

C4i

Communication for Integration



TRAINING OF TRAINERS FOR ANTI-RUMOUR AGENTS: EXAMPLES OF ACTIONS AND COMMUNICATION STRATEGIES

Deliverable
6.2

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DELIVERABLE 6.2 TRAINING OF TRAINERS FOR ANTI-RUMOUR AGENTS EXAMPLES OF ACTIONS AND COMMUNICATION STRATEGIES

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This document is partly based on Barcelona's Practical Guide for Anti-rumour agents

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1. BARCELONA'S REFERENCE

Some inspiring tips from the city where the antirumours rumours spread all around...



BUILDING a large and diverse **antirumors local network** with over 220 local associations, institutions from different fields (NGOs, schools, cultural organizations, health centres, commerce, neighbours associations etc.)



Organised through different working groups, plenary sessions, defining and approving the action plans..

DISSEMINATING antirumours arguments through very different tools adapted to different targets...

COMICS by local artist



Antirumours leaflet with direct and simple arguments for each rumour

Antirumours handbooks for specific fields (commerce, social services..)

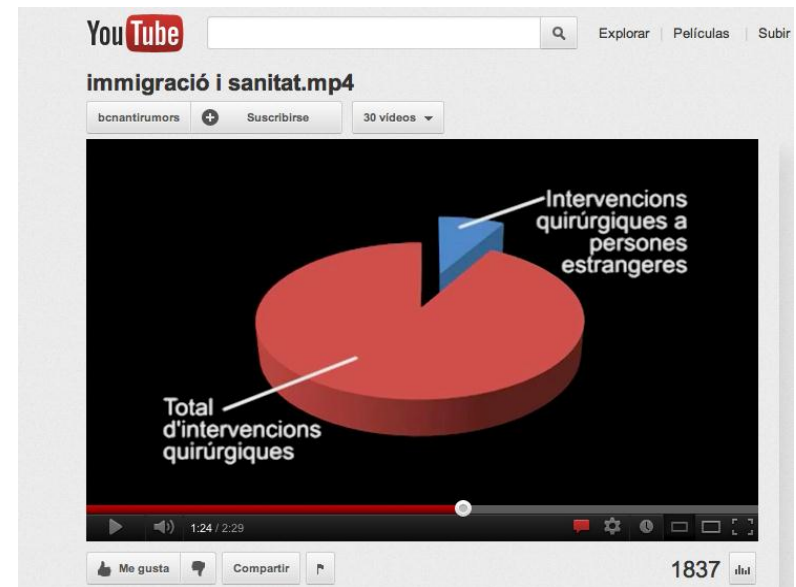


VIDEOS are a fundamental tool... and humour as well!




Learning with humour that 'our' culture is the result of a historical and dynamic process of interaction with other cultures.

Disseminating videos with simple messages and graphic data to dismantle false rumours....



PRODUCING rigorous and practical material to provide antirumours agents with the necessary communication skills to dismantle rumours through face to face interaction

Antirumours' agents practical guide



Guia pràctica per a l'agent antirumor. Com combatre els rumors i estereotips sobre la diversitat cultural a Barcelona

Using many different existing resources to make people think



DEFINING clear and practical guidelines with recommendations on how to react in some specific cases

Has rebut algun missatge viral?

Hi inclou informacions que consideres racistes i/o que refermen rumors i estereotips sobre la diversitat cultural?

ABANS DE REENVIAR-LO, PENSA I PREN TU LA INICIATIVA:

- 1. No redifonguis res, de moment:** atura la cadena del missatge fins a haver valorat amb calma què implica redifondre'.
- 2. Envia** el missatge següent a la persona que t'ha fet arribar el rumor viral:

"He rebut el teu missatge sobre (.....). Trobo que inclou una sèrie de dades no contrastades i uns raonaments i conclusions sense fonament. Per això, mentre busco més informació sobre el tema, no redifondre el correu, i et convido a tu a fer el mateix."
- 3. Fes arribar el missatge viral a la Xarxa BCN Antirumors** a través d' antirumors@bcn.cat . N'analitzarem el contingut per poder generar una resposta viral antirumors, que t'enviarem tan bon punt la tinguem preparada.

Gràcies per la teva col·laboració

XARXA BCN antirumors

What can you do when receiving a viral message with information that can consolidate false rumours and negative stereotypes....

What you can do when finding in some media racist information that can consolidate rumours...

