|--------------------------------------|---|---|--|---|--|-----------------------------------|---|
| C4i Antirumours Facebook | 1. awareness 2. public debate | 1. main public 2. residents | 1500 likes 200 posts 100 places with poster | Nr. of Likes Nr. of Posts Nr. of Places | LLR/ C4i facebook posters LLR/ C4i facebook markers LLR/ C4i facebook visit card LLR/ C4i Diversity interviews LLR/ C4i Net data LLR/ C4i Resources | February 2015 » December 2016 | Facebook |
| Festival Neighbourhood and the World | 1. awareness 2. prejudice desmistify 3. humanization | 1. main public 2. resident community 3. surrounding communities | 2000 participants 40 cultural/ artistic shows 3 community meetings | Nr. of Activity's Nr. of News | Local Office Cultural Programming Artistic Programming | June 2014 » October 2014 | Community Intervention (community meetings) Cultural Programming Artistic Intervention Social Intervention |
| Public Art Gallery | 1. prejudice desmistify 2. humanization | 1. main public 2. resident community 3. surrounding communities | 25 walls 30 artists | Nr. of Vitis Nr. of News | Artistic Programming Local Mapping Artistic Residency | September 2014 » December 2015 | Public Art Gallery developing Guided Tours Guides formation Gallery Mapping Artistic Residency |
| Intercultural Lunch | 1. awareness 2. prejudice desmistify 3. humanization 4. institutional commitment 5. personal commitment | 1. main public | 120 participants 20 ngo's | Nr. of Participants Nr. of Ngo's | Ngo's Public Space Gastronomy Human Library | April 2015 | Lunch Human Library Personal Relationship's |
| Lane for Diversity to sports events | 1. awareness 2. institutional commitment 3. personal commitment | 1. sports clubs 2. main public | 30 sports clubs | Nr. of Events with Lane Nr. of Photos | Lane Photographer | April 2015 | Photo with Lane |
| Skin Tone Pencil Box | 1. awareness 2. prejudice desmistify 3. public debate | 1. schools 2. main public | 25 school classes | Nr. of Workshop's Nr. of Boxes | Pencil Box | May 2015 | Workshop's Public Delivery's |