# C4i
## Communication for Integration

**C4i**
antirumours

# FINAL STUDY
# C4I IMPACT AND CHANGE
# EVALUATION

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# Doc 12 FINAL STUDY
# C4I IMPACT AND CHANGE EVALUATION

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## Executive Summary

*Communication for Integration: social networking for diversity - C4i* is a joint Council of Europe/European Union action implemented in 2014-2015 through a partnership of 11 European Cities: Amadora (Portugal), Barcelona, Bilbao (Spain), Botkyrka (Sweden), Erlangen (Germany), Limerick (Ireland), Loures (Portugal), Lublin (Poland), Nuremberg (Germany), Patras (Greece), and Sabadell (Spain). The C4i was seeking to involve public authorities, migrants and NGOs in mobilizing social networks to foster well-informed public debate on migration and diversity and combat unfounded myths and misconceptions (rumors) which undermine the integration strategies at local level. The two primary objectives of the C4i project included:

- testing the applicability of social communication and networking approach (*anti-rumor campaign*) experimented successfully in Barcelona, Spain;
- impact assessment of this approach among the population in project locations in order to devise replicable methodology and tools that can be used across Europe and beyond.

In order to test applicability if the anti-rumor campaign across 10 cities in 6 European counties, the concurrent impact and change evaluation was carried out using tailored methodology. The first phase of the evaluation - preparatory or 'mapping' stage - helped to estimate the initial differences in cities' environments and attitudes, to sense some knowledge gaps, and to establish solid basis for the C4i Theory of Change articulation. The results and detailed procedures of this phase have been presented in a set of related deliverables of the project, including Methodology Outline and C4i Theory of Change Articulation. The second phase of the evaluation provided crucial and timely information about the efficiency, 'performance', and applicability of the *anti-rumor approach* and was dedicated to a more focused - qualitative and quantitative – analysis and interpretation of 11 cities' data (collected as a result of 2-wave survey), best practice and lessons learned identification (these are described in cities' individual case studies), examination of the effectiveness of the cities' strategic communications and their anti-rumor campaign approaches, and the study of short- and long- term impact and behavioral changes produced by the C4i project in local communities.

The current report provides summary and conclusions of the evaluation work that has been carried out through the whole duration of the C4i project. It provides well-informed practical recommendations to local communities, their authorities and political leadership, as well as to the European policy makers on the efficiency, effectiveness, appropriateness, and applicability of the anti-rumor approach and the C4i-produced tools in European urban communities. The report additionally communicates the impacts and behavioral changes produced by the C4I project in partner cities and presents relevant and replicable methodology and tools to be used by similar initiatives across Europe and beyond.

The final results of the impact study demonstrate that the project has succeeded to effectively involve municipal public authorities, political leaders, major local stakeholders, educators and public servants, NGOs and community organizations, migrants as well as community natives in mobilizing social networks in 11 cities across Europe. It launched strategically defined and targeted communication interventions focused on dispelling unfounded but widespread rumors about migration and produced noticeable behavioral and attitude changes in the project participating communities.

In particular, the evaluation results revealed positive change in community attitudes across all project participating cities. This positive tendency – i.e. tendency towards rumor dismantling behavior – was observed regarding all three C4i- tested rumors. For instance, as a result of the C4i activities and communication campaigns implementation in the cities, more people disapprove the statement that 'the crime level grows in their communities, as the number of immigrants increases.' Almost 30% of surveyed population disapproved this rumor in the $2^{nd}$ survey, while only above 20% did so in the $1^{st}$ survey. Moreover 2 to 4 percentage-point positive change across all categories of responses was reported, which indicates a progressive change in dismantling this rumor.

The most noticeable progress, or the most positive shift in people's behaviors across all C4i cities, was observed in dismantling the rumor that migrants take jobs from community/city locals (natives). The comparative analysis of the $1^{st}$ and $2^{nd}$ wave survey data indicates 3 to 5 percentage-point positive change in people's opinion across all response categories. Moreover, while only one third of the people strongly disagreed with this rumor in the $1^{st}$ survey, almost 40% of them disapproved this stereotype in the $2^{nd}$ survey.

The scale of the observed attitude and behavioral changes produced by the project proves to be rather significant, especially given the comparatively short period of the project implementation (18 months) and duration of cities' communication campaigns, and taking into account the timespan needed for producing any identifiable shifts – or changes – in human believes, attitudes, and/or social behavior.

An increase in people's willingness to share public space with people of different nationality on everyday basis was also observed. More than a half of the population (52%) in all 11 C4i cities taken together 'definitely agree' to share public space with migrants as a result of the C4i communication campaign implementation (42% of them agreed to do so before the campaign). This is a very positive behavioral result which confirms the effectiveness of the C4i strategies and approaches implementation. Furthermore, slightly improved community relations were reported across all the cities by the end of the project activity. "Satisfactory", "good", or "excellent" categories received correspondently 43%, 31%, and 8% of supporters in the $2^{nd}$ survey. This leaves us with rather significant total number of people (82%, or more than 4 in every 5 individuals vs. 2 in 3 before the project campaign) who believe that the relations with migrants in their community are good.

