

PROJECT "C4I - COMMUNICATION FOR INTEGRATION"

C4I DRAFT FINAL REPORT

LOURES

REPORT
JUNE 2015

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1. Introduction

<i>Project activities</i>	<i>Date / period</i>	<i>Method</i>	<i>Partner(s) involved (specific city department(s), NGOs, University, media, citizens, etc.)</i>
1; <i>Local information and mapping</i>	June/November 2014	Local survey (384) Online newspaper survey Awareness Raising Workshop's	Unit for Equality and Citizenship C4i coordinating team
2. <i>List of rumours and data to counter them</i>	June/November 2014	Study made by the High Commission for Migrations "Myths and Facts" - 2005 Online newspaper survey Awareness Raising Workshop's	Unit for Equality and Citizenship C4i coordinating team
3. <i>Selection of local coordinators</i>	January/February 2014	Unit for Equality and Citizenship internal selection	C4i coordinating team UEC head office unit
4. <i>Establishment of local networks</i>	June/November 2014	Awareness Raising Workshop's Monthly Network Meetings	Unit for Equality and Citizenship C4i coordinating team
5. <i>Local campaign</i>	April 2014/ December 2015	Festival The Neighbourhood and The World Workshop's Training Network Public Art Gallery Lunch Branding Buses Political declaration	Unit for Equality and Citizenship C4i coordinating team Municipal Services Newspaper (Notícias de Loures)
5.1 <i>Launching event/ Cultural event</i>	October 2014	Festival The Neighbourhood and The World	Municipal Services NGO's (co-producer Ibisco Theater) Artists
5.2 <i>Awareness-raising workshops</i>	June/November 2014	Mail invitation Open Meeting Focal group	5 workshop's 80 people
5.3 <i>Training of trainers</i>		Selected trainers from municipal services, ngo's, enterprises (hospital)	14 (municipality services, ngo's, hospital)
5.4 <i>Training of anti-rumour agents</i>	June/March 2015	Selection from municipal services, ngo's, enterprises and public services	42 (municipality services, ngo's,)
5.5 <i>Ambassadors for diversity</i>	March 2014/ June 2015	<ul style="list-style-type: none"> • Pedro Santos Pereira, Filipe Isménio (Newspaper – Notícias de Loures) • community living in Quinta do Mocho neighbourhood (Kedy Santos, Edilson Nunes – Dey Dey, Bráulio Nunes, Djavan) • » artists participating in 	Newspaper – Notícias de Loures NGO's

		<p>Public Art Galery (40 anos 40 murais, Nomen, Tamara Alves, SLAP, MAR, Odeith, RAM, Smile, Chip, Utopia, Vhils, Pantonio, GLAM, MTO, Bordalo II, Vespa, Manoela Jack, Miguel Brum, Tosco, Colectivo Rua, Caver, Fun, Seir, Hugo, RAF, Sen, Bean, Black, Adres, and NADA)</p> <ul style="list-style-type: none"> • Dj Marfox as an Ambassador for Festival The Neighbourhood and the World and the Public Art Gallery 	
5.6 Diversity days	December 2015	Municipal Day for Intercultural dialogue (debate)	Municipal Services NGO's Artists
6. Dissemination	April 2014/ June 2015	<ul style="list-style-type: none"> • Powerpoint presentation (3) • Newspaper (2 numbers) • Communication tools from Festival • Communication tools from Public Art Gallery • Declaration 	
7. Other campaign activities	April 2014/ December 2015		
7.1. Branding Campaign	April 2014/ December 2015	<ul style="list-style-type: none"> • Communication strategy presentation • Stamp/Label • Open Source Logo • T-shirt branding (625) • Jars and Cups (1000 + 6000) • Tablecloths (90.000) • Horizontal lanes (3) • Roll-Ups (3) • Hop-Up Wall (1) • Hop-up Balcony (1) • Promotional tent (1) • Horizontal promotional flags (4) • 4Gb Pen (1000) • Lanyards (1000) • BIC pencil (2500) 	
7.2. Public Art Gallery	April 2014/ December 2015	<ul style="list-style-type: none"> • Communication strategy presentation • Local Mapping • T-shirt branding (250) • Horizontal lane (1) • Roll-Up (1) • Hop-Up Wall (1) 	

		<ul style="list-style-type: none"> Hop-up Balcony (1) 	
8. 1 st wave survey	October 2014	Local survey (150)	Unit for Equality and Citizenship C4i coordinating team
9. 2 nd wave survey	March 2015	Local survey (150)	Unit for Equality and Citizenship C4i coordinating team
10. Visibility	April 2014/ December 2015	<ul style="list-style-type: none"> Festival The Neighbourhood and The World Public Art Gallery Loures Livre de Rumores (Loures Free of Rumours) 	Municipal Services Unit for Equality and Citizenship C4i coordinating team Municipal Services NGO's (co-producer Ibisco Theater) Artists Newspaper (Notícias de Loures)

A very important piece for designing a communication strategy on immigration factor, is how it is seen the phenomenon of social representation of immigration in the targeted territory, at local, regional and national press.

One of several factors that hamper the integration of immigrants into society is the negative charge that is symbolically linked to them, and the importance of media in the definition of stereotypes and opinions, reproducers, generators and agents of transformation or maintenance of social representations within the public who have access to them.

Also the problems of crime and social maladjustment of young immigrants and young people of immigrant descent are often subject to public debate. Not intending to conceal this debate, as it is a verified and existing problem, and that should be taken into account in the news and information, the usefulness of blistering and rumour based news, should be taken into account in editing, because this “public finger pointed” does not qualify as useful for an integration of this population into society and community.

Associated with these issues, we can still see easy speech association, sometimes indirect, between crime/insecurity and immigrant populations. This discourse is also very present when talking about local public housing and municipal districts of relocation, which contributes to a perpetuation of the strong stigma of criminal-immigrant and immigrant-offenders.

Thus, some press contributes significantly to reproduction stigmas and negative labels assigned either to immigrant populations, where they reside and live their everyday lives.

One identification of prejudice analysis it was held in Loures by identifying the main prejudices in local and national media by running objective analysis within all news on local press, and even national, which were recurring stories on crimes and assaults on violent everyday, and that these occurrences were often associated with the descendants of immigrants, especially Africans, building statements that are played, with serious consequences on basic construction of negative representations.

This analysis contributed to the pragmatic response on creating the Festival The Neighbourhood And The World (first edition in Quinta da Fonte) and it's continuity towards a new neighbourhood (Urbanização Terraços da Ponte – Quinta do Mocho), but also the implementation of the Public Art Gallery as an answer to this negative “public speech” association.

The specific rumours constructed towards immigrant communities/ social housing projects projected a site specific target in Loures Free of Rumours campaign, in which made it clear the need to intervene in Quinta do Mocho neighborhood (Festival The Neighborhood and the World, Public Art Gallery) who have permitted to construct another public image towards this specific community, and creating space in local press for the existence of a newspaper page with one wall/ artist per number, which will create the possibility of maintain this neighborhood for 2 years long (it has been painted, until June 2015, 28 walls, which represents 2 years/ monthly number newspaper on Notícias de Loures – News of Loures), in addition we are painting 2 walls per month, which will represent 12 new walls until December 2015, representing one estimative of 40 walls until the end of the year.

Awareness Raising Workshops

Creating a local network can act as a catalyst for the design and implementation of a communication strategy to counter these tendencies, and awareness-raising workshops were the first step in that strategy.

