

C4i

Communication for Integration



TRAINING OF TRAINERS FOR ANTI-RUMOUR AGENTS:

EXAMPLES OF ACTIONS AND COMMUNICATION STRATEGIES

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DELIVERABLE 6.2 TRAINING OF TRAINERS FOR ANTI-RUMOUR AGENTS

EXAMPLES OF ACTIONS AND COMMUNICATION STRATEGIES

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

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1. BARCELONA'S REFERENCE

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



www.bcnantirumours.cat

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



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

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

COMICS by local artist



Antirumours leaflet with direct and simple arguments for each rumour

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



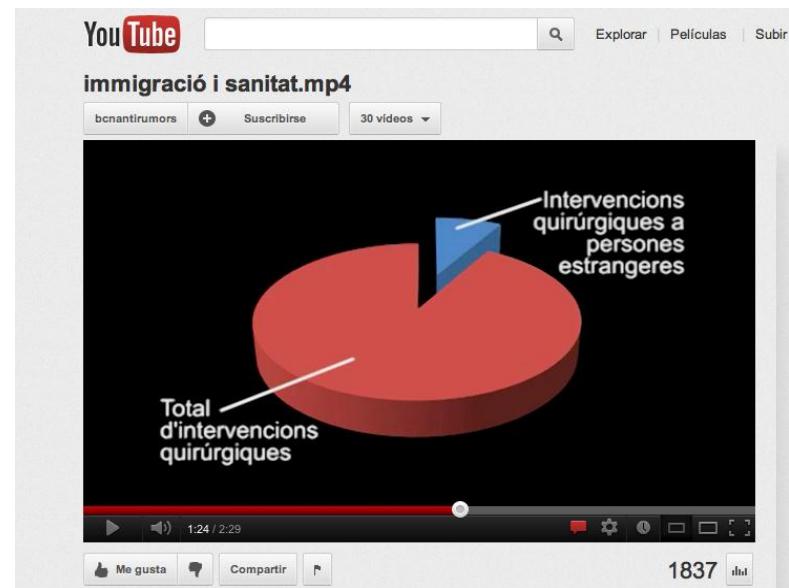
VIDEOS are a fundamental tool... and humour as well!

C 4 i
antirumours



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

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



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

Antirumours' agents practical guide



Using many different existing resources to make people think



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

Has rebut algun missatge viral?

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

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

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

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

Gràcies per la teva col·laboració

XARXA BCN
ANTIRUMORS

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

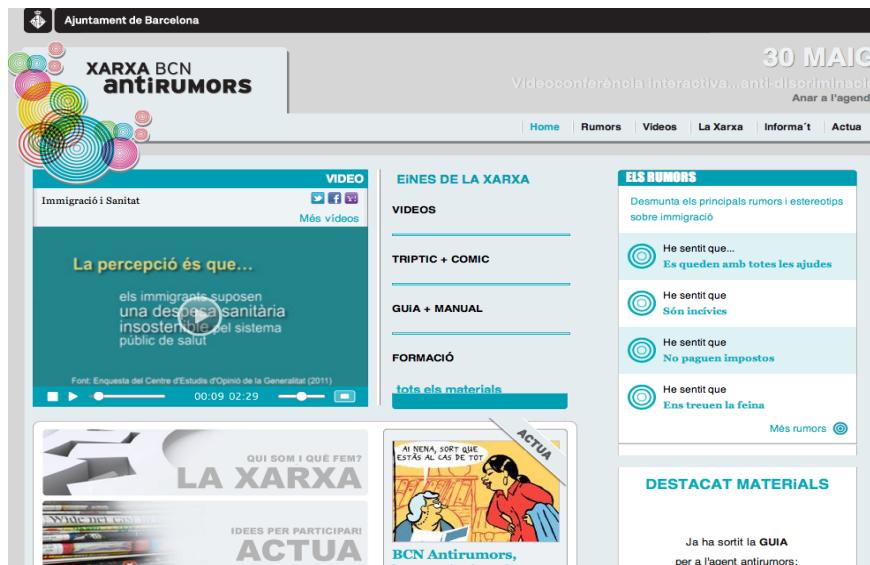
What you can do when finding in some media racist information that can consolidate rumours...