Enquiry that aimed to estimate the frequency of interaction of the survey respondents with the people of foreign background belongs to those few that have not resulted in any impressive shift in people's behavior. Possible explanation for this could be the fact that interacting with migrants or people of foreign background is not necessarily an act of individual choice, as it often depends on the demographic features of the community/city where we live, the environment we work in, the lifestyle and/or hobbies we have, etc. Since all these elements are comparatively stable and do not change every 4-5 months (the time span between the 1st and 2nd C4i survey) for the majority of people, this may partially explain the comparative stability (i.e. no considerable change) in the answers to this particular question.

Analysis of people's opinion regarding the local media vs. national media content offered a variety of attitudes across the participating cities. The survey results of all cities taken together reflect this picture: there is no clear tendency for any kind of – positive or negative – change in respondents' estimations. It is noteworthy, that the local media content is one of the survey areas that provides the most challenging ground a cross-cities analysis. It excludes any kind of generalization, as the relations with and between local and national media actors vary considerably from country to country, and from city to city. Moreover, in different cities the media follows different degrees of ethical standards in terms of migration or integration issues coverage. Finally, the fact that media content is frequently and unpredictably changing, separate individuals also tend to receive and absorb different quantity and quality of information depending on their personal interests and preferences. This makes the analysis of local media content to a certain degree subjective and conditioned by many external factors - political, social, economic and demographic.

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Antitumor communication campaign assessment was also a part of the C4i impact and change evaluation exercise. The results revealed high level of proficiency of C4i city teams in antirumor campaign management, their extraordinary creativity in relevant products and communications design, efficacy of their strategies, and skillful coordination of local network activities. As a result, all cities reported high degrees of approval with their antirumor communication campaigns.

High satisfaction level with the local antirumor campaigns were observed across all project cities in general, as well as at the individual city level. Respondents' positive opinions about anti-rumor campaign coordination reached the total of 84% in all cities taken together. This number includes 27% (or 1/3) of people that believe that the campaign coordination was excellent, 42% of respondents who agreed to a "good coordination", and 25% who described it as satisfactory. The estimation of the antirumor campaign efficiency is also very high. 31% of local partner networks representatives in all cities agreed completely that the communication campaigns in their cities were efficient. 52% approved this statement.

Finally, more than 60% of local partner network representatives (or 2 out of 3 respondents approx.) agreed that the C4i communication campaigns were of a participatory character. This additionally indicates that not only the objectives, but also management practices and everyday activities of the project were built on the principles of participatory monitoring and open

dialogue with and active participation of individuals, social groups, local actors and communities.

The C4i impact and change evaluation has also drawn lessons and provided illustrations of behavior change processes in the project participating cities. It helped to verify and validate the efficiency, effectiveness, relevance and applicability of the C4i-tested antirumor approach contributing by this to the development of a replicable results-based monitoring and evaluation methodology for antirumor strategy implementation in other cities in Europe. A replicable 3-module Monitoring and Evaluation Methodology for antirumor activities implementation and the C4i Theory of Change Map were proposed as practically tools that could be used by any similar initiatives in the future.

It could be concluded that of the most significant C4i produced impacts is its full aptness to serve as a *model project* that could be replicated across European urban communities. This has three key aspects:

- the C4i experience indicates the growing need for similar initiatives in European urban settings and for further advancement of intercultural integration policy across Europe;

- the project produced a set of practical tools and developed its own replicable know-how – including the antirumor strategy development, tailored monitoring and evaluation methodology, a set of accompanying monitoring indicators, and the *C4i Theory of Change* (a prototype of which exists only in the UN agencies today) – which are fully available now and can be used by similar initiatives;

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- the C4i monitoring and evaluation methodology has produced tangible and effective results outlining a reliable framework for European integration policy implementation, its structural and process modification (whenever necessary), and communication principles adjustment, which fully justifies the effectiveness of the C4i project implementation and validates the advantage of its replication in the future.

Besides, the C4I has addressed the wider European policy context related to the formation of sustainable 'node' in European social networks around such policy areas as migration, intercultural integration, diversity management. This has been attained due to the following:

- the project has achieved considerable success in stimulating an inclusive dialog in 11 pilot cities on the issue of immigration involving public authorities, political leaders, local NGOs and community associations, social networks, and the media;

- the social communication and networking approach - *anti-rumor campaign* – has been thoroughly tested across 10 European cities and confirmed as an efficient tool for demolishing unfounded stereotypes and misconceptions (rumors) that undermine integration at the local level;

- overall, all 11 C4i cities have effectively designed and resourcefully implemented their antirumor communication strategies attributable to the involvement of political leadership, major local stakeholders, social networks, NGOs and community associations, the adoption and/or reformation of local policy approaches relevant to the needs of their diverse communities and through enhancing citizens participation.