We ran five awareness raising workshops during 2014, exploring the topic of immigration with leading NGO's, religious congregations, local authority units in various areas, parish councils and schools. It became an important tool for building the "Loures Free of Rumours" strategy. The dates were: May 14 and 15, June 18, July 1 and 4 of July, and October 25. Over 80 people attended.

City Council participants included: Divisions of Equality and Citizenship, Foreign Affairs Information and Communication, Culture, Sports and Youth, Education, Urban Planning, Social Innovation and Promotion of Health, Housing, Security Local Contract, Municipal Police, Services, Water and Sanitation. And external participants included religious associations, residents and immigrants associations, cultural association; child support groups; youth groups; the association of local authorities, educational and music groups; sports associations, and others

Development strategy

The workshops aimed to generate open discussion on the issue of the perception(s) of immigration and immigrants in the municipality of Loures. Discussion also covered wider perceptions about the county, including non-immigrant communities, which suffer from problems of perception and integration, and other issues such as Islamic extremism and paedophilia in catholic religious orders.

Workshops looked at the perceived causes and types of prejudice and rumours, such as: cultural (and regional) differences; economic discrimination; living social housing estates, stigmatized by others, and refusing relocation; rivalries between neighbourhoods; and persistent negative information

Numerous myths and fears, prejudices and preconceived ideas emerged: e.g. that immigrants are drug dealers and corrupt; they destroy public houses and fill them with rubbish; they steal our jobs and live on subsidies. Many target specific immigrant groups, such as Africans, Brazilians or Gypsies.

The C4i project was presented, and the overall strategy and interventions proposed for Loures

Participants were asked afterwards to design initiatives that deconstruct rumours, and many ideas / and proposals were incorporated into the intervention strategy.

We have developed 5 workshop's as awareness raising workshop's, for discussion on the topic of immigration with leading NGO's, religious congregations, units of the local authority in various areas, parish councils and schools, and it became very important tool for the developing of the strategy "Loures Free of Rumors". It was a moment of discussion, sharing and developing within the informal network.

In Loures it was created a local network for the Loures Free of Rumours campaign that holds a monthly meeting with all partners involved, but as an open society network to discuss campaign possibilities, activities held by each partner and future programming of the network. It as the participation of municipal entities (Municipality Front Office, Municipal Enterprises – water services, garbage collectors, public space, pool, among others, Social Housing, Integration Services, Youth, Sports and Culture); NGO's (civil society on youth, culture, citizenship associations), public services (hospital) and private sector companies.

Logo and Branding developing

The development of the logo and campaign itself was a crucial element for the design and for the continuity of the project in time.

The logo discussion was participated by all network entities in the local anti-rumours network and allowed to be assumed by all entities as a means of connection between the various activities that have been, are being and will be developed in the future.

First the phrase "Loures Free Rumores", and secondly the logo itself as open source logo, allowing each entity to recreate the logo in their way adapting to their own corporate image, allowing us to stretch the image project itself. In addition to this possibility, this form is also intended to create a logo that would give the idea of an intercultural and diverse county, given the high number of nationalities present in the municipality of Loures (122), through the possibility of recreation in open source logo base Loures Free Rumors.

Within the logo/branding creation, it was created a stamp/label to be spread out within the network framework, municipal services, ngo's and enterprises.

The brand development as it's face in the naming of the project as a long term effect. Loures Livre de Rumores (Loures Free of Rumours) as a brand to be spread towards all public space and to reach out all society.

Taking the Barcelona example and developing a jars and cups distribution in all municipal offices, municipal cafeterias, local political parishes, schools will have a grand impact in making a fuss around the brand.

Developing a bus campaign with the activity's, the infographic data and diversity questions, taking into account that the bus company that works in our municipality as 370 lines, and passes trough 4 other municipality's (almost all the grand Lisbon area – Lisbon, Sintra, Odivelas, Vila Franca de Xira), with 200.000 daily passengers.

As for the Tablecloths, we followed the Sabadell proposal and we are going to put them in the municipal cafeterias (1000 meals/ daily) and with the private enterprises that will join the project (Beatriz Angêlo Hospital and IKEA).

The development of book markers and note/visit cards is a way of being able to spread the data and ideas quickly throughout the network and all the partners involved in the project.

General Media

In the initial process of designing the campaign in Loures we made the assumption of absence of local press in Loures territory. Nevertheless, a local press was created since and started to print 15.000 copys per month, distributed in the main locals of Loures, and with one of the major/leading weekend newspaper in Portugal (Expresso), on the first Saturday of every month.

For the first period of implementation the project we had no feedback/interest by the newspaper to cover any activity.

With the Festival in October they've covered but as a small new of a cultural activity.

The key point of focusing happened with two events: the coordinating meeting in Loures/Amadora and the appointment for finalist in the Diversity Advantage Challenge (December). The capability of opening a long term vision of the project and of the intercultural approach towards diversity was a huge success that still lasts.

First of all the December number it was a huge factor of struggle against the negative charge that is symbolically linked to this specific neighbourhood, and towards the migrant community inside of this neighbourhood (Quinta do Mocho, in Sacavém).

They accompanied the coordinating meeting, where it was a first appointment with the project at a global level, and in a local level (C4I, Festival The Neighbourhood and the World and the creation of the Public Art Gallery).

This was a turning point towards a more active partnership with the municipality.

The firsts pages of the January number we're truly important, as it was the first time ever that a newspaper (local or national) took the name of the neighbourhood (Quinta do Mocho) and joined success at European level (Notícias de Loures, number 9). Even for the community in Quinta do Mocho as a matter of raising self-esteem it was a breakthrough.

Within the Public Art Gallery it was created a partnership, where in each number of the Festival one page specifically with one work/ one wall/ one artist from this Neighbourhood (Notícias de Loures, numbers 10, 11, 12, 13 and 14). And this will continue as long as we have walls painted in this neighbourhood. There are a total of 28 walls painted (June, 2015) and more 12 artists to intervene, so it is fair to say that this partnership will continue for 3 years, or more since we are painting 2 walls per month.

Another important message it is the theme about diversity within the municipality, and it was created a Communities Section in the newspaper where there is a social representation of each community present in Loures (Notícias de Loures, number 11 – goan community and number 12 – muslim community, 13 – chinese community and 14 – cape vertian community), and this section will be permanent within the monthly newspaper.

The development of Public Art Gallery in Quinta do Mocho neighborhood allowed us unprecedented visibility for this territory, but especially for this community,

mostly inhabited by immigrant families (born and / or descendants). In addition to this visibility the creation of the guided tours and the sustainability of it as cultural heritage in the county has allowed us to tackle all existing prejudices that fall on this neighborhood.

Since it has been a very important initiative of the municipality also has allowed us to be present within forums, which otherwise we would not be present, as was the case with Futurália, largest fair of Education and Training in Portugal (11-14 March 2015), and the IN Festival - Innovation Culture and Creativity (23 to 26 April 2015). Also the presence of Architecture Schools, taking into account the intervention in public space, and the Faculty of Tourism, taking into account the guided tours (heritage and cultural development), opened the doors that were developed internships, and in some cases the chance to have open classes at Master's Degree in this neighborhood.

Within the newspaper we created 2 numbers (june and july) as a supplement, creating space to “talk” about the project. Development of a 4 pages supplement in the local newspaper (Notícias de Loures – 15.000 newspapers distributed) with the main focus of the project, news of the project developing and 2 articles. There will be printed 2 supplements (June and July).

Political Declaration

Aimed at combating stereotypes and prejudices that hinder interaction and intercultural coexistence, and considering that respect and promotion of cultural diversity constitutes an essential basis for the development of a society based on solidarity.

Claiming that the development of democratic stability be advisable with a strategy to combat prejudice and stereotypes in public life and political discourse.

