

# CULTURAL ORGANIZATION OF THE MUNICIPALITY OF PATRAS

Local Antirumors Campaign

Presentation

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President

**C 4 i**  
antirumours



Funded  
by the European Union  
and the Council of Europe



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COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

Implemented  
by the Council of Europe



# Things that you might know for Patras

- Patras harbor city
- 200,000 people
- Port of Patras = gate of Greece to West.
- University of Patras: 40.000 students – Erasmus center.
- About 22,000 migrants of different countries live in the city.
- Patras is a living place for many people coming from the Balkans such as Albanians, Romanians, Bulgarians.



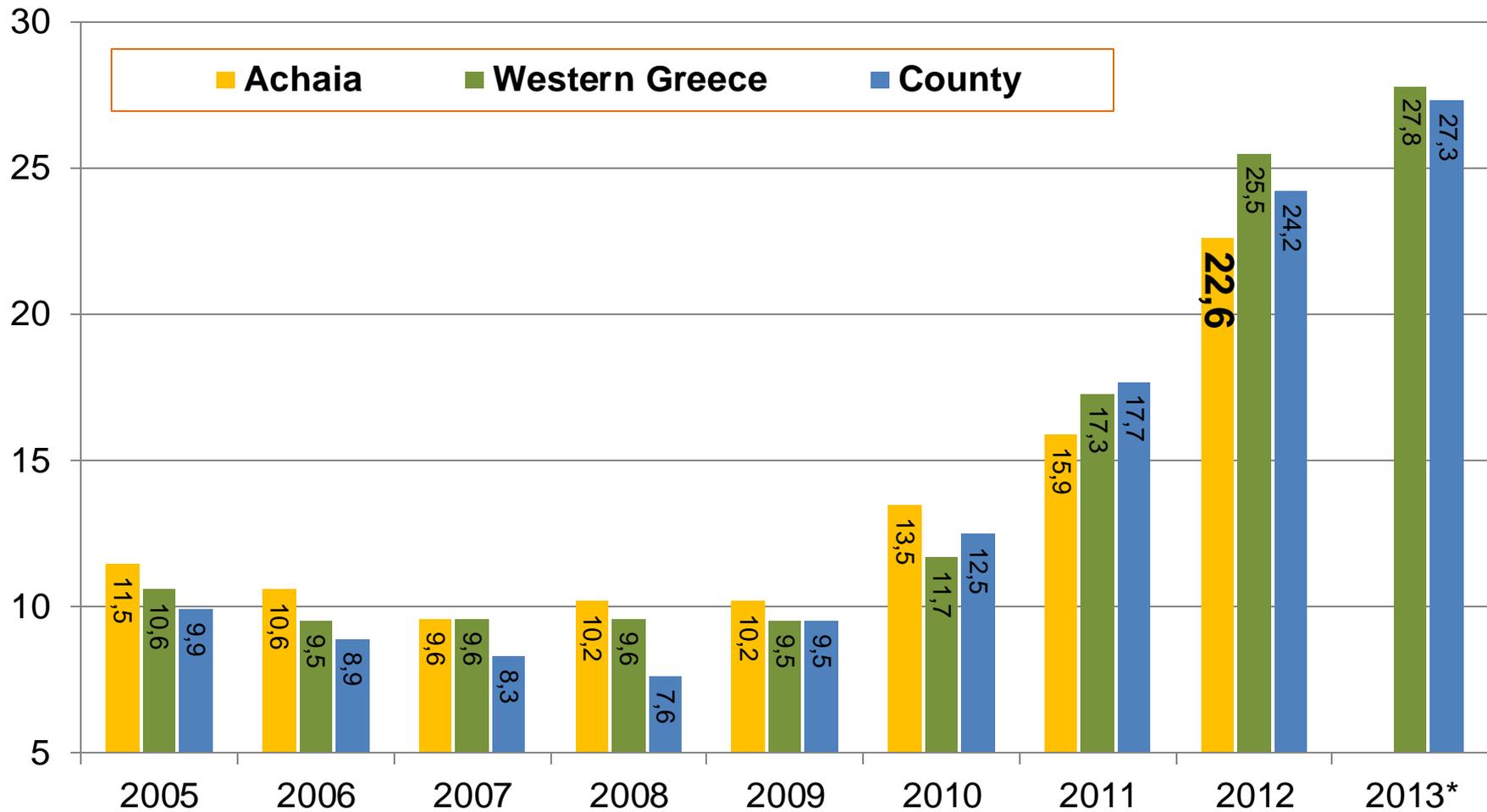
# Things That you Do Not Know

- The Patras Carnival, is the largest event of its kind in Greece and one of the biggest in Europe. It has more than 160 years of history.