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

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

copia / engantxa el text, omple les parts en vermell i envia-ho per correu electrònic al mitjà de comunicació 

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



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

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

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



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

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

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



Blanca and Rosita...alive!

Antirumours clowns!

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

2. GETXO'S PARROT HYPERACTIVITY

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



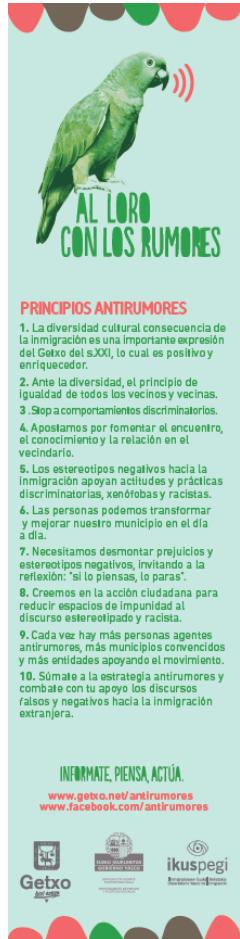
“Be careful with rumours”

“Do not follow the flow”

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

www.getxo.net/antirumores/

ADAPTING the logo and messages to different contexts and targets



Soccer 'friendly'

'stopping a rumour is easier than stopping a penalty'

Mark your books and spread it through Public libraries

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



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

Collaborating and
getting support from the
skater's championship!

Theatre festivals

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

The screenshot shows a Facebook page with a video thumbnail of a woman smiling. The video has 97 views and was shared 97 times. The caption reads: "Chambao Zurrumurrik Ez espetegilearen GETXO I OLIKU GETXO FOLK Chambao Lamar, se adhiere a la estrategia antirumores de #Getxo, — con Plataforma Getxo y 3 personas más en Getxo". The page has 26,400 likes.



CHAMBAO video's support with more than 26.000 impact

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

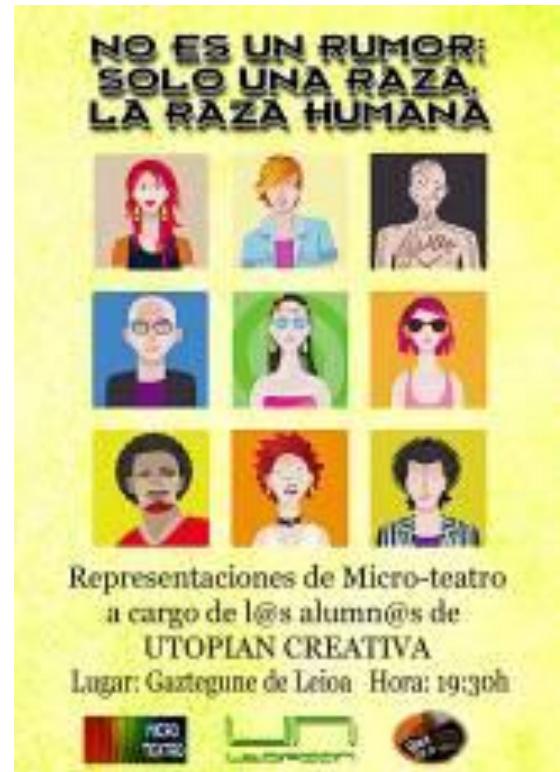


KEPA JUNQUERA participating at the launching event of the campaign

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



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



'IT'S NOT A RUMOUR
JUST ONE RACE
THE HUMAN RACE'

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



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



3. TENERIFE'S PARTICIPATION

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



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

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

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



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

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



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



DO NO LET RUMOURS PUT YOU IN A BAD HUMOUR!

Awareness campaign in the municipal public market!



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

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



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



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

4. FUENLABRADA'S TALE

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



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

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



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



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



This book includes a learning guide for families and educators

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

And it's online with English subtitles!!
<http://www.youtube.com/watch?v=827G6s3yqok>



Ayuntamiento de
FUENLABRADA
Concejalía de Bienestar Social

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



JUST TWO FIRST TIPS FROM BILBAO AND SABADELL:

BILBAO'S APP!



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

www.quenotecaleelrumor.com

SABADELL'S PHOTO CALL



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



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

BY FRIDAY NOVEMBER 7

TO: Christina.BAGLAI@coe.int
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