The Loures Free Declaration and Rumors presents a strategic vision, inviting the whole economic and social structure, individually and collectively to commit themselves to promoting diversity, helping to prevent ethnic cleavages, religious, linguistic and cultural identity and accepting the differences constructively democratic and based on universally shared values.

This Declaration will be presented to all local political actors as to all civil and private society to sign and respect the values printed on it.

Municipal Day for Intercultural Dialogue

Celebration of the Municipal Day of Intercultural Dialogue, performing a thematic Special Public Meeting to discuss policies for integrating immigrants. It is intended to create a moment of discussion on the integration of immigrants, the success of respected the principle of permanent cooperation between different state institutions, seeking articulate, transverse and multisectoral responses, giving particular attention to the local dimension of the host, promoting integration proximity, being essential to strengthen the alliance with civil society civil society (immigrants associations, religious organizations, etc.) institutions, enhancing their generous and flexible intervention.

Themes:

- »The role / support of immigrant associations
- »New limitations on the entry of immigrants in Europe

»Religion as the integration process

C4i Antirumour Facebook

Developing of a social network fuzz that links to the project developing.

To link to other projects that touches our, to present a diverse society in Loures (interviews with local migrants), infographic focus presented, videos development, resources publication, actions/ activity's, phrases and study's (local and national level) in this focus area (prejudice control – diverse/ intercultural approach).

There will be also developed A3 posters campaigns to put on schools pointing to the Loures Livre de Rumores facebook page.

This facebook as 954 followers.

Festival The Neighbourhood and the World

This festival aims to be a nationwide event on integration, diversity, intercultural, citizenship and inclusion, and to involve the entire community (individual and associative) present in target territories and will feature an eclectic program with multicultural concerts, documentary films, theater, dance and music installed in stages and cultural associations, drawings and graffiti respective training, animations on buses, etc.

This will be an event that is intended to establish an intercultural and intergenerational dialogue, promoting the integration of migrant communities, giving value to a whole social and cultural dynamics present in these territories, being the production of this festival a co-production between the Municipality of Loures and Ibisco Theatre Association.

The festival "The Neighborhood and the World" will be a nationwide event on integration, diversity, intercultural, citizenship and inclusion, and to involve the entire community (individual and associative) present in target territories and will feature a schedule eclectic multicultural concerts, documentary films, theater, dance and music installed in stages and cultural associations, drawings and graffiti respective training, etc.

The festival will develop a program that is organized around meetings between residents and public, between Portuguese and foreign traditions. We want to create an event that makes the biggest events on the street and smaller events that connect the public to the community and guest artists. This Festival will bring the district and the World, which is not least, bring the world to the neighborhood.

Project continuity that is intended to have its development in the neighborhood of Quinta do Mocho (94% of foreign born population, most of them with Portuguese nationality since 2007), and where there is an easy speech association, sometimes indirect, between crime / insecurity and immigrant populations, which contributes to a perpetuation of the strong stigma of criminal-immigrant and immigrant-offenders.

This event aims to create a moment of national impact in the local press, and even national, who demystify everyday violence, building statements that are played, with serious consequences, in terms of basic construction of negative representations in this community.

Public Art Gallery

Developed in the Festival "The Neighborhood and the World", the importance and impact assumed by the gallery created in the artistic intervention as a motor for the shift focus intended, takes us to develop a site specific all round project, that allows us to maintain this intervention for a medium/ long term period, and also to develop site specific needs.

We have painted 28 murals so far, and we have created an artistic residency in the neighborhood and to be able to develop ground formation for guides (youngsters living in the neighborhood) for guided tours. Also that this Public Art Gallery to be the leverage to deconstruct myths and prejudices towards this particular neighborhood, thus creating a good practice that can be replicated in other neighborhoods with the same problems. This Artistic Residency has already received 4 artists working on this neighbourhood, creating a very important bond with the project and the community but specially projecting the name of this specific neighbourhood towards a more positive image anchor of the community living in there.

Intercultural Lunch

Following the activity that Erlangen developed, the intercultural lunches/ meetings aims to contribute to a more effective integration of immigrants, strengthening social relations and promoting cultural diversity in the municipality. The initiative suggests conducting a lunch through which everybody is invited to join as a group, a family or an individual, creating a single table continuous, and spaces for migrants ngo's to sell specific gastronomy from the country (if abroad) or region (if Portugal) where they came from.

This lunch will take place in 2016.

There will be migrants making the Human Library, telling their life stories through the country(ies) they have passed o get to Portugal an also from their born country/ region.

Lane for Diversity to sports events

The idea is to create a lane to be held in front of sports team in each event that take place in Loures, in which each team will held this lane with the logo/ moto developed, creating a group photography, aiming to create an awareness and stimulating participation.

Skin Tone Pencil Box

A skin tones colour pencil box will be created for the development of a paint workshop in the discipline of Visual Education, in order to place the skin colour convention aside (pink colour) and implicitly creating a discussion on this topic.

This specific project is still in discussion with the creative and communication department of this specific Portuguese private company (VIARCO).

2. Narrative report

2.1. Presentation

Loures has a total population of about 200.000 inhabitants, in which about 8% (16.700) are residents from abroad, with a very significant community from Africa, which represents 55%, namely Angola, Cape Verde and Sao Tome and Prince, and 22% coming from the Americas, particularly in Brazil, being the largest immigrant community in this municipality.

The INE (National Statistical Institute) data, referring to the 2011 national census, still indicate that are living in Loures 6.224 citizens with dual nationality (plurinationality), which represents about 3%, but this data does not allow us to affirm that this is the number of residents in county who obtained Portuguese naturalization.

It should also be noted that each year, according to INE (the reporting period between 1999 and 2007), are required an average of 1.000 permits of residence in Loures.

It is important to refer to the absence of data from two factors that would be essential for a more authentic portrayal of the migrant population in the municipality of Loures, taking into account the expectations and desires as well as their intangible heritage and their socialization processes.

In the foreground, it is the total number of foreign immigrants who become naturalized, which would represent an important piece of work on the logic of building a communication for integration and interculturalism in the intervention plan.

The other important factor is the number of descendants of these two "populations" (resident immigrants and naturalized immigrants), and this population as a socialization process in which their intangible heritage as family born migrant is a very important piece in their daily life and specially in their personal and familiar social statement.

Noted that there should be some caution with the use of concepts and terminology in the discourse and object of study and intervention, because, legally, an individual who obtains the Portuguese naturalization no longer is considered a foreigner/immigrant, although it is acknowledged that the level of "moorings" of our identity, same individual can consider himself a foreigner/immigrant, and even in the socialization process he is treated as such.

It should also be noted that the available data indicate that with the change of the Law for Nationality in 2007, the number of naturalizations increased substantially, being one of the factors that contributed to the decrease in the number of immigrants, particularly with the earlier immigration (particularly of groups with the nationality from the Portuguese former Colonies - PALOP).

With a macro analysis, there is a growing decline in the number of foreigners present in Portugal, was pointed out as causes the onset of the economic crisis, the associated rise in unemployment and the decline of public and private investment. Although this does not happens in Loures, due, very probably, to low cost of housing.

Given the new administrative boundaries of the Municipality of Loures parishes with greater presence of foreign resident population recorded are the Union of Parishes Camarate, Unhos and Apelação (4.686-28%), Union of Parishes Sacavém and Prior Velho (3078 - 19%) and Union of Parishes of Santa Iria de Azóia, Bobadela and São João da Talha (2.326-14%). Thus, only these 3 parishes have more than 60% of the foreign population in the municipality of Loures.