- Each year in Patras is held the International Shadow Theatre Festival





Source: Statistics.gr

\* Average A & B semester



# Communication strategy

- to get our message across to our audience,
- to set priorities,
- offers the same level of information for all participants
- to keep an eye on our expenses
- excludes last-minute-communication

It is an every-day-tool, therefore it is regarded as a living document.



There are three main types of marketing the communication plan i.e. “3P’s: **push**, **pull** and **profile**”, as presented below:

Patras suggests a mix of these 3p’s as the best way of marketing its communication plan and strategy.

### ***Push*** Strategy

A push strategy is a more direct form of communicating with the beneficiaries. It is about ‘pushing’ the project to them with as little advertising as possible.

### ***Pull*** Strategy

A pull strategy is a softer, but potentially more costly approach, where you encourage the potential beneficiaries involvement through e.g. advertising, promotions and competitions.

### ***Profile*** Strategy

This is a very different strategy to the ‘push’ and ‘pull’ strategies; it’s about sustaining dialog with your stakeholders and keeping them up to date with progress. This can take many forms, for example e-mails, newsletters and progress reports.



# Target groups of communication activities 1

## Local authority officials:

- strengthen the strategy-building and communication capacity of local authorities, especially those responsible for integration and contacts with migrants.
- Emphasis will be put to exploiting the existing local networking based on the activation of Patras as ICC member.** (This networking includes organisations and units at municipal level as well as other bodies non-municipal).

## Migrants:

- the project will increase the visibility and impact of migrant's perspectives on public perceptions and attitudes towards diversity and migration, raising profile of diversity communities and their contribution to the receiving society, and enhancing the openness of the local community to migrant participation. **It is expected that Patras Council for the Integration of Immigrants will play a fundamental role within this effort.**

## Civil society organisations:

- All activities will be participatory and the local networks will include, as necessary condition, representatives of social stakeholders who will be given an opportunity to participate** in both communication strategy building and its implementation, thus providing a case for more participatory democracy at a local level. As described in point no.1 above, the existing local network for interculturalism in Patras will be exploited that includes



# Target groups of communication activities 2

## Schools & educational institutes:

- **Patras puts emphasis in youth as a specific target group to be addressed for tackling anti-stereotypes behavior and anti-discrimination attitudes.** The involvement of the Regional Educational Directorate of Western Greece located in Patras, is expected to support this reaching out of schools. Within the same concept, the higher educational institutes of the area will be targeted so that to enhance the involvement of youth and their active NGOs within the “anti-rumor” concept.

## Media / General public:

- ***the project will seek to involve media*** as a relay of information intended to address myths and misconceptions, in order to optimise the information outreach (to reach people that are not involved in the social and on-line networks concerned).

## National authorities:

- Due to the ICC activation of Patras, **ther are also links with Ministries and organisations in Athens** such as Ministry of Interiors, Ministry of Education & Culture, Ministry of Labor, General Secretariat for Equality, National Centre of Social Research, Harokopeio University of Athens. They will be included as a target group so that to guarantee the diffusion of “anti-rumor” model, the link/complementarity with other on-going projects (e.g. national EIF project under implementation) and the possibility for future intervention initiatives benefiting the management of intercultural character of Patras towards growth.

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## Target groups of communication activities 3

