

C4i PATRAS CAMPAIGN

1. Objectives

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.

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

2. Activities

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.

1) Cultural activities

Funded
by the European Union
and the Council of Europe



COUNCIL OF EUROPE



Implemented
by the Council of Europe

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

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