Taking into account the previous administrative boundaries, parishes with larger foreign population register would be Santo António dos Cavaleiros (2.447-15%), Camarate (2.344-14%) and Sacavém (2.188-13%).

2.2. Basic information

Area	167,4 km ²
Population	205.054 hab. (2014 - INE)
Population density	1.226,11 inhab./Km ²
Number parishes	10
President of Hall	Bernardino Soares (CDU)
The Municipality Foundation	July 26, 1886
Region (NUTS II)	Lisbon
Subregion (NUTS III)	Grande Lisboa
Regional District	Lisbon
Former province	Extremadura
Municipal holiday	July 26 (creation of the municipality)
Postcode	2670 Loures
Official website	www.cm-loures.pt

2.3. Municipal administration

The municipality of Loures is administered by a city council composed of 11 councilors.

There is a Municipal Assembly that is the legislative body of the municipality, consisting of 43 members (including 33 directly elected).

The position of Mayor is currently occupied by Bernardino José Torrão Soares was elected in the municipal elections of 2013 in the CDU (coalition from PCP-Portuguese Communist Party + PEV-Ecological Green Party + ID-Democratic Intervention) lists, with relative majority of councilors in the chamber (5). There are four councilors elected by the PS (Socialist Party) and two coalition Loures Knows How To Change (Social Democratic Party-PSD / Portuguese Monarchic Party-PPM);

that had a latter post-election coalition agreement with the CDU, ensuring the absolute majority to Bernardino Soares.

In the Municipal Assembly, the most represented are the parties of PCP and the PS, both with 12 elected members and four presidents of Parish Councils (having a relative majority to CDU), followed by the coalition Loures Knows How To Change (6; 2), the BE (Left Block) (1; 0), CDS-PP (Democratic and Social Center-Popular Party) (1; 0) and the PCTP (Portuguese Communist and Workers Party) (1; 0). The President of the Municipal Assembly is Fernanda Santos, from the PCP.

2.4.Territorial and social information

The municipality of Loures comprises two cities: Loures (a city on August 9, 1990) and Sacavém (a city on June 4, 1997) and seven small cities: Bobadela, Bucelas, Camarate, Moscavide, Santa Iria de Azóia, Santo António dos Cavaleiros and São João da Talha, and multiple villages on the north side of the municipality.

With the new administrative reform in 2013, Loures parishes were reduced from 18 to just 10 by the aggregation of several parishes, primarily in the eastern zone:

Bucelas,
Camarate Unhos and Apelação,
Fanhões,
Loures,
Lousa,
Moscavide and Portela,
Sacavém and Prior Velho,
Santa Iria de Azoia, São João da Talha and Bobadela,
Santo Antão and São. Julião do Tojal,
Santo António Cavaleiros and Frielas.

The municipality is divided into three major areas: the rural, at north (including Lousa, Fanhões, Bucelas, Santo Antão and São Julião do Tojal); urban, south (Frielas, Loures and Santo António dos Cavaleiros); and industrialized, the east (Apelação, Bobadela, Camarate, Moscavide, Portela, Prior Velho, Sacavém, Santa Iria de Azóia, São João da Talha and Unhos).

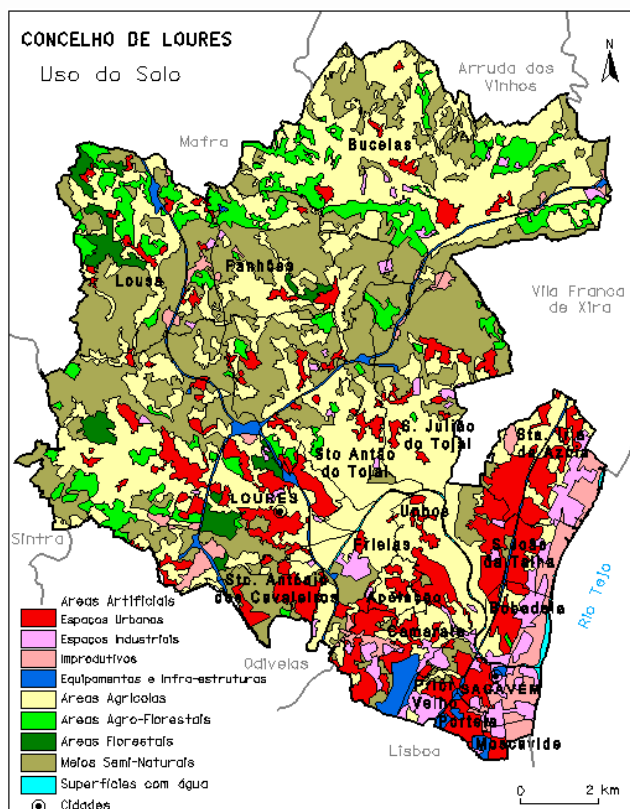
Loures Municipal Boundaries Metropolitan Area



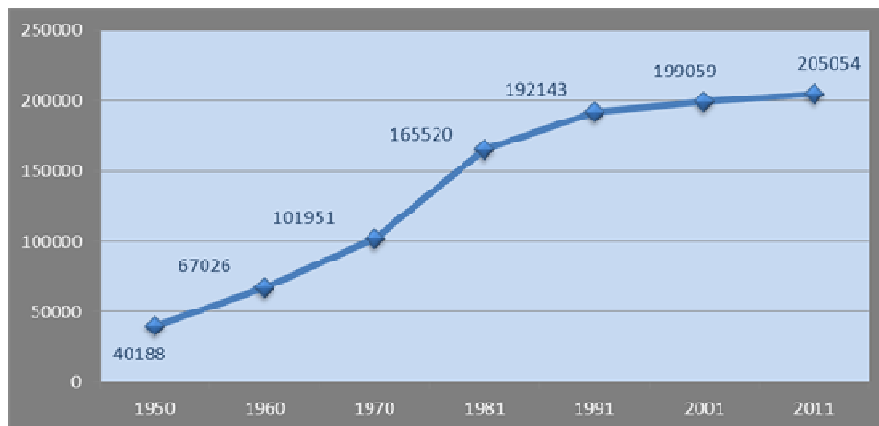
Lisbon



Municipal Urban Master Plan – Land Use

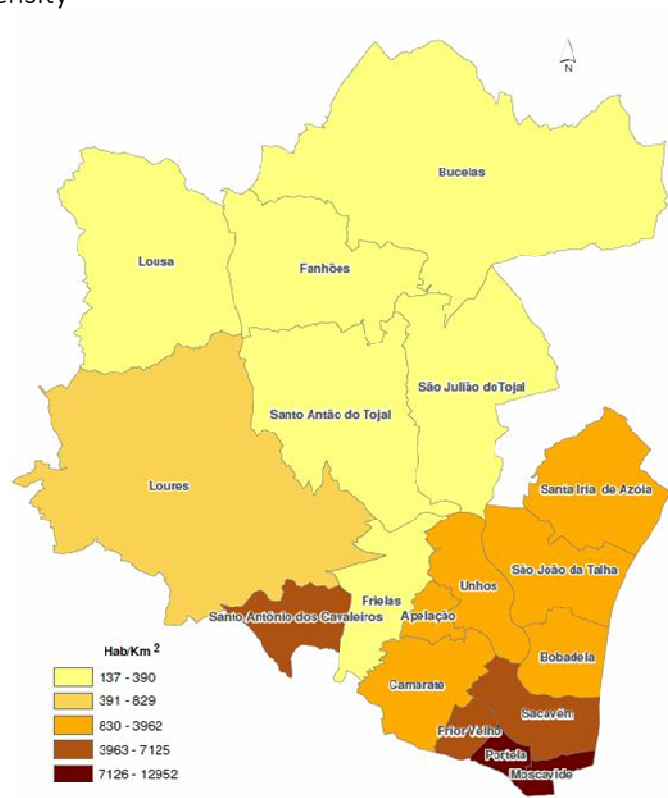


Evolution of the population 1950-2011



- » population variation between 1991 and 2001 is positive (3.6%), which corresponds to an increase of 6.916 inhabitants;
- » variation rate of the demographic quantitative 3% (positive variation between 2001-2011), which is reflected in the addition of 5.995 people.