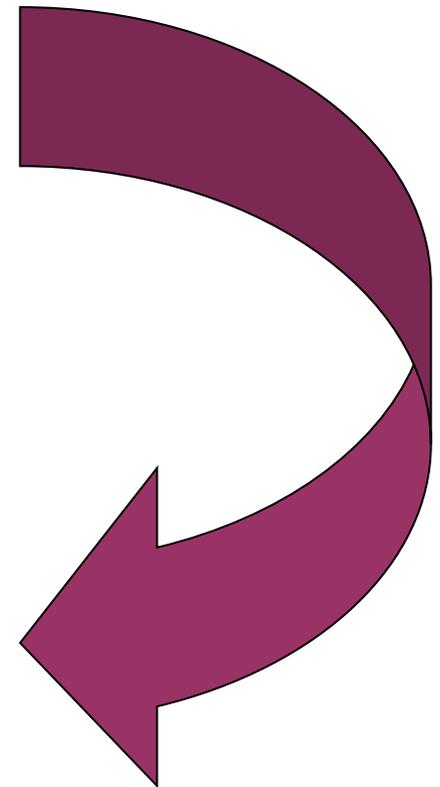
- Furthermore, the existing links of the city of Patras as member of transnational networks will be also exploited in order to provide additional value to the transnational dimension of diffusion of the anti-rumor” model. More specifically, please note that networks of:
- **“Forum of Adriatic & Ionian Cities”** involving cities from seven european countries (Italy, Greece, Croatia, Slovenia, Bosnia, Montenegro, Albania). It is highly involved in the design and implementation of the EU strategy of the MacroRegion of Adriatic & Ionian Sea (EUSAIR). Patras is the core-city in Greece and member of its Managing Committee.
- **“ALDA: Association of Local Democracy Agencies”** consisting of cities and NGOs as members from various European and non-European countries. Patras is proposed to play the “core-city” on civil society issues at a national level in Greece.
- **Last but not least, Patras will take care so that to maintain, through the C4I project Coordinator (Council of Europe), awareness about its communication plan of:**
  - All project partner-cities involved in the implementation process
  - EU institutions (DG HOME, Committee of the Regions, European Commission Representation Office in Athens, etc.)
  - ICC network

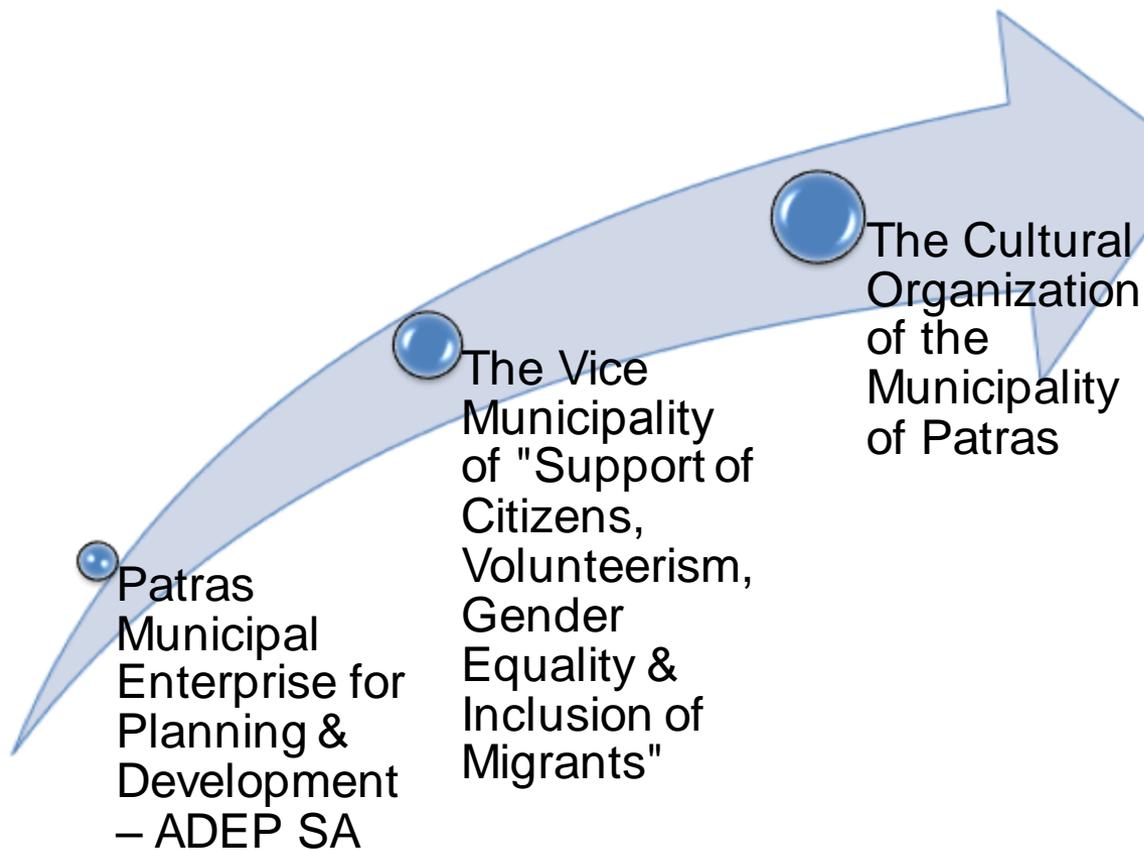


- Defining the problem
- Defining target groups
- Networks, NGO, Volunteers, Municipal staff, other stakeholders.
- Creativity and Communication via local events

**Action**

- ...