The above presented summaries and findings confirm that by the time of its implementation the C4i project has achieved its goals and expected outcomes:

- in all project participating cities community natives and migrants became active participants of antirumor campaign and worked together on discrediting erroneous ideas and rumors and contributing to an informed public debate about integration and diversity;
- local governments have launched their integration-conscious official communication strategies focusing on the diversity advantage contributing by this to the creation of migrant-friendly social and political climate in their communities;
- more accurate and fair media (mostly local) reporting as well as increased use of evidence based information has been observed as a result of the C4i project communication campaign and activities implementation in the majority of the cities;
- consultation and cooperation between local governments and civil society representatives on the issues of diversity and intercultural integration have become common practice in every participating city;
- as a result, local communities and groups have improved their understanding about to content, scale, scope, and socioeconomic impact of migration;
- The results of the Evaluation also demonstrate the relevance, effectiveness, applicability, and replicability of the C4i-tested *antirumor methodology* in the context of European urban communities for creating innovative social mobilization strategies at a local level, dismantling erroneous ideas and rumors, and improving people's attitudes towards migration.

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## I. Purpose of the Impact and Change Evaluation

The C4i Impact and Change assessment was conducted as a continuous results-based monitoring and evaluation exercise through the whole duration of the project contributing to the achievement of its final goals. In the context of this project, evaluation is understood as a process that offers "an independent opinion on the relevance, consistency, efficiency, effectiveness, added value and sustainability of the …activity evaluated in the light of its objectives."[1]

According to the two primary objectives of the C4i project - i.e. testing the applicability of the *anti-rumor approach,* and impact assessment of this approach among the population in project locations, - the following objectives of the C4i Impact and Change Evaluation were defined:

- develop impact and change evaluation methodology and guidance for participatory monitoring of the project activity;

- design and test a set of key indicators - in line with attitude/behavior change objectives - for measuring the impact of anti-rumor campaigns in the cities;

- assess the impact of communication campaign implemented in partner cities using quantitative and qualitative approaches;

- develop and articulate the C4i theory of change and its critical assumptions;

- provide a replicable results-based monitoring and evaluation methodology for anti-rumor communication interventions.

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[1] EC: Communication C(2002)5267 - 23.12.2002

## II. Replicable Monitoring and Evaluation Methodology

In order to fulfill the above presented objectives of the C4i impact and change evaluation, a replicable 3-module methodology was proposed. The **1st module** focused mainly on the overall impact and change evaluation methodology design and guidance for participatory monitoring of the project activity. It included development and testing of the C4i Core Indicators for measuring the impact of anti-rumor campaigns and communication interventions in the project participating cities.

This module was built relying on the C4D methodology assumption that a dialogue with and active participation of individuals, social groups, local actors and communities represent a primary step of the communication4change strategy development.[2] Open dialogue and active participation of the city representatives and stakeholders are crucial for understanding of the local context and city environments *before* any activity or campaign intervention and for achieving social and behavior change goals.

In practice, a series of meetings, consultations, and brainstorming sessions were held in C4i cities in order to identify and analyze the core elements of their environments and estimate the preconditions necessary to achieve the project goals. Analysis of city groups and communities, their behavior and environment, knowledge gaps identification, as well as examination of potential partners' profiles and available communication channels was conducted as a part of participatory monitoring process and allowed to successfully develop tailored antirumor strategies and to implement communication activities suitable for the individual needs of every project participating city.

This work also allowed to establish a set of key indicators (or Core C4i Cities Indicators) for impact and change evaluation of the project. This set of indicators was also aimed to guide the cities in their work through the project and to offer them a common comparative basis for measuring the impact and behavioural changes during the C4i communication campaign. The indicators were accompanied by a number of relevant survey questions and served as a common basis for the 2-wave survey development for the cities.

Within the framework of the C4I project, the priority was given to indicators for measuring behavioral and social change, quality of strategic communication, and short- and long-term assessment. Accordingly, three main groups of indicators were proposed.

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[2] Strategic Communication for Behavior and Social Change. Working Paper. UNISEF, 2005

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### 1. Behavioral Monitoring Group

This group of indicators were intended to assess the quality of communication outreach and examine changes and progress made against initial baseline situation in every city/community. They measured the behavioral results produced by the project activities that included but were not limited to change in individual behavior, change in a group attitude/capacity, in a policy, in social conditions, etc. In particular, these indicators helped to systematically collect and analyze the reality of change from the viewpoint of the C4i project participants and stakeholders, and to explain what is happening as a result of inputs – e.g. trainings, consultations, strategic communication interventions – and how these results link to long-term changes, as envisaged by the project. The Behavioral Monitoring Group measures were also used to report on the likelihood of achieving the main goals of the C4i project.