Population density



- » parishes, further north (Bucelas Fanhões, Lousa, São Julião do Tojal, Santo do Antão do Tojal and Frielas), with a resident population dispersed throughout the vast territory (low densities);
- » parishes of eastern polarize a significant proportion of the resident population in the county (Santa Iria de Azóia, São João da Talha, Bobadela, Unhos, Apelação and Camarate);
- » parishes Moscavide and Portela have the higher population densities.

2.5. Local campaign

2.5.1. Basic information about the campaign

- Specific goals
 - awareness raising
 - data generation
 - prejudice desmistify
 - personal commitment
 - public debate
 - political debate
 - humanization
 - institutional commitment
- Target/s
 - main public (Municipal services, cafeterias, schools, buses, ngo's, enterprises)
 - ngo's
 - schools
 - political party's
 - resident community
 - surrounding communities (of neighbourhood's)
- What specific rumours the campaign has focused on? Why?

There were two major focus on our campaign:

 - » the prejudice construction on social housing estates and on immigrants who live on those territories
 - » diversity construction, that there are a large number of migrants in Loures territory, thus creating the "stamp" Loures 1 County, 122 Nationalities
- Were there delays in the design and/or implementation of the campaign?

Yes.

- » the branding took a long journey to get it more open and more participative within the network, thus creating a more embraced name/logo. This situation create a delay on the acquisition of the merchandising which depended on the finalisation of the logo.
- » the political declaration as a large consensus within the local municipal assembly as been discussed, and it is still in discussion within all the political parties present in our territory. We are also presenting this declaration to enterprises and civil society to embrace it.
- » the lunch as been delayed also due to human resources availability
- » the pencil box it is in discussion with the creative department of the entreprise VIARCO
- » the campaign on buses is attending for july to implement, because of the large scale communication strategy of the City Coucil
- » the intercultural lunch will be developed within the work done in the Unit of Equality and Citizenship next year, due to the tight scheduled in the work of the Units/County program in 2015

2.5.2. Global Communication

- What are the main messages that your campaign is spreading?
The first important message it was to demystify the prejudice on social housing estates and on immigrants who live there, this specific rumour constructed towards immigrant communities/ social housing projects projected a site specific target in Loures Free of Rumours campaign, in which made it clear the need to intervene in Quinta do Mocho neighbourhood (Festival The Neighbourhood and the World, Public Art Gallery) who have allowed us to construct a diferent public image towards this specific community.
Also the need of assume the diversity within this community it was focused with the message of a large migrant community that we don't always realize - 1 county, 122 nationalities logo, allowed us to show the diversity present in Loures. This diversity message is compressed in the message that was worked to promote a self message in a personal side "I believe that diversity is one of the most important resources of humanity. [Eu acredito que a diversidade é um dos recursos mais importantes da humanidade.]".
- Have you designed a specific logo and communication slogans?
The development of the logo and campaign itself was a crucial element for the design and for the continuity of the project in time.
The logo discussion was participated by all network entities in the local anti-rumours network and allowed to be assumed by all entities as a means of connection between the various activities that have been, are being and will be developed in the future.
First the phrase "Loures Free Rumours", and secondly the logo itself as open source logo, allowing each entity to recreate the logo in their way adapting to their own corporate image, allowing us to stretch the image project itself. In addition to this possibility, this form is also intended to create a logo that would give the idea of an

intercultural and diverse county, given the high number of nationalities present in the municipality of Loures (122), through the possibility of recreation in open source logo base Loures Free Rumours.

A phrase will be used as a logo in a third implementation phase: “I believe that diversity is one of the most important resources of humanity. [Eu acredito que a diversidade é um dos recursos mais importantes da humanidade.]”.

- What communication and dissemination tools are you using?
 The most important vessel is the facebook page, there is not a specific page within the municipality site, but we are developing the possibility of creating a micro-site. In 2014 it was a year of communication of the new site and logo for the municipality, and therefore all the communication effort it was for this specific communication activity. In 2015 a major activity (where the C4i – Loures Livre de Rumores is integrated) it was held in the first semester – Loures in Congress (Loures em Congresso).
- What have been the main communication activities (presentations, workshops, media, press, etc.)
 - » local newspaper – development of two major activities with the local newspaper creating a partnership, where in each number one page is dedicated specifically with one work/ one wall/ one artist from this neighbourhood public art gallery, and this will continue as long as we have walls painted in this neighbourhood (total painted for now in 27 walls (June, 2015) and more 25 artists to intervene, so it is fair to say that this partnership will continue for 2/3 years. Another important message it is the theme about diversity within the municipality, and it was created a Communities Section in the newspaper where there is a social representation of each community present in Loures (Notícias de Loures, number 11 – goan community and number 12 – muslim community, 13 – chinese community and 14 – cape vertian community), and this section will be permanent within the monthly newspaper.
 - » public art gallery - the use of public space for artistic activities, involving the residents, captured the attention of local, national and international media and art programs, at the same time as increasing self-esteem of residents and ownership towards their neighbourhood.
- What have been the most and the less useful communication tools and actions? And why?
 - » most useful action - Public Art Gallery (big wall paintings with graffiti) it as been the most valuable resource in the campaign for the awareness raising capability and the positive impact in the way a specific neighbourhood is seen in the surrounding territories, creating a more positive impact about the territory
 - » less useful action - facebook page [loureslivrederumores](#), because even though it is feeded on a week basis, it had to have a reflection on a local strategy as both a tool for disseminating a specific territorial action or a specific digital spreading campaign on rumours or diversity. To be able to have a real participative facebook page the interaction between facebook users and real time activities as got to have a click,

and that interaction as being held in the facebook page of obairroiomundo. This had to transport the project into an weekly/monthly activity based project.

- Which new communication tools are you planning to introduce before the end of the project?
 - » Branding/ campaign in buses – disseminating campaign in 370 buses line of the project “Loures Free of Rumours”
 - » Label Branding in municipality car fleet – with the communication campaign it was developed various stamps/ labels to promote “Loures Free of Rumours”
 - » Newspaper number in July

2.5.3. Anti-rumour network

- What are the key actors involved and supporting your campaign?
 - » local newspaper – Pedro Santos Pereira, Filipe Isménio
 - » community living in Quinta do Mocho neighbourhood, specially the team that is being formed to held the guided tours (Kedy Santos, Edilson Nunes – Dey Dey, Bráulio Nunes, Djavan)
 - » all artists participating in Public Art Galery (40 anos 40 murais, Nomen, Tamara Alves, SLAP, MAR, Odeith, RAM, Smile, Chip, Utopia, Vhils, Pantonio, GLAM, MTO, Bordalo II, Vespa, Manoela Jack, Miguel Brum, Tosco, Colectivo Rua, Caver, Fun, Seir, Hugo, RAF, Sen, Bean, Black, Adres and NADA)
 - » Dj Marfox as an Ambassador for Festival The Neighbourhood and the World and the Public Art Gallery – in almost all the public/media appearances of this artist he talked about this two initiatives
- How did you manage to engage and motivate them?

