

## C4I ERLANGEN CAMPAIGN

### OUTSET

In Erlangen live 100.000 people from over 143 nation states. Erlangen is a city with an overall high educational level and GDP, comparably more than most other Bavarian cities. Main employers are the Friedrich-Alexander University (28.000 people) and the global company SIEMENS (23.000). While being a highly international city, in Erlangen, the lack of intercultural interaction amongst certain groups (between different ethnic, but also political and social groups), can lead to a lack of knowledge about each other, which allows spreading rumours easily and quickly.

### RUMOURS

*... Can lead to fear, mistrust and a lack of social solidarity.*

On April 29th 2014 two workshops were carried out to identify key rumours in Erlangen with the political leadership and with key stakeholders in migrant issues.

A number of widespread rumours were identified (Appendix 1). Two main rumour areas are:

1. **Islamophobia**, including
  - a) Terror suspicion;
  - b) Headscarves as attributed sign of inferiority;
  - c) The Muslim as “the other”.
  
2. **Resentments** against **Asylum Seekers**
  - a) Unlawful behaviour (stealing, drug abuse);
  - b) Unsocial behaviour (violence, litter pollution);
  - c) Social Exploitation of Germany instead of actual need for refuge.

To deepen the understanding of widespread rumours and public perception of immigrants in Erlangen, the new online tool [www.erlangendialog.de](http://www.erlangendialog.de), which entails an introduction video clip and a thematic online questionnaire on public perception, will be circulated in Erlangen.

## Key Challenges

As highlighted by Prof. Dr. Beate Küpper during the above mentioned research forum, people that spread rumours about one group, tend to spread rumours about other groups, too. The same is true for sharing resentments and discriminative action. Hence, the areas of rumours will be considered. However, due to the importance of general decreasing the lack of mutual understanding of people and interaction, the key objective of the campaign are the following. The key interest will be

Fundamental **challenges** when trying to overcome rumours in Erlangen are:

1. Segregation of groups in society instead of a strong, societal fabric
2. Assumption of cultural and moral superiority over other groups
3. Judgement *of* instead of interest *in* “the other”

## Main Objectives

The objectives of the Erlangen C4i – **Kommunikation für Vielfalt** - campaign are decided in ongoing consultation with key stakeholders in the field of migrant integration and interaction in the city of Erlangen and the city’s political leadership, including the Head Major, the Second Major, key members of the City Council, the Foreigners- and Integration Council, the Task Group Integration (Lenkungskreis Integration) and with the overall coordination of the C4i-Erlangen team. This shall allow increasing capacities and expertise, establishing the project in the centre of Erlangen society and ensuring political commitment and support throughout the project. Also, the ongoing consultation ensures that the campaign is right in the heart of the city’s needs and deals with issues that are relevant to Erlangen’s citizens.

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**1. Distribute widely factual information** about the rumours that were identified as being dominant in the public discourse in Erlangen. Therefore an array of information material and visibility material will be designed, published and distributed. The complete list as of Mai 2014 is attached in Appendix 1.

### The guiding strategic keywords

- # Fakten!stattGerüchte! (facts!instead of rumours)
- # Nachfrage!nichtNachplappern! (ask!dont just repeat!)
- # Austausch!schafftVerständnis! (exchange!creates understanding)
- # Tapetenwechsel!imKopf!) (*German saying translates as: change of perspectives! in your head!*)
- # Urlaub!imKopf! (Vacation!In your head)
- # VonErlangern!FürErlanger (fromErlanger!forErlanger)
- # Humor!stattBelehrung! (Humour!notInstruction!)

**2. Increase the population`s encounters and interaction**, especially between the target groups and the rest of the Erlangen population, to overcome fear and false ideas about other groups in society and to overcome the idea of “the other”. This is hoped to increase empathy amongst the target group towards the rest of the population, especially towards the parts of society that have been identified during the anti-rumours workshops as the most stigmatised groups.