Si en algun mitjà de comunicació trobes
INFORMACIONS QUE CONSIDERES
RACISTES I/O QUE REFERMEN
RUMORS I ESTEREOTIPS
SOBRE LA DIVERSITAT CULTURAL

et proposem enviar el següent text
al mitjà de comunicació que les publica

OF COURSE, a good website and using social media is crucial to support our campaign by providing information and resources and also to engage people....



TWITTER, FACEBOOK, YOUTUBE AND VIMEO CHANNELS, PINTEREST, INSTAGRAM...

BUT! It has to be done in a professional way, otherwise it can have a negative effect

CREATIVITY is crucial to keep the intensity and capacity of our campaign to capture the attention and reach out to more and more people....



Antirumors messages on plastic glasses used in many popular parties...

We can put antirumors messages in so many different places and to so many objects of our daily life!

CATALOGUE of antirumours activities....Barcelona municipality is offering a large list of antirumours activities for raising awareness through the local network of NGOs



Antirumours clowns!



Blanca and Rosita...alive!

ACTIVIITIES RELATED TO SOCIAL TEHATRE, ALL KINDS OF WORKSHOPS FOR KIDS, ADULTS OR ELDERLY, CINEMA, RADIO PROGRAMMES, ACTIONS IN PUBLIC SPACES, DEBATES, COOCKING, SPORTS, ETC.

2. GETXO'S PARROT HYPERACTIVITY



Getxo never stops producing more and more antirumours actions. The Parrot's logo has been really inspiring for many cities. The image fits very well with the idea that we do not have to repeat what we just heard but before saying anything we should get informed, think and then act!



“Be careful with rumours”

“Do not follow the flow”

“In front of a rumour: get informed, think and act”

www.getxo.net/antirumores/

ADAPTING the logo and messages to different contexts and targets



Soccer 'friendly'

'stopping a rumour is easier than stopping a penalty'

AL LORO CON LOS RUMORES

PRINCIPIOS ANTIRUMORES

1. La diversidad cultural consecuencia de la inmigración es una importante expresión del Getxo del sXXI, lo cual es positivo y enriquecedor.
2. Ante la diversidad, el principio de igualdad de todos los vecinos y vecinas.
3. Stop a comportamientos discriminatorios.
4. Apostamos por fomentar el encuentro, el conocimiento y la relación en el vecindario.
5. Los estereotipos negativos hacia la inmigración apoyan actitudes y prácticas discriminatorias, xenóforas y racistas.
6. Las personas podemos transformar y mejorar nuestro municipio en el día a día.
7. Necesitamos desmontar prejuicios y estereotipos negativos, invitando a la reflexión: "si lo piensas, lo paras".
8. Creemos en la acción ciudadana para reducir espacios de impunidad al discurso estereotipado y racista.
9. Cada vez hay más personas agentes antirumores, más municipios convencidos y más entidades apoyando el movimiento.
10. Sómate a la estrategia antirumores y combate con tu apoyo los discursos falsos y negativos hacia la inmigración extranjera.

INFÓRMATE, PIENSA, ACTÚA.
www.getxo.net/antirumores
www.facebook.com/antirumores

Getxo Antirumours, ikuspegi

PARAR UN RUMOR ES MÁS FÁCIL QUE PARAR UN PENALTY

ANTIRUMORES F.C.
FAN CLUB

INFÓRMATE, PIENSA, ACTÚA.

Getxo Antirumours

Mark your books and spread it through Public libraries

‘USING’ existing cultural festivals, fairs, sports events etc. to disseminate the campaign. Proposing activities within the program, negotiating their support, visualizing the logo...



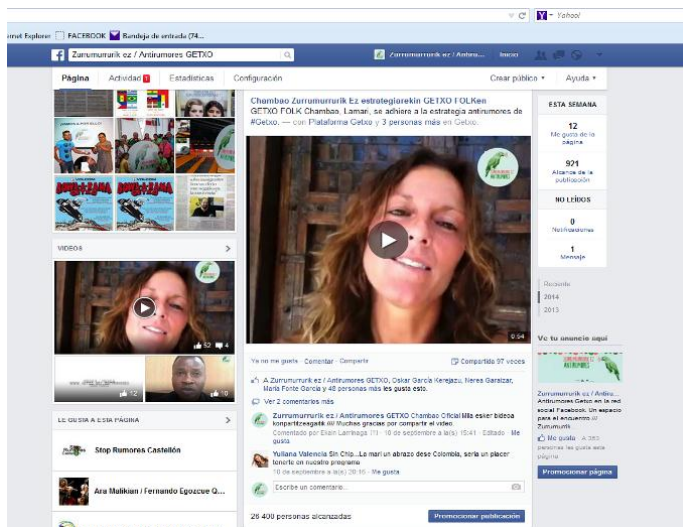
Getxo folk music festival, with a big logo on the stage!