The possibility of developing such a project in such a territory, as an art focus for diversity it stands out as a catalyst for many of this artists to held a piece of the puzzle in creating such a positive impact in the community, at a local level, at a national level and even at an international level.
- Have you set up some kind of network structure? How does it work? (working groups, commissions, informal meetings...)

Yes. It's not a formal network, but it has allowed us to discuss the importance of creating a new structure that could be a sub-group for Interculturality and Citizenship inside the Local Council for Social Action, or a Municipal Council for Interculturality and Citizenship. This discussion is being held in the construction of the Municipal Plan for Immigrant Integration.

2.5.4. Anti-rumour agents training

- How are you doing/planning the anti-rumour agents training (number of agents to be trained, profiles, how do you attract them..)

We have already trained 42 agents (14 trainers and 42 agents). The profile of the trainers were municipal workers from different services (education, culture, sport social housing, human resources), where it is expected to be held more training

sessions inside the municipal structure; hospital human resources to held training sessions in the local hospital (Beatriz Angêlo); a specific ngo (Ibisco Theater) to work with us in the implementation of the training sessions and 4 consortium's from the Choices National Program (EnvolveTE Nesta Oportunidade, EuAmoSAC, Inserir com Escolhas and Projecto Esperança).

Another point of attraction is the pertinence of the discussion about the rumour and the racism inherent in society, that brings out the capability of working together in a common objective. This involvement tend to be used in a single and simple objective in the deconstruction of rumours as a collective goal.

- How do you link the anti-rumour agents with your campaign? What are they expected to do?

The question is that we are developing campaign's within the normal plan of activities of each entities. The only difference is the focus point within an anti-rumour strategy (Loures Livre de Rumores branding, stamp/label use, political/civil declaration). It's an circular implementation, it is expected to link site/organization specific activities to already planned activities, and to link activities designed within the project (intercultural lunch) to get their organizations to participate in each one.

For example we had a site specific activity (Ping-pong against rumours), where a youth association and a local consortium participate, but afterwards the youth association wanted to held another activity towards their target group (youth, school groups).

- Have you used C4i training material for the training?

Yes. We have designed an anti-rumour agent kit with a 4Gb pen, a notebook, pen, lanyard (still in acquisition process) where we have putted the BCN resources material, the C4i handbook developed by Dani, the Debunking Handbook developed by Nuremberg, the Local Research/ Surveys and the National Research/ Survey.

One effort that we intended to held it will be to translate this handbooks (Barcelona + c4i Dani + Debunking).

Another need it is the construction of a resources manual that can be spread out within all the entities, to each one work in a specific activity. Creating a resources manual turn the possibility of creating activity per se in each entity that didn't had the ideia of creating a specific activity, and sudden have almost 250 activities (if we use the Barcelona guide and join the activities from all the cities involved in the c4i).

2.5.5. 5. Anti-rumour campaign activities

- What are the main anti-rumour activities of your campaign? (Regarding specific goals and targets) Please provide a brief description of each one

Public Art Gallery

The goals were to change the image of a specific neighbourhood, Quinta do Mocho, to address prejudice and stigma, increase the pride and sense of belonging towards public space, and develop a public art gallery, while taking into account the specific characteristics of the community, that is, the existence of a background migrant community with a low level of social confidence.

Background, Source of the Idea and Partners

The idea came from planning the "Festival: The Neighbourhood and the World". This aims to create an event that would establish an intercultural and intergenerational dialogue, promoting the integration of migrant communities in social housing districts, but also in areas where the interculturalism is a dominant theme, by valuing their wider social and cultural dynamics. It is a co-production between the Loures City Municipality and the cultural association IBISCO Theatre.

This Festival is a nationwide event on the integration, diversity, interculturalism, citizenship and inclusion, involving the whole community (individual and associative) in targeted areas. It has an eclectic programme with multicultural concerts, documentary films, theatre, dance and music installed in stages and cultural associations, graffiti designs and respective training, animations on buses, among many other initiatives.

The general idea is to bring the neighbourhood to the world and, no less important, bring the world to the neighbourhood.

Interaction between residents and adjacent communities is be an integral part of the whole design and development of the intervention strategy. A series of community meetings were held to discuss and validate interventions, be they social, artistic, community or even urban regeneration.

All programming is themed around interculturalism as the acknowledged driving force of interventions, and designed through discussions with residents and residents, voluntary organizations and even business entities regarding programming and artistic development. There are individual programme slots emanating from the area and programming space that leads into the area.

The C4I team decided that a major event of this Festival would be the painting of murals inside the community area, as an artistic intervention, but also as a community development, that had an importance in time and space that allowed us to sustain the media interest and community engagement. This was the main goal: to change external (feeling of insecurity, fear of migrants) and internal (lack of self-esteem, lack of ownership) prejudice around this neighbourhood.

Specific Goal Target

The use of public space for artistic activities, involving the residents, captured the attention of local, national and international media and art programs, at the same

time as increasing self-esteem of residents and ownership towards their neighbourhood.

Artistic interventions, and attracting guided tours, creates a local public art gallery. Some of the graffiti artists are designers and help local small markets or restaurants to create a new branding in each space; an architectural presence can support a local effort to create a building entrance bench; an engineer can design a public space to dry clothes.

Actions, Timescales and Resources

Urban/artistic regeneration must work closely with the residential community, so having a local development intervention office is vital as a first step.

Deepening engagement demands talking to and feedback from the community, and carefully designed a range of community meetings to discuss and validate the artistic programming. A meeting community of leaders is important, both formal (local power structures, NGOs, companies, voluntary organisations) and informal (local small businesses – cafes, restaurants, hair dressers, senior residents, former associative leaders, respected students, skilled workers, well known artists or sportsmen and sportswomen).

A third step is to map the neighbourhood, exploring its characteristics and the buildings/ walls suitable for interventions. In some cases the top of the buildings can be the canvas; in others the entrances to the buildings can be the focus. Interventions must be tailored to each reality.

This is followed by a local/national/international open call to interest artists. It can be directed towards the numerous street artists around the world creating massive works, as well as towards artists engaged in gallery exhibitions who may desire such a huge canvas. And it is also important to explore if local artists might be interested, thus greatly enhancing the community pride.

Then materials must be identified and procured: the water, latex or acrylic based paints, spray cans, painting tools (rollers and brushes). For the buildings in Quinta do Mocho, painting 27 façades 15 meters high required 2,500 litres of acrylic paint and 3,000 spray cans. Heavy equipment is also needed such as a scissor crane, a mobile platform crane, scaffolding and ladders. Artists who come to the neighbourhood also need accommodation locally.

Documenting the effort is also important, including reproducing the paintings in a leaflet with all works identified, and a biography of the work and the author. Each mural also needs its own sign with the details; and a larger map of the murals at the entrance of the neighbourhood. Residents are in formation to become guides, offering guided tours for groups and visitors. The creation of branding and merchandising (e.g. hats and t-shirts) can also be important as it stimulates the self-esteem of the neighbourhoods, and consolidates the creation of the open public gallery.

In sum, the steps were:

- 01 » Local Intervention Office
- 02 » Community Leadership Meeting
- 03 » Community Meeting
- 04 » Neighbourhood Mapping
- 05 » Local/ National/ International Open Call for Artists

- 06 » Material Listing
- 07 » Construction and Building Materials Listing
- 08 » Artistic Residency
- 09 » Works and Artists Mapping and Signing
- 10 » Training of Guides
- 11 » Guided Tours
- 12 » Branding and Merchandising
- Challenges Encountered

A number of challenges were met and overcome:

- » public image of a stigmatized area
- » the initial lack of interest by the local and national media
- » distrust among the resident communities
- » social and community engagement
- » the idea that graffiti is not an art work
- » sustaining interest in the neighbourhood by media and artists
- » sustaining continuity of the gallery (slow exposure of the intervention)

Outcomes

A total of 28 murals (plus 10 counting on the smaller murals), were painted with 55 artists involved in the intervention. There is a further waiting list of 30 artists seeking to get involved in the future.