# Launching Event for C4I project (12th June 2014)



The Launching Event was combined with the visit of representatives of the Council of Europe in Patras, Gemma Pinyol and Daniel de Torres, who presented the project and clarified questions.



ΕΠΙΣΤΗΜΗ  
ΕΡΕΥΝΑ  
ΕΠΙΧΕΙΡΗΣΙΑΚΟ  
ΠΡΟΓΡΑΜΜΑ  
ΕΥΡΩΠΑΪΚΗ  
ΕΝΩΣΗ



ΑΠΟΠΕΥΧΕΤΑΙ  
ΤΟ ΚΑΙΝΗΣΜΑ  
ΕΝΤΟΣ ΤΗΣ ΑΡΧΗΣ  
ΓΙΑ ΑΣΦΟΤΗΤΑ  
ΣΥΜΒΟΥΛΙΟΥ





ΓΡΑΜΜΑΤΕΙΑ



ΓΡΑΜΜΑΤΕΙΑ



# WP 1 : Research , Data Collection and needs assessment

The project is structured in three sub actions aimed at diagnosing the needs and capabilities of the local public opinion

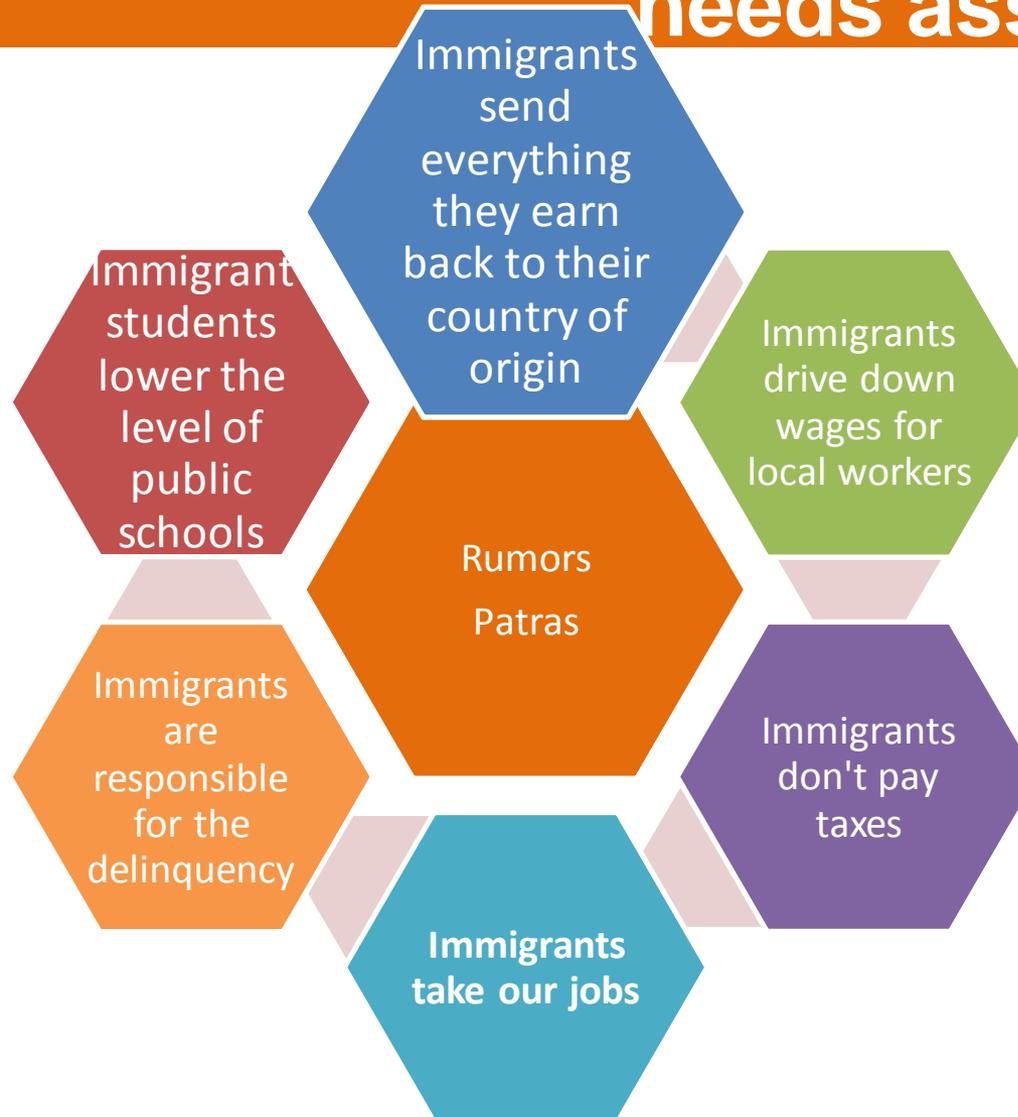
- **A database of key contacts representing key political ,social, cultural and media sectors is being established.**
- **A questionnaire is being established in order to recognize the “rumors of patras”**
- **Some false ideas and rumors were identified**



