



# LOURES

## *Liure de Rumores*

**C4I**  
**CIDADES EUROPEIAS**  
**LIVRE DE RUMORES**



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## «ALSO AROUND MIGRATION THERE ARE CAVES AND MYTHS.»

Pedro Calado  
High Commissioner for Migrations

### AD LUCEM

Migration is a topic on which everybody has an opinion. It is a matter of growing importance at a social, political and media level, in which often the construction of discourse is based on proximity and the perception that comes to us by personal experiences, but also, and increasingly, by the media. Many thinkers have reflected on this topic. Some are even timeless.

Let's revisit, in this regard, the Allegory of the Plato Cave, which explains very well the construction of reality based

on perceptions. In this allegory, with over 2000 years, it is based on the shadows that are projected onto the bottom of a cave in which citizens build their reality. The shadows of a reality that actually happens out of that cave, but for which individuals living with their back on to. And even if some - a minority - understand where real life is happening, it is impossible to convince others who think their watching this reality within the shadows. Thus lives the majority in this Platonic Cave, sat on perceptions and myths (made

of shadows) the construction of their reality.

Also around migration there are caves and myths.

In 2005, the then High Commission for Immigration and Intercultural Dialogue, launched a very simple reading brochure entitled "Myths and Facts about Immigration". In that brochure it were singled out eight myths about immigration, where these three were highlighted: immigrants withdraw jobs to indigenous, immigrants consume public resources, immigrants are a threat to our culture.

At the time, what was intended was to refute with data and arguments based on facts, prejudices built into the shadows. At the time, all these myths were easily thwarted.

Therefore, in 2014, we wanted to in the now High Commission for Migration, return to this theme, launching

in last December in Parliament the study "Monitoring the Integration of Immigrants in Portugal. Decennial Statistical Report" of the Observatory for Migration.

And what in this study? Fundamentally that even in times of international crisis, immigration continues to be a source of positive contributions in various areas for Portugal: attenuates the aging population, increases fertility, creates jobs through business investments and initiatives, contributes to sustainability social security, among others. Over more than 200 pages, and only with facts, many of the potential myths about immigration are folded with statistical and administrative data of 19 officials and serious investigation.

The need to show that reality, in this cave where we often live, is different from what is perceived, represents an important challenge in times of crisis like

the one we are living. History teaches us that these are the times when this pedagogy becomes more necessary.

Fortunately in Portugal we have managed this issue with sensibility, where in other latitudes it is an issue deeply divisive. Central government, local authorities, civil society, but also each of us as citizens have this duty. Very often we are the Other.

To free of rumours as Loures proposes us, implies deconstructing the shadows and observe reality in the face, developing the correct narrative about migration. Thank you for contributing to each community, each person can put a head out of the cave.

Our country, also results, at a substantial level, from a very positive contribution of immigrants in Portugal. Thank you for remember us that.

With facts. With light.

LOURES  
*Livre de Rumores*

+ 243 million euros

*surplus in social security with the immigrant population (2013)*

[www.oi.acidi.gov.pt](http://www.oi.acidi.gov.pt)

## 2 DECONSTRUCT RUMORS TO BUILD A MORE JUST AND UNITED EUROPE

Human migrations that took place at all times of human history, have in recent decades, registered an unprecedented dynamism in most Member States of the European Union. Since the movement of human

beings has become simpler, the departure of home countries to others, to build a better life, became more common.

This geographical movement brought to the host countries some integration issues.

Different cultures, different habits and a certain amount of bias inherent to the human being in relation to the difference emerged, leaving behind the idea that living in a plural society is an asset and not a

problem.

Issues such as the economic crisis that hit Europe in recent years, have exacerbated this perception that immigrants are characters on the margins of local society and that can take some benefits to the indigenous.

of social inclusion and equal opportunities for their inhabitants." Change the perception that the Catalans were immigrants and enhance the social, economic and cultural immigration was the chosen path. They sought to unfounded rumors about different communities and defined a positive communication strategy to deconstruct these stereotypes and inform the native population on the importance of the immigrant community in their city.

The success of this project was so great that the Council of Europe opened a credit line for candidate cities to replicate this approach, being co-financed by the European Commission under the European Fund for the Integration of Third Countries. They called it C4I - Communication for Integration and Loures was one of the places chosen to design and implement a communication campaign that can promote interculturalism as an asset, not a threat.

### THE EXAMPLE OF BARCELONA

In 2012, the city of Barcelona studied this issue and identified a number of rumours of immigrants. Once processed the identification, sought to hard data to justify these same rumors and it was concluded that if all immigrants leave the city, the population rate, for example, would reduce the unsustainable numbers for local development.

In view of this, the Barcelona municipality took over as host priority policies and integration of immigrants, in order to make Barcelona "a city champion



# «THIS EDITION SHOWS THE FACTS THAT CONTRADICT THE RUMORS.»



Bernardino Soares  
Mayor of Loures

## LOURES - 1 CITY, 122 NATIONALITIES



For long that Loures has received, in its territory, citizens from all backgrounds.

From internal migration, coming from Minho to Alentejo (north and south of Portugal), to external migration (especially from Brasil and African countries with Portuguese as official language), Loures learned to assert itself as a welcoming municipality and there are many communities that today enriches our territory.

The existence of asso-

ciations representing citizens from Minho, Loriga, Alentejo or Armamar are a source of great pride.