There were also numerous visits, from enterprises and artists. C4I managed 52 visits: 32 guided tours and 20 media tours – including interviews for newspapers, television, radio and internet. Although we have no final count – e.g. the Lusa interview (the national news agency) made news/media content in several formats (tv, newspaper, internet) – but at least 80 news items from around the world covered it. We have also had 3,706 likes on Facebook page – obairroiomundo, and the publication range medium is of about 10.000 persons.

- If there have been any relevant changes regarding the activities foreseen in the first campaign proposal and the final one, please explain what factors have motivated these changes.
Yes.
 - » Diversity/ Antirumour Political Declaration – discussion is yet being held within the municipal assembly, and
 - » C4I Antirumour Newspaper – first number was printed not in April, but in June.
 - » Intercultural Lunch – to be held in 2016
 - » Lane for Diversity to sports events – to be printed
 - » Skin Tone Pencil Box – still in discussion with the brand VIARCO
- Have you been planning to introduce more changes from December 2014 to May 2015? If so, please explain the reasons for these changes
No.
- How are you evaluating the actions already conducted? (ex. level of participation, feedback etc.)

In the last week of June there will be held a network meeting to evaluate all the project, the outcomes, but specially the path that will be taken until the end of the year. We will have a evaluation survey about the Public Art Gallery presential and digital held, to have feedback about the project.

- What have been the actions that got more and less impact? And what do you think are the reasons for these differences?

2.5.6. Lessons learnt

- What are the main complexities identified until now? And what have you done/are you doing to overcome them?
The main complexity it is to sustain and be able to grow the Public Art Gallery, because it means a need to acquire more painting material, and it is needed to be working in the neighbourhood on a daily basis creating continuity on the activity, but also the interaction with the artists and the community. The establishment of the
- Have you used ideas of campaign activities/ communication tools or actions from other C4i cities? Which ones? Why?
The tablecloths we are developing it is based on the ideas from Barcelona and Sabadell, and it is an important activity because it represents a range of implementation/knowing of the branding that is very important.
The idea of the cups (in which we join the jars) it was based in Barcelona's project.
- What are 3 main lessons learnt and 'tips' that you think are worth sharing with other cities that are implementing an anti-rumour strategy or want to start now?
» get to really know your city and all the communities that live in your territory
» have a clear path to take and get a sticky idea to get all people involved
» create a particular activity in your city as a water mark for your project
- What have you expected from the participation in C4i? How your expectations were met?
There is an expected outcome, and it is to create the open discussion about the theme on rumour about migrants, the discussion about racism (even tough it is faced as light racism) and the creation of collective and participative solutions. Another expectation was to held this discussion in European space with all the differences, and with different possibilities that made possible to connect different cities.
One major outcome it was the group interaction between all the local coordinators with new ideas, new studies, new possibilities that created almost a collective and participative project, creating new possibilities and opening new "worlds" to implement activities.

2.5.7. Calendar of activities

C4I LOURES CAMPAIGN

ACTIVITY/AC TION	MAIN OBJECTIVES	TARGET GROUP	EXPECTED OUTCOME S	INDICATORS	RESOURCES	TIMMING	C4i ACTIVITY
Awarness Raising Workshop's	1. awareness 2. prejudice desmistify 3. tools/ resources	1. enterprises 2. ngo's 3. schools 4. residents	14 workshop's	Nr. of Workshop's	LLR/ C4i Workshop resources (BCN + Dani + Debunking + Local Research + National Research)	April 2014 » December 2015	Meetings Presentations
C4i Agent's	1. awareness 2. prejudice desmistify 3. personal commitment	1. enterprises 2. ngo's 3. schools 4. residents	168 Agents	Nr. of Agents	LLR/ C4i Agent Kit (4Gb pen, pencil, notebook, resources manual)	March 2015 » December 2015	Workshop's
C4i Branding "Loures Livre de Rumores" (Loures Free of Rumours)	1. awarness 2. prejudice desmistify 3. data generation	1. main public (Municipal services, cafeterias, schools, buses, ngo's, enterprises)	Known brand 80 places/ materials 30 municipal offices 20 schools	Nr. of Places/ Materials Nr. of Jars Nr. of Tablecloth's Nr. of Posters for Buses	Jars and Cups Book markers C4i note cards Break Glass Boxes Break Glass card LLR/ C4i Posters for Buses LLR/ C4i Tablecloths	March 2014 » December 2015	Resources distribution (network + cafeteria's + schools + buses) Brand material spread School videos competition Posters distribution
Diversity/ Antirumour Political Declaration	1. political consensus 2. awareness 3. institutional commitment	1. political party's 2. enterprises 3. main public	Political consensus in the Town Meeting	Nr. of Votes in Town Meeting Nr. of Enterprises	Political Declaration Video	2015	Declaration development Political consensus
Municipal Day for Intercultur	1. awareness 2. political debate	1. main public 2. ngo's 3. political	100 participants 15 ngo's	Nr. of Participants	Exhibition Debate panel	December 2014 December 2015	Debate Exhibition

al Dialogue	3. public debate	party's	involved				
C4I Antirumour Newspaper	1. awareness 2. public debate	1. main public	15000 readers	Nr. of Printed/ Distributed Newspapers	LLR/ C4I Texts LLR/ C4I Data	June 2015 July 2015	Newspaper
C4I Antirumour Facebook	1. awareness 2. public debate	1. main public 2. residents	1500 likes 200 posts 100 places with poster	Nr. of Likes Nr. of Posts Nr. of Places	LLR/ C4I facebook posters LLR/ C4I facebook markers LLR/ C4I facebook visit card LLR/ C4I Diversity interviews LLR/ C4I Net data LLR/ C4I Resources	February 2015 » December 2016	Facebook
Festival The Neighbourhood and the World	1. awareness 2. prejudice desmistify 3. humanization	1. main public 2. resident community 3. surrounding communities	2000 participants 40 cultural/ artistic shows 3 community meetings	Nr. of Activity's Nr. of News	Local Office Cultural Programming Artistic Programming	June 2014 » October 2014	Community Intervention (community meetings) Cultural Programming Artistic Intervention Social Intervention
Public Art Gallery	1. prejudice desmistify 2. humanization	1. main public 2. resident community 3. surrounding communities	25 walls 30 artists	Nr. of Vitis Nr. of News	Artistic Programming Local Mapping Artistic Residency	September 2014 » December 2015	Public Art Gallery developing Guided Tours Guides formation Gallery Mapping Artistic Residency
Intercultural Lunch	1. awareness 2. prejudice desmistify 3. humanization 4. institutional commitment 5. personal commitment	1. main public	120 participants 20 ngo's	Nr. of Participants Nr. of Ngo's	Ngo's Public Space Gastronomy Human Library	2016	Lunch Human Library Personal Relationship's
Lane for Diversity to sports events	1. awareness 2. institutional commitment	1. sports clubs 2. main public	30 sports clubs	Nr. of Events with Lane Nr. of Photos	Lane Photographer	June 2015	Photo with Lane

	3. personal commitment						
Skin Tone Pencil Box	1. awareness 2. prejudice desmistify 3. public debate	1. schools 2. main public	25 school classes	Nr. of Workshop's Nr. of Boxes	Pencil Box	2015	Workshop's Public Delivery's

2.6.C4i local team

2.6.1. Name and bio of the City representative, in case of change

No change made.