### 2. Strategic Communication Group

These indicators were aimed to assess participants' reactions to the proposed behaviors, interventions, messages and materials including C4i project activities and materials (brochures, booklets, print, radio /TV ads, audio or video), to determine clarity and outreach of the communication messages, identify unintended messages and unpredictable responses, validate the anti-rumor agents' qualification and capacity to conduct social communication activities in a given city. They also aimed to provide evidence that the target audiences are paying attention to and comprehend the strategic communication interventions.

### 3. Impact Indicators

Impact indicators focused on the assessment of the short- and long-term effects of strategic communication interventions in the communities (social networks), on the level of integration and behavioral change within these communities/networks and their surroundings (including citizens, local authorities, civic organizations, policies, institutions, etc.) Possible – positive and unpredicted – multiplier effects of the C4I project activities was also assessed using the measures developed within this group.

The tasks performed within the **2<sup>nd</sup> evaluation module** contributed primarily to the development and articulation of the C4i Theory of Change and its critical assumptions formations.

The development and articulation of the C4i Theory of Change, as one of the C4i project priorities, relied on C4D methodology established by the UN agencies[3]. The milestones of this approach include participatory processes that actively engage the target groups and accelerate effective responses to development challenges, and partnerships that promote change and solidarity, equity, tolerance and diversity.

Within the UN framework, theory of change is regarded as a tool for developing solutions to complex social issues. It is the product of a series of critical-thinking exercises that provides a comprehensive picture of the early- and intermediate-term changes in a given community that are needed to reach a long-term goals articulated by the community. It provides an opportunity for stakeholders to assess what they can and cannot influence, what impact they, their initiatives or interventions can have, and whether it is realistic to expect to reach their goals with the time and resources they have at their disposal[4].

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**Box 1. Steps to Articulate the C4i Theory of Change**

1. Identify long-term goals
2. Conduct "mapping" to identify the preconditions necessary to achieve these goals
3. Identify basic assumptions about the context
4. Identify the interventions the project will perform to create necessary preconditions
5. Develop indicators to assess performance (accounting for preconditions)
6. Prepare a document summarizing various components, principles and "moving parts" of the theory

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Generally defined, the theory of change is a road map. It provides with an understanding of the landscape, the routes and the distances to be traveled to get to the final destination. The road map helps to plan the journey and to develop strategies from the very beginning to the end of

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[3] The main C4D Principles include: participatory processes that actively engage the target groups and accelerate effective responses to development challenges; partnerships that promote change and solidarity; equity; diversity; and tolerance (See C4D: Strengthening the Effectiveness of the UN, 2011)

[4] Anderson, A. 2005. *The community builder's approach to theory of change: A practical guide to theory and development.* New York: The Aspen Institute Roundtable on Community Change.

the trip. In the UN-developed C4D (*Communication for Development*) context,[5] theory of change explains behavior change at the individual and broader social level, i.e. change in communities, institutions, policies, and the overall environment. Essentially, for C4D as well as for C4I, the theory means making explicit the underlying assumptions about how particular communication actions, interventions or processes create desired outcomes.

In order to develop and articulate the C4i Theory of Change – or a road map, – six major steps were proposed (*Box 1*) and followed by the C4i Impact & Change Evaluator building on the UN agencies' best practices. Given the specifics of the C4i project – i.e. a pilot project within the duration of which the cities-participants are undergoing the processes of learning and new tools, approaches and models testing, – all C4i Theory of Change (C4i ToC) steps were closely interlinked and often performed concurrently.

All six steps have been successfully accomplished within the duration of the C4i project. The overall long-term goals were identified by the C4i Concept Paper and accepted by the project participating cities. Taking into account the diversity of legal, structural, political, demographic, social, and economic environments of the participating cities, the accomplishment of these goals necessitated an assortment of specific strategic approaches to be individually tailored for the C4i cities.

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Step 2 of the C4i ToC – mapping – has not only enhanced understanding about the cities' local contexts and conditions through learning about local community environments, but also helped to identify the most efficient local preconditions necessary to achieve the C4i project goals in every municipality. Mapping was an extremely important, ample and comprehensive phase of the project which encompassed and contributed jointly to at least three different steps of the C4i ToC Articulation (Step 3, 4 and 5, see Box 1).

Cities' basic assumptions (or statements) about how and why they expect to bring about a set of expected outcomes (or change) were identified within Step 3. Depending on the type of the prevailing rumors in a given city, assumptions were made about the local context (i.e. about the best ways to dispel concrete rumors given a certain set of local conditions), about the preconditions to be created (i.e. which actors, interventions, resources are to be involved and how), and the interventions to be made (i.e. what concrete activities are to be undertaken and for which audience) in order to achieve the overall C4i project goals, while accounting for the unique environments of every participating city.