Collaborating and getting support from the skater’s championship!

Theatre festivals

Engaging key people like famous musicians or artists to support the campaign and enhance its visibility and impact



CHAMBAO video's support with more than 26.000 impact



EL CHOJÍN, anti-racist Hip Hop workshop with 35 students

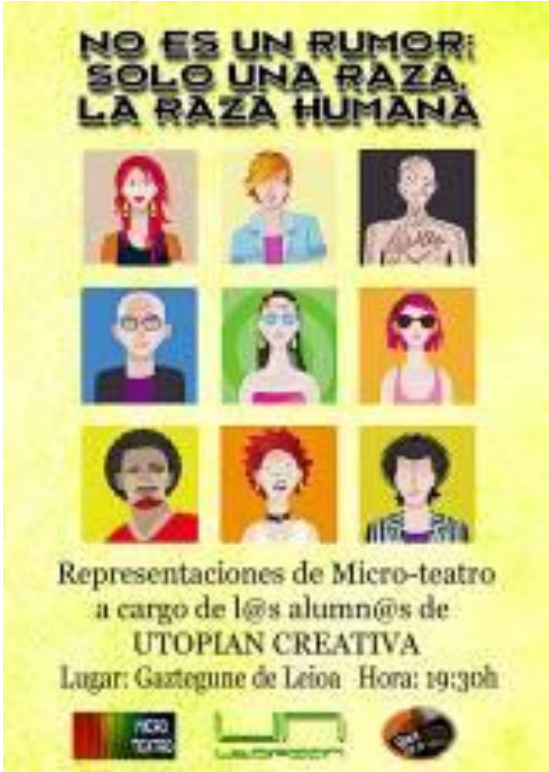


KEPA JUNQUERA participating at the launching event of the campaign

DISSEMINATING the campaign through existing municipal publications and local press reaching 20.000 households!



THEATRE SCHOOL: engaging the director of a theatre school as an antirumour agent and she decides to create 6 theatre pieces with their 115 students. They performed at the end of the course for 400 people!



‘IT’S NOT A RUMOUR
JUST ONE RACE
THE HUMAN RACE’

GOING where people are: antirumours workshops and activities in pubs, libraries, university, schools, cultural centres, etc.



GIVING visibility to the antitumour agents and the people engaged through videos with short and clear messages of commitment



3. TENERIFE'S PARTICIPATION

In Tenerife's antirumours strategy, almost everything is decided and done through a participation process involving a group of really committed people full of energy and creativity...



So they decided taking their arms against the rumours! Nice balloons...

<https://es-es.facebook.com/tenerifeantirrumores>

CREATIVITY and engagement are easier out of the office...working outdoors or in cultural centres provides a much more stimulating environment....



Antirumours workshops in exciting places...who won't repeat?

SOLIDARITY campaign to recollect rumours?? Yes, these people decided that Christmas was the perfect time to appeal to people's solidarity, so they asked them to collect rumours.....



THE WHEEL OF RUMOURS it was designed and built by antirumours agents, and it's been a very useful tool to get the attention and challenge citizens in the public space...turn the wheel and start a debate about one rumour...



DO NO LET RUMOURS PUT YOU IN A BAD HUMOUR!

Awareness campaign in the municipal public market!



They also made and distributed bags for the market so people spread the antirumours messages all around..

DO NOT LET RUMOURS MAKE YOU SICK so get a vaccine against the rumours...a very healthy campaign...with pills included, instructions and real health tests!



A promotional poster for the 'Vacúnate contra el rumor' campaign. The top half features the word 'VACUNATE' in large, colorful, block letters, with 'CONTRA EL RUMOR' in green and red block letters below it. A circular stamp on the left reads 'ESTRATEGIA ANTIRUMORES TENERIFE'. To the right, the text 'QUE LOS RUMORES NO TE ENFERMEN' is written in yellow and blue. The bottom half shows a pile of colorful pills, two jars of pills, and several informational brochures. One brochure is titled 'Campana Antirumores 2014'. The date and time '12 SEPTIEMBRE 8 A 13 HORAS' are prominently displayed. The location is 'HOSPITAL UNIVERSITARIO DE CANARIAS EDIFICIO DE ACTIVIDADES AMBULATORIAS'. At the bottom, there are logos for 'antirumores', 'GIFen', 'Fundación General Universidad de La Laguna', 'ULL Universidad de La Laguna', 'Servicio de la Salud', and 'Gobierno de Canarias'.