## Campaign

The Erlangen Communication for Integration – **Kommunikation für Vielfalt** - campaign encompasses both, a **global campaign** that addresses the overall Erlangen population and two **specific campaigns** that address two target groups, one each.

The global campaign is the overall umbrella-campaign that encompasses all action carried out in the course of C4i in Erlangen. The global campaign aims at occupying key locations (viral and virtual) to communicate the messages. The aim is that the wider Erlanger population can perceive the campaign in public and virtual space of the city as well as during official city festivities.

### Key elements of the global campaign<sup>1</sup>

1. Project Management
2. Info-Tools
3. Workshops
4. Global Campaign Activities

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## Specific Campaigns - Target Groups<sup>2</sup>

### TARGET GROUP 1 - INFLUENTIAL ELDERLY

#### Description

For the specific campaign 1, we focus on well-established elderly, that are active in the city`s public life and public discourse. The target groups includes female and male elderly Erlanger, 60+ that are active in one of the main city`s senior clubs.

#### Rationale and expected outcome

Seniors, especially those active in the stakeholder clubs across the city - from SIEMENS to the large parties - have a great impact on the public discourse in Erlangen. To target influential elderly in Erlangen is expected to strongly influence the overall public discourse in Erlangen on the short and mid-term.

This was even more so confirmed during a joint research forum on *group directed discrimination and resentments*, organised with the city of Nuremberg in the course of the Kommunikation für Vielfalt - Project on 7.4.2014. Prof. Dr. Beate Küpper

<sup>1</sup> For a detailed list of the campaign elements, both global and specific, refer to the Appendix.

<sup>2</sup> Ibid.

from the University of Niederrhein revealed that elderly (55+) should be included as target group, as it is shown that this group heavily influences ideas and rumours (positive or negative) about migration and cultural diversity across the whole of society. Although being the least violent group in society the research showed that the age group of 60+ is most tolerant to violent actions against migrants.

### Where to reach them

- Club Meetings
- University gardens (City Park)
- Public Space
- Newspaper (Erlanger Nachrichten)

## TARGET GROUP 2 - UNIVERSITY STUDENTS

### Description

For the specific campaign 2, we focus on university students. Erlangen is a University town, around 1/3 of the inhabitants are students. This makes up for around 28.000 students, male and female in the age of 17+. Students are highly educated and often have an international outset. At the same time, students are often not strongly connected across the city's population, having strong ties mainly with other academics.<sup>3</sup>

### Rationale and expected outcome

University students are expected to be future opinion leaders and decision makers, becoming key communicators in the economic, social, medical, public and legal discourse. Changing students' awareness and perceptions of false but widespread rumours is expected to have a strong long-term impact on the public discourse on migration and cultural diversity. During the above mentioned research forum on *group directed discrimination and resentments* Prof. Dr. Ulrich Wagner from the University of Marburg, highlighted that projects aiming at combatting rumours and false stereotypes of "the other" are most successful, if younger and older age groups with a distance of one generation (grandchildren – grandparents) are targeted. Calculating a generation approx. 20 years, students of the age of 17+ exactly fit this age-window.

### Where to reach them

- University facilities/ students canteen
- University Facilities: Library, Lecture Halls, Student Housing
- University Seminars and Lectures
- Bars/ Clubs
- Public Space: University gardens (City Park)
- Online: Facebook

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<sup>3</sup> Due to the specifics of the Bavarian school system, which entails a separation of children with academic and non academic careerplans as early as the age of 9-10 years, university students are often used to only very little social interaction with the non-academic population.