Initial statements about the context of the C4i project implementation were collected from C4i cities in the form of individual 'vision of success' inputs during a relevant workshop. In order to

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[5] C4D: Strengthening the Effectiveness of the UN, 2011

make these 'visions' a reality, the cities' basic assumptions were re-discussed and verified with the cities later in the project in order to account for their communication strategy design, ultimate target audiences, key actors, tools, and intervention types. The final and verified assumptions of the C4i cities' were collected to form a joint C4i Theory of Change Map, where the cities' assumption are presented as a part of the complex C4i theory of change process (see Appendix 1 to this report "C4i Theory of Change Map").

Similarly to the preconditions and basic assumptions, the interventions identified within Step 4 of the "C4i Theory of Change Articulation" understandably reflected the character of the rumors prevailing in the city (community). Yet, in addition to this, the interventions were largely defined by the type of audience the project aimed to address in a given city, by the size and nature of the existing social networks, by the category of actors to be involved in the project work, and by the means and knowledge available in the city for the project implementation.

A set of Core Indicators – together with accompanying them survey questions – were designed by the Impact and Change Evaluator as Step 5 of the C4i ToC to track the effects of the C4i strategic communication, behavioral change in the communities, populations, or groups, and overall short- and long-term impacts of the C4i project implementation in the participating cities. The questions and indicators were proposed for inclusion in the 1st and 2nd waves of the C4i city surveys aimed to assess (quantitatively and qualitatively) the existing in the C4i cities preconditions and verify their assumptions before and after their communication strategy implementation.

A more detailed description of the C4i Theory of Change was designed and articulated is provided in a separate project document "C4i Theory of Change Articulation".

The **3rd evaluation module** was dedicated to finalizing and validation of replicable results-based monitoring and evaluation methodology and tools that could be used for anti-rumor activities implementation by similar initiatives across Europe. It should be noticed that these tools were designed and tested through the whole duration of the C4i project.

Results-based monitoring was logically integrated in all major activities of the current project, including rumor identification, main stakeholders and target audiences definition, antirumor strategy development, communication strategy and interventions design and implementation. In this context, results-based monitoring implied assessing the process and changes from the initial baseline situations in project participating communities, as well as examining and reporting on the likelihood of achieving the established project goals. For example, this approach helped to understand the causality and answer the question of whether or not the communication strategy/interventions have yielded expected (or unexpected) changes in social behavior. It included both city level empirical analyses (communication strategy development

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and implementation, communication channels identification, anti-rumor campaign materials and content assessment, etc.) and broader project impact evaluation in order to estimate the efficiency of cities' antirumor campaigns. Besides, this methodology helped to evaluate actual and potential impact of the anti-rumor approach implementation in each participating city through identifying – wherever applicable – the reasons for success or inefficiency of certain activities.

The C4i impact and change evaluation has also drawn lessons and provided illustrations of behavior change processes – that supported or undermined the antirumor argument – in the project participating cities. In addition, it helped to verify and validate the efficiency, effectiveness, relevance and applicability of the C4i-tested antirumor approach contributing by this to the development of a replicable results-based monitoring and evaluation methodology for antirumor strategy implementation in other cities in Europe. This section presented the replicable 3-module based Monitoring and Evaluation Methodology for antirumor activities implementation. The C4i Theory of Change Map completes this methodology and can be used as practically applicable tool by any similar initiatives in Europe and beyond. In order to provide more clarity on the process, a separate C4i General Methodology Outline document was additionally created within the framework of this project that may help interested cities to design adjusted to their environments antirumor strategies. To end with, the list of tools produced b=as a result of the C4i impact and change evaluation include:

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1. A set of the C4i Core Indicators for Impact and Change Evaluation (separate document)

2. Two separate templates for the $1^{st}$ and $2^{nd}$ – ex-ante and ex-post – survey analysis (including survey questions and their coding methodology)

3. The C4i Theory of Change Articulation (separate document)

4. The C4i Theory of Change Map (Appendix 1 to this report)

## III. Main Findings of the C4i Impact and Change Evaluation

The C4i produced impact and changes have being examined through the whole duration of the project following specifically tailored methodology. A set of core indicators – along with the accompanying them survey questionnaires – was designed as a part of the assessment exercise to track the effects of the C4i strategic communication, behavioral change in the communities or groups, and to estimate their overall short- and long-term impacts. This evaluation provided crucial information about the overall efficiency, effectiveness, relevance, and applicability of the anti-rumor approach in the European urban settings.

Two separate surveys – ex-ante and ex-post antirumor communication campaign implementation – were carried out in all participating cities to estimate contextual differences in their environments (demographic, social, economic, and technological), examine existing preconditions for C4i goals implementation, and to track observable changes in social behavior attitudes of their populations.

### a) 1$^{st}$ C4i Survey: Understanding the Cities' Contexts and Environments before Antirumor Communication Campaign Implementation

The 1$^{st}$ survey aimed to assess C4i cities' environments and track already existing (if any) necessary preconditions for C4i goals implementation before the launch of C4i communication campaigns in their target communities. The data and information gathered within this survey allowed for a comparative analysis of the cities across a number of categories. This survey has three primary areas of enquiry:

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1.  Attitudes mapping towards three commonly identified in the C4i cities rumors

2.  Opinions regarding public or working space, community relations, frequency of interaction, atmosphere of coexistence, etc. (target groups: C4i target audiences and/or city/community general population).

