

C4i NUREMBERG CAMPAIGN

1. Objectives

The **specific goal** of the campaign is to counteract poorly-founded notions of the reality of diversity in Nuremberg and, more specifically, in the city districts of Langwasser and Ziegelstein. The designed strategy addresses the main misconceptions which undermine the integration strategies at local level and communicate truthful information, raising awareness on the advantages and challenges of diversity.

A more **general goal** of the project is to contribute to further establish a culture of mutual recognition and respect in Nuremberg, where the benefits and challenges of cultural diversity are understood and a reflection on the existing prejudices take place. The project will contribute to improve the coexistence of an already diverse urban community and to reaffirm a welcome culture for future migrants.

Target Group:

The **final target group** of the project is people who are critical with cultural diversity and immigration issues and that, conscious or unconsciously, disperse unreflective statements, false claims and prejudices in relation to immigrants and cultural diversity.

The **specific target group** of the campaign, especially in relation to the creation of a network and to the trainings, are multipliers from schools and civil society organisations (associations). A group of anti-rumour agents made up of members of associations (such as sports trainers) and people working on schools (such as teachers and school directors) will be stabilised in order to incorporate more reflection on diversity in neighbourhood associations and schools and promote the planning of activities addressing diversity and coexistence in these places. They will participate in awareness raising workshops and also be target of the trainings for anti-rumour agents.

Definition of the target group in relation to the networks and trainings:

The specific targets for the establishment of the networks are adults with and without migration background: actors and multipliers already involved in the intercultural work in Nuremberg (such as district coordinators), representatives of socially relevant key institutions in the selected districts (such as charities or sports clubs) schools / teachers (including adult education), media, migrant organizations, key individuals and leaders in the district and local residents.

The specific targets for the planned trainings are adults with and without migration background involved in education (teachers, adult educators etc.) and multipliers from associations (sport associations, migrant associations, charities etc.)

After the trainings this target group of multipliers will be able to reach with their newly acquired knowledge and skills the final target group.

The campaign will be developed and tested first in the neighbourhood of Langwasser and Ziegelstein. The idea is to replicate the campaign in other district of the city during the following years.

2. Activities

The focus of the project and its activities is to present the advantages of diversity and to support a culture of mutual recognition in Nuremberg presenting positive facts related to migration (Where will Nuremberg be without its 40% inhabitants with a migrant background?). As showed by the already existing campaign in Barcelona the best way to address rumors and prejudices is personal contact and the use of innovative communication tools and methods (Comics, Web 2.0., satirical Videos etc.) In Nuremberg the campaign has been built around that principles.

The campaign will consist on the creation of a network of agents, on awareness raising workshops, trainings for anti-rumour agents and cultural activities taking place both citywide and in the districts of Ziegelstein and Langwasser.

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A) Citywide activities.

1) Creation of a Network:

A network of key players within the city administration will be put together to oversight the implementation of the project acting as a coordination group.

2) Awareness raising workshops:

The project activities will start in April 2014 with a launching event / workshop for experts from associations, schools and universities and for public servants where they will be informed by researchers on the field on the state of the art regarding the study of prejudices and rumours. An awareness raising workshop to present the project and identify rumours with key actors belonging to the municipality and associations dealing with migration and integrations issues will follow. In October 2014 an "Integration Conference" (Diversity Day) dealing with the issues of the project will take place. Finally a workshop for members of the media will be also organised.

3) Trainings for anti-rumour agents

Training for the members of the coordination group and other interested organisations such as the local network of mediators will be offered.

B) Activities in the city districts of Ziegelstein and Langwasser

The main part of the campaign will be developed and tested in the neighbourhoods of Langwasser and Ziegelstein aiming to stimulate reflection and debate and bring reliable information to fight against stereotypes and prejudiced attitudes and present a positive image of diversity in the neighbourhoods.

The campaign in Ziegelstein and Langwasser will consist on the creation of a network in each district, awareness raising workshops, trainings for anti-rumour agents and cultural activities.

1) Creation of a network:

After the local mapping and research in the neighbourhoods to identify rumours and local agents a district network with key players will be created.

2) Awareness raising workshops

During the project the members of the network will choose which activities they consider more adequate for the work in the neighbourhood.

3) Training of “anti-rumour agents”

Trainings will be provided to the members of the network that wish to become "anti-rumour agents", focusing on teachers and other educators (including adult educators) and to members of local associations (sport associations, charities etc.) Already reliable members of the community, these actors will be trained with the necessary tools to be able to actively present information, in a credible manner, to their listeners generating a snowball effect where real facts are passed from one person to another and finally to the whole neighbourhood. These people will take the responsibility of communicating the provided information, leaving the public institutions and professionals in charge of the project in the background, making their work invisible. The agents will be attracted to the project by offering them useful tools they could use to improve the work they already do.