## C4i ERLANGEN CAMPAIGN - GLOBAL

#	ACTIVITY/ ACTION	MAIN OBJECTIVES	Location	TARGET GROUP	EXPECTED OUTCOMES	INDICATORS <i>(Italic: questions)</i>	RESOURC ES	TIMIN G	C4i ACTI VITY
<b>PROJECT MANAGEMENT</b>									
1	<b>1. C4i European Meeting</b>	Initial Meeting of European project partners	Barcelona	European Network Partners	First introduction to project plan, aim and structure. Meet and greet of European partners			11.- 12.2.2 014	
2	<b>2. C4i European Meeting</b>	Second Meeting of European project partners	Brussels	European Network partners	Update of project progress, exchange of challenges and ideas			26.- 27.6.2 014	
3	<b>Evaluation Consultant : Kseniya Rubicone</b>	Establishment of evaluation indicators	Erlangen	Stakeholders (political, media and civil society)	Establishment of evaluation indicators			11.6.2 014	
4	<b>Progress Evaluation : Sean o Siochru</b>	Evaluate project progress, support progress	Erlangen	Stakeholders (political, media and civil society)	Progress of project; recommendation			3- 4.11.2 014	
<b>INFO-TOOLS</b>									
1	<b>Flyer</b>	Basic information about the project and contact	Various thematic events and workshops	General (always including both specific target	Information and activation of interested people	Nr of people	Internal Design and Print	Publica tion date:	

#	ACTIVITY/ ACTION	MAIN OBJECTIVES	Location	TARGET GROUP	EXPECTED OUTCOMES	INDICATORS <i>(Italic: questions)</i>	RESOURC ES	TIMIN G	C4i ACTI VITY
				groups) Total Reach: around 1000 people				1.3. 2014	
2	Logo	Visibility	all visibility material, including online	General	recognition throughout the project	<i>Do you recognise the project Logo? What is the key message?</i>	Internal	Public ation date: 1.3.20 14	
3	Ppt- Presentati on	Detailed information about the project	Used during general presentations, also available online ( <a href="http://www.erlangen.de/vielfalt">www.erlangen.de/vielfalt</a> )	General Total reach: around 500 people	Information of people and understanding of project outline	Nr of people		ongoin g	
4	Website	Information, presentation of activities, official stage for network	<a href="http://www.erlangen.de/vielfalt">www.erlangen.de/vielfalt</a>	General Total reach: tracked by Egov centre of the City of Erlangen	Information	Nr of traffic	Egov Centre (internal)	15.5.2 014	

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5	<b>FB-page</b>	Information on past activities, announcement of planned activities, active exchange with network, extension of network	FB Kommunikation für Vielfalt in Erlangen/ Nürnberg	General		Nr of traffic Number of likes Nr of “people talking about it” (FB stats)	internal	20.5.2014	
6	<b>Presentati on of the project at key events (see nr 1)</b>	Integration Conference 2014, Inclusion conference 2014, AIB committee (periodical) LK-Integration (periodical), Round table refugees (periodical)	Total reach: around 800 people	General and both target groups		Nr of people			
<b>Workshops</b>									
1	<b>Research Forum on group directed hostility to outsiders (coordinat ed by Nurember g)</b>	Information about research status quo: hostility to outsiders (Prof. Dr. Beate Küpper, University of Niederrhein); keys of success for contact projects that target group directed hostility and resentments (Prof. Ulrich Wagner)	AEG-AREA Workshop 141	Nuremberg-C4i team&Network; &Erlangen-C4i team&representatives/researchers of University of Erlangen-Nürnberg	Lessons learned: If focusing on young people: include old people (child-grandparent mechanism); Don't single out one topic, include all topics (people with racist		Paid and organised by Nuremberg	7.4.2014 2-6pm	

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		Philipps-University of Marburg); training of researchers of the University Erlangen-Nuremberg			attitudes carry often also machist, islamophobic, etc. resentments				
2	<b>Workshop Daniel de Torres &amp; Gemma Pinyol- Political leadership Erlangen</b>	Political grounding; Inputs from political leadership	Erlangen – Bürgersaal, Palais Stutterheim, Marktplatz 1	Political Leadership (8 participants)	Political grounding Inputs from political leadership	Nr and relevance of people		29.4.2014 8.30-10.30am	
3	<b>Workshop Daniel de Torres &amp; Gemma Pinyol stakeholders/multipliers</b>	Identification of widespread rumours; Activation of network	Erlangen vhs club INTERNATIONAL , Friedrichstr. 17	Stakeholders/ multipliers (20 participants)	Identification of rumours Activation of workshop	Nr and relevance of people; media reaction; ongoing engagement		29.4.2014 2-6pm	
<b>ACTIVITIES</b>									
1	<b>Comic-Salon Cooperation: Workshop der FLIX</b>	Workshop to design Comic Stripes on Erlangen rumours → Announcement of cooperation during Max-	Tbc.	Members of the 2 specific target groups	Creation of 8 Erlangen and Nuremberg specific Comic strips that counter	Importance of artist; media attention; quality of cooperation between target group members		18.6.2014	