3.  City environment analysis: demographic, economic, social, political and technological characteristics.

*Five key observations were made as a result of the 1$^{st}$ C4i cities survey*

First of all, **the spectrum of the survey respondents varied greatly from city to city** in terms of age, education, their time in the community, rumor exposure, etc.[6] For instance, some cities – such as Botkyrka, Lublin and Patras – reached out to a comparatively young audience: 16 to 25yrs old comprised 35% to 50% of their surveyed population. Others – e.g. Amadora, Bilbao, Erlangen and Sabadell – focused on more mature population.

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[6] This observation was also true for the 2$^{nd}$ C4i survey. Comparative visual representation of 1$^{st}$ and 2$^{nd}$ survey demographics is presented in the Appendix 2 to this report.

In terms of respondents' education, such cities as Botkyrka, Bilbao, and Loures reached out to a larger number of people with high-school degrees, while the majority of survey participants in Limerick, Erlangen, Nurnberg, Amadora, and Lublin had higher degrees (master or PhD). At the same time, in all C4i cities taken together, the largest group of respondents had a college degree (32%). It was closely followed by the group with high-school education (30%). The group with higher degrees (masters or PhD) came third.

There is a good gender representation across all cities, with a slight dominance of women - 14% more in the 1st survey - if looking at the total number of respondents across all 11 cities (men represented 43% of respondents, women 57%). Only Amadora, Limerick and Lublin show considerable gender differences among their respondents: there are twice as much of women involved in these cities' surveys than men. Erlangen remained the only city, where men-respondents' group was larger (5% approx.) in the 1st survey. At the same time, these individual cities' differences in gender representation were well balanced by the total gender representation across 11 cities taken together.

With regards to the 'time in the community' indicator, Sabadell tool a leading position in terms of the number of respondents who live in the community for more than 5 but less than 10yrs. Barcelona is the city with the largest number of respondents who stay less than 3yrs (more than 90%). Patras and Limerick have comparatively large number of people who live in the city for 15yrs and more (35% and 30% correspondently). Yet, the data analysis of all 11 cities taken together shown that the majority of the C4i survey participants live in their communities for more than 25 yrs (37%). This is almost twice as much as any other group in this category. So, we may conclude that in the C4i cities we are reaching out to the people who are well established in their communities and know their environments, attitudes and behavioral preferences of their populations very well.

Second, *none of the project participating cities look similar to any other in terms of the respondents' attitudes* (distribution) **towards three commonly identified rumors**. The respondents' attitudes varied irregularly across the cities from completely accepting certain rumors to totally rejecting them. No similarities were observed at all between the C4i cities within this category.

Third, the 1st survey analysis confirmed that *the environments of the C4i participating cities contain existing necessary preconditions for achieving the project goals*. Essentially, the data demonstrated that there was a high potential in the cities for dismantling certain rumors. For instance, when expressing their opinion about the rumor that *"the crime level grows as the number of immigrants in their community increases,"* the largest number of survey respondents (30%) across all cities gave their preference to the "Disagree, although have no concrete information on the matter" category; 23% of them supported "Strongly disagree, as I know it [the rumor] is not true". This indicates that more than 50% of the C4i surveyed population do not believe in this particular rumor at all or at least do not have any relevant prejudices. Therefore, in this case, the C4i is working with a very 'fertile soil', as the potential to dismantle

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this specific rumor in the rest of the population is high. Moreover, this
potential (or precondition) could be further reinforced by the C4i project activities and interventions, as there is an obvious need for evidence-based, "concrete information on the matter" in 30% of the surveyed population. Points like this were communicated to and taken into account by the C4i city teams as a part of the C4i monitoring and evaluation process.

Forth, in some C4i cities, *changing people's attitude towards concrete issues may require more efforts than in others.* For this reason, a better tailored strategy and communication intervention tools (including evidence-based information delivery) were suggested to be developed in certain communities taking into account their environmental feathers and target audience characteristics. This was particularly true for such cities as Erlangen and Patras, where 40% and 27% of the survey participants correspondently "agreed, but didn't know if [the rumor] was true" when providing their opinions about "immigrants take our jobs" statement. This also applied to such cities as Loures and Lublin, where about 15% of respondents in every city strongly supported this particular rumor, as they believed it was true.

Finally, *neither geographical proximity nor the fact that the cities were located in the same country had any 'similarity effect' on the survey results in any survey category or dimension.*

This conclusion may be an indirect proof of the fact that, nowadays, cities are becoming more and more independent and powerful structures to create their own social, economic, political, cultural, and even technological environments that may differ considerable from the settings and surroundings of their nation states. This point should not be underestimated by the policy-makers at any level, especially, if the ultimate goal is to build a more socially and economically robust and better integrated Europe.