EXHIBITIONS with humour, storytelling videos, more antirumours glasses...



Each city is inspired by others and also inspires them with its own creativity and innovative ideas...

4. FUENLABRADA'S TALE



The city of Fuenlabrada led an antirumours campaign focused on families and education...

DALE LA VUELTA A LOS RUMORES

Taller creativo familiar para niños y niñas de primaria.
Comienza la Navidad inventando tus propias leyendas.

18 ó 19 diciembre de 17:30 a 19:30 h.

¿SABÍAS QUE EN FUENLABRADA...?

- 1 8 de cada 10 euros de servicios sociales se destinan a población española.
- 2 La diversidad enriquece las aulas y no disminuye el nivel educativo.
- 3 Muchas personas inmigrantes desempeñan trabajos rechazados por la población española.

Taller creativo gratuito dirigido a familias con niños/as entre 6 y 12 años.
IMPRESIONABLE RESERVA. Matrónas: 914922000 ext. 5544 / 5559. Tardes: 916045055
CENTRO CIVICO MUNICIPAL, Avd. del Hospital, nº 2 (junto a C/ Gómen), Fuenlabrada

The leaflet features a cartoon girl in a red and white winter outfit on the left, a yellow 'GRATIS' badge in the top right, and illustrations of a pencil and an open book with the letter 'A' on the bottom right. The background is teal with white snowflakes and stars.

Antirumours agents used a leaflet with some data to stimulate debate with friends, relatives, colleagues and neighbours... and to engage them in the activities

CREATIVE writing workshops for kids to invent their own antirumours tales and different activities at schools dealing with stereotypes and rumours...



And also with music, clowns and magic activities to engage kids...but also involving parents to make families think and talk about these topics...



AN IMPORTANT TOOL! They decided to involve professional writers and artists to create a great antirumours tale...the story about the origin of a rumour in the class and its consequences....



Now this tool is available for all teachers who want to use it to do antirumours workshops in their schools...

This book includes a learning guide for families and educators

And it's online with English subtitles!!

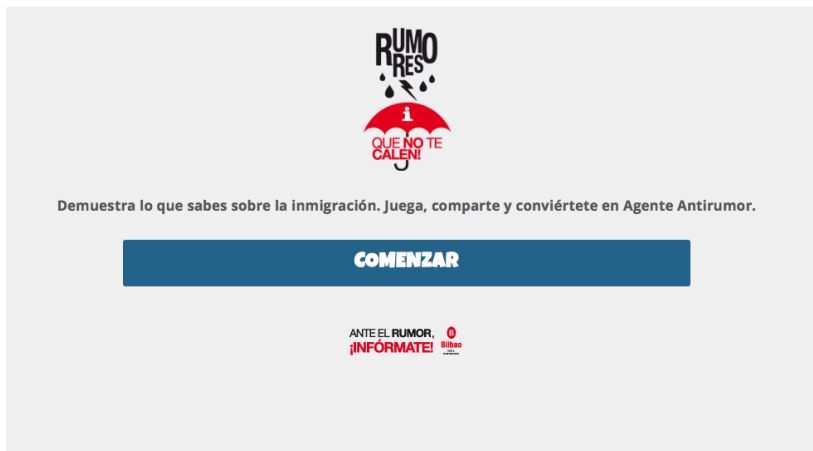
<http://www.youtube.com/watch?v=827G6s3yqok>

VERY SOON we will focus on inspiring examples from c4i cities! so next month we will disseminate a similar docs with some of your inspiring ideas from your campaigns...



JUST TWO FIRST TIPS FROM BILBAO AND SABADELL:

BILBAO'S APP!



10 questions to test your know-how on immigration reality in the city: it's cool, simple, challenging and useful!

www.quenotecaleelrumor.com

SABADELL'S PHOTO CALL



Let people choose their favourite antirumors message and use a photo call to give visibility and engage citizens



SEND YOUR ideas, communication tools, slogans, logos, activities.....

BY FRIDAY NOVEMBER 7

TO: Christina.BAGLAI@coe.int
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