Rui Pedro de Sampaio Pedroso Monteiro

2.6.2. Name and bio of the local network coordinator, in case of change

No change made.

Hugo da Nóbrega Guilherme Silva Cardoso

2.6.3. Name and bio of other human resources from the municipality, from Unit for Equality and Citizenship (Department for Social Cohesion and Social Housing) - County Unit responsible for C4i

Local Surveys

Ana Rita Ricardo, Cátia Alcobia, Celinha Oliveira, Cláudia Gonçalves, Eliana Severino, José Canhão, Luís Atafona, Patrícia Curado, Paulo José, Raúl Cunha and Vitor Amado.

Festival The Neighborhood and The World

Ana Vasconcelos, Cristina Melo, Filomena Costa, Ramiro Neves and Sónia Martins

Public Art Gallery

Ana Vasconcelos, Cristina Melo and Ramiro Neves

2.7.Visibility information

2.7.1. Media link

Launching of the anti-rumour campaign through neighbourhood transformation:

<https://www.facebook.com/pages/O-Bairro-i-o-Mundo/370204329765600>

“Loures free from rumours” campaign facebook:

<https://www.facebook.com/loureslivrederumores?ref=hl>

Tour of the neighbourhood vídeo news:

<https://www.youtube.com/watch?v=DYgSU5s0bZI>

<https://www.youtube.com/watch?v=JTDiXPj2v7w>
<https://www.youtube.com/watch?v=FOHZSRXCAiI>
<http://www.rtp.pt/play/p1743/e188956/telejornal>
<http://becastanheiradepera.blogs.sapo.pt/a-quinta-do-mocho-uma-galeria-de-arte-314410>
<http://www.sabado.pt/vida/detalhe/a-quinta-do-mocho-e-uma-galeria-de-arte.html>
http://www.dn.pt/inicio/artes/interior.aspx?content_id=4158433
<http://www.rtp.pt/noticias/index.php?article=802131&tm=4&layout=122&visual=61>
<http://www.sapo.pt/noticias/bairro-de-loures-transforma-se-em-galeria-de-54ce0c36e8e7ac4c2fdf2ae5>
<http://weird.juss.pt/79-arte/quinta-do-mocho-a-arte-no-bairro>
<https://soundcloud.com/r-dio-afrolis/audio-47-quinta-do-mocho-e-a-sua-galeria-darte-urbana>
<http://www.redeangola.info/visita-guiada-a-galeria-de-arte-publica-da-quinta-do-mocho/>
<http://www.cm-loures.pt/Conteudo.aspx?DisplayId=606>
<http://www.sol.pt/noticia/388525>
<http://www.conexaolusofona.org/bairro-problematico-na-periferia-de-lisboa-vira-galeria-de-arte/#.VUH3M45Vikp>
<http://www.rtp.pt/noticias/index.php?article=802131&tm=4&layout=122&visual=61>
<http://sicnoticias.sapo.pt/cultura/2015-01-16-Murais-de-Odeith-EIME-Bordalo-II-e-Vhils-estao-entre-os-melhores-do-mundo>
<http://streetarthub.com/smile-sacavem-portugal/>
http://issuu.com/noticiasdeloures/docs/nl_9_sem_suplemento
<http://www.dw.de/from-trash-to-art/av-18324363>

2.7.2. Media Communication Produced Materials:

Festival The Neighborhood And The World:

- » 3 posters for Community Meetings
- » 1 press release
- » 2 initial posters
- » 1 postcard for ideas
- » 8 internet banners for internet
- » 1 invitation community leaders meeting
- » 1 poster for debate on security
- » 1 poster for debate on public transportation
- » 1 press memo about the Festival
- » 2 posters for community cleaning of the Neighbourhood
- » 6 programming posters for the Festival
- » 1 programming and mapping folder
- » 9 production cards
- » 8 space identification posters
- » 1 map identification spaces poster
- » 1 presentation powerpoint
- » 1 radio spot presentation

- » 1 video spot presentation

Public Art Gallery:

- » developing and creation of branding and logo “Public Art Gallery” and respective manual
- » developing and creation of mapping from the public gallery
- » developing of a catalogue of the walls done in the public gallery
- » 3 t-shirts (white, rose and black)
- » 1 Hop-Up wall (300 x 226 cm)
- » 1 Hop-up balcony (106 x 102 cm)
- » 1 promotional bic pen
- » 1 4 Gb pen
- » 1 lanyard

Loures Livre de Rumores (Loures Free of Rumours):

- » developing and creation of branding and logo “Loures Livre de Rumores” and respective manual of free source logo
- » 3 horizontal lanes (300 x 80 cm)
- » 3 vertical lanes (80 x 250 cm)
- » 1 promotional tent (300 x 300 cm)
- » 2 promotional vertical flags (60 x 260 cm)
- » 3 t-shirts (white, orange and blue)
- » 2 tablecloths
- » 1 jar
- » 1 cup
- » 2 newspapers (design and contents)
- » 4 stamps/labels (County Free of Rumours, NGO Free of Rumours, Publication Free of Rumours and Entreprise Free of Rumours)
- » 1 Hop-Up wall (300 x 226 cm)
- » 1 Hop-up balcony (106 x 102 cm)
- » 1 promotional bic pen
- » 1 4 Gb pen
- » 1 lanyard
- » 3 presentations

2.8.C4i sustainability

2.8.1. Please describe how the results of the C4i project will be used or further developed

The acquisition of branding/merchandising material of Loures Livre de Rumores allows us (c4i team) to continue promoting the project through Municipal activities (social cohesion – public art gallery, festival 2015 or 2016; cultural activities – local municipal festivities held in July; sports activities; youth activities). The continuity of the training sessions until the end of the year will create yet several possibilities of activities or joint ventures in activities already designed by the entities engaged.

2.8.2. Does your city plan to continue anti-rumour activities after the end of the project? Has a framework (strategy, action plan, etc.) and/or budget been adopted to this end?

We have our framework established towards the end of 2015, and the discussion about integrating it in a 3 year long is open. The discussion is held in the construction of the Municipal Plan for Immigrant Integration. At the same time it is an open discussion the possibilities of creation of a Municipal Council or a Sub-Group in the Local Council for Social Action for Interculturality and Citizenship.

2.8.3. How will you maintain and engage the anti-rumour network after the end of the project?

We have monthly marked meetings until the end of 2015.

2.8.4. Which C4i city partner would you like to cooperate with after the end of the project? Why?

Barcelona – for the know how and history in producing this project 4 years long

Limerick – similar targeted groups (tough neighbourhood, violence prejudice towards city)

Erlangen – similar targeted work group (enterprise – Siemens)

Botkyrka – use of local newspaper, project developed by the Unesco Centre

3. Administrative and Financial report

All financial documents should be submitted in 2 originals!

3.1. Proof of payment

A copy of the credit advice slip for the second payment received

3.2. Statement of the payments (signed, sealed and dated)

(Appendix II in the Administrative Agreements)

3.3. Procurement documents

Where applicable, the procurement referred in article 9 (originals of three tenders received)

3.4. Attendance register

Copy of attendance register (for each activity)

3.5. Timesheets

Timesheets signed by an authorised official certifying the hours spent by the staff paid for through the AA on the implementation of the C4i activities.

Salary slips for the period of September 2014 to May 2015 that proves the information included in the timesheet

Amounts on the salary slips cannot be lower than on the timesheets!

3.6. Others

When applicable, other information included in the Article 2.(c).i. in the AA.