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### b) 2st C4i Survey: Determined to Produce Impact, Reaching out to Change

The 2nd – ex-post – C4i survey was aimed to identify possible impacts and track any probable attitude shifts or behavioral changes in C4i target populations following antirumor communication campaign implementation. This survey focused on the below presented areas of enquiry. Demographic information about the respondents was also collected (see Appendix XX to this report).

1. Attitude change towards three commonly identified in the C4i cities rumors

2. Opinions regarding public or working space, community relations, frequency of interaction, atmosphere of coexistence, etc. (target groups: C4i target audiences and/or city/community general population).

3. Efficiency of the C4i antirumor communication campaign implementation (target groups: local project stakeholders and local partners/networks).

4. Specifics of C4i activities development and implementation in each city (target audiences: C4i city teams and city administration).

The data collected within area 1 of the 2$^{nd}$ C4i survey were than
compared to the matching area of the 1$^{st}$ survey to empirically track any identifiable impacts,
opinion or behavioral changes produced by the project.

The resulting analysis revealed positive change in respondents' attitudes and their social
behavior in general across all project participating cities. The scale of behavioral shift was
rather significant, especially given the comparatively short period of the project (18 months),
duration of cities' communication campaigns by the time of its evaluation, and the timespan
needed for producing any identifiable shifts – or changes – in human believes, attitudes, and/or
behavior (relevant literature suggests 2-3 years min).

However, a positive tendency – i.e. tendency towards rumor dismantling behavior –
was identified in respondents' opinions regarding to all three commonly tested rumors.
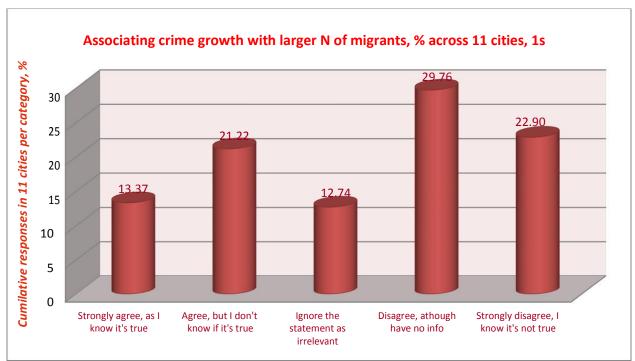This tendency was present across all C4i participating cities.

The below provided analysis supports this argument quantitatively providing details about
separate survey categories and highlighting the most appealing findings within and across C4i
participating cities. It should be noticed that, in the course of C4i impact and change evaluation,
the respondents' opinions regarding the rumors contributed mainly to the analysis of change in
their attitudes or beliefs. The opinions provided regarding space sharing, relations, frequency of
interaction, atmosphere of coexistence, belonging, etc. were plausibly used for evaluating
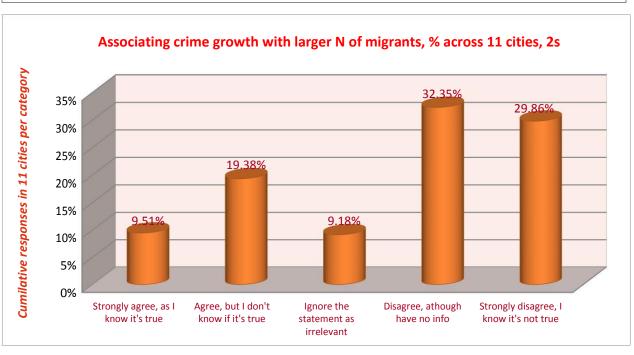social and behavioral change in C4i communities.

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## c) C4i Produced Behavioral and Attitude Change
### i. Shift in Attitudes towards three Commonly Tested Rumors

Rumor 1: *"The crime level in your community increases as the number of immigrants grows"*

**Associating crime growth with larger N of migrants, % across 11 cities, 1s**

*Cumilative responses in 11 cities per category, %*

| Category | Value |
|---|---|
| Strongly agree, as I know it's true | 13.37 |
| Agree, but I don't know if it's true | 21.22 |
| Ignore the statement as irrelevant | 12.74 |
| Disagree, although have no info | 29.76 |
| Strongly disagree, I know it's not true | 22.90 |

**Associating crime growth with larger N of migrants, % across 11 cities, 2s**

*Cumilative responses in 11 cities per category*

| Category | Value |
|---|---|
| Strongly agree, as I know it's true | 9.51% |
| Agree, but I don't know if it's true | 19.38% |
| Ignore the statement as irrelevant | 9.18% |
| Disagree, although have no info | 32.35% |
| Strongly disagree, I know it's not true | 29.86% |