#	ACTIVITY/ ACTION	MAIN OBJECTIVES	Location	TARGET GROUP	EXPECTED OUTCOMES	INDICATORS <i>(Italic: questions)</i>	RESOURC ES	TIMIN G	C4i ACTI VITY
		und Moritz laureate (Nr 1 German-speaking Comic)			widespread, but false rumours	and artists			
2	<b>Conquer public space: Dining in my city – Opening Banquet</b>	Public table for around 800 people, opening event of the project <ul style="list-style-type: none"> <li>- Get to know each other</li> <li>- Mixing</li> <li>- Exchange</li> </ul>		General and both specific target groups		Nr of people; <i>Have you heard of the opening banquet? Have you participated? Have you seen a key message? Which was it?</i>		13.9.2014, tbc.	
3	<b>Comic Stripes – newspaper</b>	Rejection of rumours with humour and easily accessible tools	Erlanger Nachrichten – Weekend editions. Collectives.	General and both specific target groups (especially target group 2)		Nr of publications; reception of messages; <i>(Have you seen the flix-comics? Where? Which message do you remember?)</i>		October-December 2014	
4	<b>Comic Stripes Exhibition tbc.</b>	Rejection of rumours with humour and easily accessible tools	Schlossgarten (Castle and university gardens)	General and both specific target groups, especially target group 1)		Nr of people/ media; <i>as above</i>		October-November 2014	
5	<b>10 FACES: Posters Erlangen – small but diverse!</b>	Portray diversity of ErlangerInnen. Decrease rumours and exclusive stereotypes; explain complexity of human	Across the city billboards	General, and both target groups	Realisation of diversity and pluralism; identification for people that are			December	

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	<i>(Title tbc.)</i>	roles (the Turkish, but also the professor for medicine)			discriminated against; change of perspectives				
6	<b>Video, tbc.</b> (Inspiration by Pepe Danquart: Schwarzfahren)		Cinemas (mainstream, arthouse, open air)	General and both specific target groups					
7	<b>Talking library I Video</b>	Informing about diverse migration and integration trajectories, challenges and success stories	Public library Stadtbücherei Erlangen	General and specific target groups	Exchange, interaction and information				
<b>Ongoing: reactive</b>									
1	<b>register discrimination in Erlangen – anti-discrimination info-boxes</b>		Club INTERNATIONAL der vhs (international adult learning centre)	General and both specific		<i>“Do you think it is important to be able to register discriminations/discriminating rumours?” “have you ever done so?” “Will you consider this in the future?”</i>	Vhs club INTERNAT IOANL staff		
2	<b>Reactive campaigns</b>	React flexibly on current/topical/urgent	Tbc.	Depended on the topics	To react of the registered		Depende nt of type		

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	<b>on urgent situations</b>	topics throughout the project time			discriminations and discriminated rumours flexibly throughout the year.		of action needed		