As are citizens coming from Portuguese-speaking countries, India, China and the other nationalities that make Loures a rich county in diversity of people and cultures.

The moment that ends the C4i project - Communication for integration - Council of Europe project to demystify rumors about immigration, we present in this

paper a set of infographics in order to tackle preconceived ideas and rumors in relation to immigrants. Since the idea that immigrants are the greatest beneficiaries of State support to that they borne the National Health Service, there are many prejudices about immigration and immigrants, that data belie.

This edition shows the facts that contradict the rumors.

And because it is vital to integrate, we are preparing the municipal plan

for the integration of immigrants, which aims to fully integrate all those who come to our county, working with local associations, with universities and especially with the population.

From the time where "saloios" (term used to call local agricultors) came to Loures, we are a municipality that welcomes, values and responsible all those who live and work here and that's how we want to continue, because all of we are Loures.

## THE LOCAL PROJECT LOURES FREE RUMORS

To make a commitment to transform LOURES in a territory FREE RUMORS, the municipality intends to cause changes in behavior and attitudes, but, above all, changes in thinking and reflection on a long-term perspective, in which the cultural diversity of the municipality is considered effective wealth. The proposal is to identify the main rumors / stereotypes / myths circulating about the foreign citizens residing in the county and refute them with facts and statistics that may end up with comments and attitudes racists and xenophobic.

For this goal to be met it is necessary to involve all: institutions, organizations, companies, citizens. Because, in fact, only when each of us become "anti-rumor agents" we will be able to build a world where all human beings are free and equal.

In this context, it has started an approaching work with local partners with whom it was discussed ways to approach the problem and were trained to become "anti-rumor agents."

A page on the social network Facebook was launched (<https://www.facebook.com/loureslivrederumores?ref=hl>) which are shared news, personal testimonies and studies on the immigration issue in order to make known data and concrete situations to promote changes our a reality that still is recognize as little open to difference.

## FORMATION OF ANTI-RUMOUR AGENTS

The C4i project - Communication for Integration - Loures started in 2014 with a set of awareness raising workshop's that prepared municipal technicians and project partners (immigrant associations, schools, parishes, businesses and communities) to identify the main stereotypes and false rumors circulating about immigrants and cultural diversity in the municipality and hinder interaction and coexistence which may lead to discriminatory and racist attitudes.

The specific objectives of the project are to identify the main stereotypes that remains "anchored" to the different communities of immigrants and ethnic minorities, compile objective and accurate information that belies, whether statistical data whether examples of successful integration processes; constitute a network of social actors, coordinated by the local authority, make a commitment to boost a fighting strategy to these myths and false rumors about immigrants; design and implement an outreach strategy to consolidate over time and will last beyond the duration of the project itself.

## FACTS AND FIGURES OF IMMIGRATION

The local and national diagnosis in numbers and statistical indicators are crucial to analyze the impacts of immigration in the county and in the country. At the municipal level, population surveys were conducted which confirmed that most of these prejudices comes from false rumours that the studies and the most recent statistics demystify easily.

Nationally, the Observatory for Migration published, in December 2014, the study "Immigration in numbers", which confirmed the importance of the contributions of immigrants to the social

security system, to job creation, the rental market for housing and demographic balance, since immigrants allow mitigate the aging of the population, against the reduction of births and decrease in working age population.

## MUNICIPAL PLAN FOR IMMIGRANT INTEGRATION

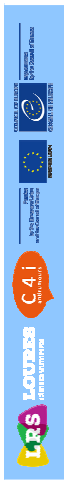
To deepen the good practices for reception and integration of immigrants, developed in the municipality, fix the performance of different entities in this area and set policies and projects promoting intercultural dialogue, appreciation of

diversity and interculturalism, recognizing migratory changes in recent decades and the profile and participation of new generations, the Municipality of Loures is coordinating the realization of a Municipal Plan for Immigrant Integration (PMII).

Intending broad participation of local partners - neighborhood associations, immigrant and other social, cultural and religious, other civil society, public and private entities, all citizens and own unassociated immigrant communities formally constituted - held herself, on 18 March, the first meeting of partners, led by the councilor of the Department of Social Cohesion and Housing of the Municipality of Loures, Maria Eugenia Coelho.







LOURES  
*Livre de Rumores*

34,2 average age of the immigrant population  
41,8 average age of the portuguese population

2015



- Network Loures Free Rumors
- Awareness Workshops
- Guided Visit to the Public Art Gallery
- Municipal Day of Intercultural Dialogue
- Final Conference C4i
- World Refugee Day
- International Day of People Indígenas
- World Humanitarian Action Day
- ⊗ International Day of Peace
- ⊗ United Nations Day
- ⊗ International Day of Solidarity with the Palestinian People
- ⊗ Human Rights Day

# WORD SOUP

DIVERSITY  
INNOVATION  
ETHNICITY  
CREATIVITY  
LOURES  
FREE  
RUMORS  
INTEGRATION  
INTERCULTURALITY  
EQUALITY  
CITIZENSHIP  
MIGRANT

I	N	N	O	V	A	T	I	O	N	F	D	E	S	D	F	G	H	J	K	L
T	Q	W	E	R	T	P	E	T	H	N	I	C	I	T	Y	R	L	K	A	D
R	Z	M	B	V	C	R	E	A	T	I	V	I	T	Y	O	F	H	V	R	D
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www.coe.int/t/dg4/cultureheritage/culture/C4i/Default\_en.asp

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