4) Cultural activities

Within the framework of the anti-rumour strategy, a series of cultural activities to raise awareness will be held. These activities will be directly coordinated by the Cultural Centres established by the city in both districts.

On-line tool

The campaign activities will be linked together by an online tool that will provide an overview of the project and of the organisations already working on the field of diversity in Nuremberg and include an “awareness raising toolkit” with examples of projects and activities that could be directly implemented by independent organisations and anti rumour agents. These activities will be offered to different associations and schools during the project to be implemented as part of the anti-rumour campaign. The online tool will also offer an overview of the real facts related to migration and diversity in the city and a database of diversity advantage/success stories.

3. Calendar

See working plan attached

4. Indicators

The final impact indicators and methodology will be developed together with the Council of Europe consultant on the 10th of June 2014

Expected outputs:

- Network of at least 5 key people directly involved with the city policies on immigration to oversee the project established
- Network of at least 5 key people on each of the two city districts where the campaign will be implemented established
- Local research including at least 20 interviews with key actors in the districts and the identification of at least 10 wide spreads prejudices/rumours
- At least 3 awareness raising workshops
- At least 3 cultural activities
- Training concept and training materials produced
- Training of at least 50 multipliers as antirumour agents

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Expected outcomes:

- Already existing structures, organizations and projects are supported and made stronger by the synergies created during the project and by the new material and tools provided
- Trainings:
 - o The participants acquired a factual knowledge and argumentative skills
 - o The participants can use their new knowledge both as tool for their work and in their private life reaching this way the final target group of the project
- The acceptance of migrants and cultural diversity is promoted. The project thus contributes to the establishment of a culture of mutual recognition.
- The reflection and challenge of existing prejudices (by factual knowledge, self-reflection and identification of positive facts) prevents discrimination and racism.

C4i [CITY] CAMPAIGN

ACTIVITY/ACTION	MAIN OBJECTIVES	TARGET GROUP	EXPECTED OUTCOMES	INDICATORS	RESOURCES	TIMMING	C4i ACTIVITY
Expert Workshop on prejudices and rumours	To identify local organizations and possible agents and potential members of the future anti-rumour network and to provide them with a sound knowledge of the state of the art of the research on prejudices and rumours	Members of associations, educators, civil servants, academics	Awareness rising	Number of participants (at least 25 participants expected). Number of questions and active participation on the meeting	2 invited academic experts on the field. All interventions filmed in video and published online	07.04.2014	Launching event / Awareness-raising workshop
Local Mapping, Research and data collection	To identify rumours. To engage local organizations and possible agents in the network.	Key actors on the city districts.	Identified perceptions, prejudices and stereotypes. Collection of factual data. Engagement of key actors on the district networks	Collection of information on: - key actors and organisations with high networking potential; - public perceptions, false ideas and	External researcher (5000 EUR)	June – July 2014	Local Mapping and Research

				<p>rumours;</p> <p>- factual and statistical data that can be used to inform public opinion on specific migration/diversity issues</p> <p>10 interviews with key actors of the neighborhoods, documentary research, media analysis.</p>			
Impact Evaluation	To evaluate the starting point of the project	Citizens	Base line data	Nº of surveys	External expert	July – August 2014	1st Wave Survey
Definition of an anti-rumour strategy	Definition of the target groups and methodology of the anti-rumour strategy	Citizens	Strategy paper	Strategy produced	Project team and coordination network	Mai – Juni 2014	Campaign design
Development of the trainings	To define the methodology of the trainings and produce the needed materials		1 training concept and the materials necessary to implement it	Concept Nº of materials produced	External expert	July – October 2014	Trainings

Trainings for trainers (multipliers) and trainings for agents	To build a citizens' antirumors agents network	Members of associations, educators, civil servants, academics	50 participants	Nº of participants Nº of trainings and workshops	External Trainers	October 2014 – April 2015	Trainings for trainers and trainings for local antirumour agents
Integration Conference	Awareness raising	Public servants and members of civil society interested in the topics of the project	Awareness raising	Number of participants (at least 100 participants are expected)	Project team and coordination network	11.10.2014	Diversity Day. The Municipality of Nuremberg co- finance this activity
Online Tool							Online Tool
Impact Evaluation	To evaluate the final point of the project	Citizens	Evaluation	Nº of surveys	External expert	April - May 2015	2st Wave Survey