## C4i ERLANGEN CAMPAIGN – TARGET GROUP1 SPECIFIC: INFLUENTIAL ELDERLY

	ACTIVITY /ACTION	MAIN OBJECTIVES	Location	TARGET GROUP	EXPECTED OUTCOMES	INDICATORS	RESOURCES	TIMMING	C4i ACTIVITY
1	Laufgelage XXL	<b>Action/ Event for Target Group 1</b> Increase interaction amongst citizens, increase empathy, let citizens discover “new worlds around the corner”, create empathy, strengthen city’s identity	Throughout the city	Influential elderly + the wider public	Interaction, Empathy, true exchange, possible ongoing, lasting connections, annual Then again?” If no: “Would you consider talking to the people when you meet them again?”	Nr of Participants; “Would you dine at people in your city that you don’t know?” / “Have you participated in the Laufgelage?” If no: “why?” “Did friends of yours participate?” “Do you consider participating in the future?” If yes: “Why?” “Where did you hear about it?” “Do you have friends that participated?” “Have you met new Erlanger?” “Did you feel you get to know new perspective on Erlangen?” “Will you actively meet		18.9.2014 tbc.	
2	Talking library	<b>Action/ Event for Target Group 2</b> Informing about diverse migration and	University library Universitätsbibliothek	Students and university staff	Exchange, interaction and information				

	ACTIVITY /ACTION	MAIN OBJECTIVES	Location	TARGET GROUP	EXPECTED OUTCOMES	INDICATORS	RESOURCES	TIMMING	C4i ACTIVITY
		integration trajectories, challenges and success stories.							
3	<b>Flix Comic Stripes</b>	<b>Info-tool/ Visibility for Target Group 1</b>	Distribute at/send to senior clubs	Influential elderly	Nr and reactions				
4	<b>Workshop Target group 1</b>	<b>Training Target Group 1 / Anti-Rumour Agents amongst the elderly</b>	Tbc.	Target group 1: influential elderly	Telling of facts to counter rumours; engagement training for activities	Engagement of people ( <i>do you like the project? Would you like to be involved in the future?</i> )		Tbc.	

## C4i ERLANGEN CAMPAIGN – TARGET GROUP 2: STUDENTS

	ACTIVITY /ACTION	MAIN OBJECTIVES	Location	TARGET GROUP	EXPECTED OUTCOMES	INDICATORS	RESOURCES	TIMMING	C4i ACTIVITY
1	<b>Comic Stripes University -First Semester Bags</b>	<b>Action/ Event for Target Group 2</b> Rejection of rumours with humour and easily accessible tools	Distribution on campus, especially Mensa			<i>Did you see the comics? What was the key message? Did they change the way you see others/rumours? How so?</i>		Begin Semester:(10/2014 & 3/2015 ff.	
2	<b>Heinz Ratz and the Refugees Concert</b>	<b>Action/ Event for Target Group 2</b> Awareness Raising	Die Villa	Influential elderly and the wider public		Questions on perceptions of and interaction with refugees in Erlangen		16.7.2014 5-21pm	
3	<b>Laufgelage XXL</b>	<b>Action/ Event for Target Group 2</b>	<i>As above target group 1</i>						
4	<b>Workshop Target group 2</b>	Training of Multipliers amongst the students	Tbc.	Target group 2 students	Telling of facts to counter rumours; engagement training for activities	Engagement of people <i>as above</i>		Tbc.	

## Appendix 1

### Rumours (as identified on 1<sup>st</sup> Workshop) - 28.4.2014, with 20 Multipliers

#### Islamophobia

„Not all Muslims are Terrorists, but all Terrorists are Muslims”

Headscarves: enforcement; compulsory, women psychological instabile, not competent, not self confident, dependent on men, not emancipated, always foreigners (there are no German Muslims), not part of society, fanatic, surpressed

#### Foreigners (in general)

Ignorant to their children`s school education

Don`t teach children German -> don`t want to integrate

Marry Germans to get citizenship

Poor Foreign woman marry rich German men

Have too many children

Are preferred for scholarships (University)

Have no manners, cook all the time, eat with the hand. (Not understanding culture)

Segregate themselves from society, don`t exchange, don`t talk

Too unclean, too loud, don`t understand house rules (neighbourhoods)

Not capable of integrating

#### Black people

Broken family systems

High crime and drug rate

#### Germans

Are cold, German`s don`t smile

Don`t take care for their children