# WP 1 : Research , Data Collection and needs assessment

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# Thursday 13<sup>th</sup> of June, meeting - workshop

## Participated Vice-Mayors of :

- “Education, Transparency & Electronic Governance”
- “Economic Affairs”
- “Administration and Communication”,
- “Health, Welfare & Social Policy”
- “Support to Citizens, Volunteerism, Gender Equality & Inclusion of Migrants”

Patras Municipal Enterprise for Planning & Development – ADEP SA.

Daniel de Torres and Gemma Pinyol,



# The meeting in the City Hall with the Vice Mayors

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# Meeting with the Head of Patras Police and the Police Officer responsible for Immigration



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XXXXXXXXXX ΤΙΤΛΟΣ ΣΥΝΑΝΤΗΣΗΣ ΤΗ ΤΕΤΑΡΤΗ



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# WP 3: Establishment of local networks and building their capacity to raise local awareness

The organization at this point is trying:

- to agree the overall focus and the role of the awareness
- to define the actors to be involved. For that we are:
  - Searching people with influence
  - People that can be proactive



# WP 5: Awareness – Raising Campaigns and outreach actions

- Launching Event took place on the 12/06/14
- Public announcements for the project
- Communication Plan by ADEP SA
- City of P. A. T. R. A. S. \*P  
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olidarity \* Basic information - by ADEP SA
- Other activities for the dissemination and creation of awareness for the project.







COMMUNICATION FOR INTEGRATION (C4I): ΠΟΛΕΙΣ - ΜΕΛΗ

### ΑΜΑΔΟΡΑ - ΠΟΡΤΟΓΑΛΙΑ

ΠΕΡΙ ΤΟΥ



#### Αρχικό μενού

+ Αρχική σελίδα

+ Πληροφορίες

+ Δράσεις

+ Έντυπα

Δράσεις > Επίσκεψη στη Πάτρα της αντιπροσωπίας του Συμβουλίου της Ευρώπης

## Επίσκεψη στη Πάτρα της αντιπροσωπίας του Συμβουλίου της Ευρώπης



Η επίσκεψη της αντιπροσωπίας του Συμβουλίου της Ευρώπης θα γίνει την [Πέμπτη](#) 12-6-2014 και την Παρασκευή 13-6-2014.

Η ομάδα έργου - υποδοχής αποτελείται από τους:  
**Νικόλαος Κωστόπουλος, Μαρία Ανδρικοπούλου, Χρύσα Γεραγά, Κωνσταντίνος Αποστολόπουλος, Ευάγγελος Πολίτης, Ανδρέας Νικολακόπουλος, Γεώργιος Κακαρελίδης, Μαίρη Μιχοπούλου, Δημήτρης Πανουργίας, Σπυρίδων Γκόγκας,**

Υπάλληλος Αντιβ. Εθελοντισμού, Δημοσιονομικός πολιτιστικού

#### Δραστηριότητες

- Προσωπικό
- Έρευνα
- Κατάρτιση
- Επικοινωνιακή εκστρατεία
- Εκδηλώσεις
- Διάδοση

#### Εγγραφή

# Problems encountered to date

- Bureaucracy problems
- Delays in procurements
- Too pressing timetable due to initial delay
- Initial small interest from the various stakeholders to cooperate.
- Elections



- Developing a long term strategy
- Networking → bringing partners together
- Linking of organizations and projects
- Finding Strong Agents



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