20

As a result of the C4i activities and communication campaigns implementation in the cities, more people disapprove the statement that the crime level grows in their communities, as the number of immigrants increases. There is 2 to 4 percentage point positive shift across all categories of responses (e.g. in the 1st survey 13.4% of respondents strongly approved this rumor vs. 9.5% in the 2nd survey; almost 30% disapproved this rumor in the 2nd survey, while only 23% did so in the 1st survey), which indicates a progressive change in dismantling this particular rumor.
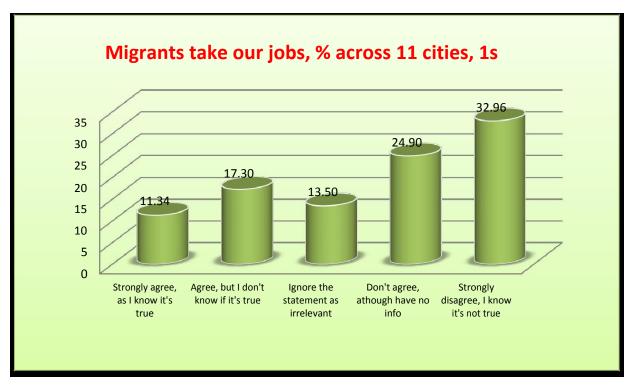
When we look at the C4i cities individually, the same tendency is generally observed - overall around one in three respondents (30%) do not believe that crime growth in their communities is linked to the increasing number of immigrants. The most significant shift in people's opinion towards disapproving this rumor was recorded in the city of Limerick. The number of people who strongly disagree with the rumor doubled following the C4i project implementation (almost 60% of people disapprove the statement that crime growth is linked to the increasing number of immigrants at the end of the project implementation vs. only 33% at its beginning).
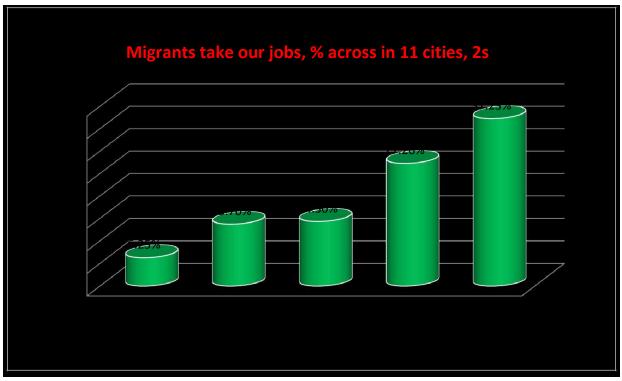
As per the C4i team Limerick, these survey results "exemplify both the nature of Limerick antirumor campaign as well as environmental characteristics of the city." The fact is that the issues raised by the C4i tested rumors (such as crime and unemployment e.g.) have a much longer history in Limerick than the history of immigration. Hence, the city population do not necessarily relate these particular issues to immigrants. On the contrary, since these issues were apparent before the increase in the migrant population in Limerick, the survey participants did not see any connection between them. A significant shift in people's opinion towards disapproving this rumor between the first and second survey was also a result of clarification work conducted by the C4i team with their target audience in terms of main integration concepts explanation, relation portrayals, etc.

Another interesting case is the city of Patras, where at the project initial stages 40% of people accepted the rumor in general, but didn't have enough evidence to prove it. At the end of the C4i communication campaign the number of these people in Patras dropped to 28%. Obviously, the numbers are not radically apart, as the project time frame is very short for a more significant positive change to happen, but a good basis for positive tendency has been established across all C4i participating cities.

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*Rumor 2: "The immigrants in your community take available jobs leaving community natives unemployed"*



22

The most noticeable progress, or the most positive shift in people's behaviors, across all C4i cities[7] was observed in dismantling the rumor that migrants take jobs from community/city locals (natives). The comparative analysis of the 1st and 2nd wave survey data indicates 3 to 5 percentage points positive change in people's opinion across all response categories. For instance, more than 37% of the surveyed population in project cities strongly disagree with this particular rumor at the end of the C4i communication campaign, instead of only 33% before the campaign. 25% of population disagreed but required more evidence-based information at the beginning of the project activities, 27% took the same position at the final stages of the C4i. This is a very stimulating remark for the long-term impact and sustainability of the C4i project, as we can say that more people took rumor dismantling position as a result of the project implementation, and almost every third person felt the need for more concrete, evidence based information. Consequently, the C4i city teams may continue to work beyond the scope of this project – although within the project delineated framework – in order to satisfy the palpable need in their communities for evidence-based information on this and other integration and immigration related issues.

Another interesting observation is that the number of people who ignored this statement as irrelevant remain comparatively stable during this particular rumor testing. This may be an indirect indicator that during a comparatively short period of the C4i communication campaign implementation (especially, by the time of the final survey), the C4i activities have not succeeded to reach out to the group of 'uninterested' or ignorant to the subject of immigration people and to involve them in open dialogue. Hence, this group remained intact.

23

The most drastic change in terms of this rumor disapproval happened in the cities of Loures and Limerick. The number of people who strongly disagree with the rumor that migrants take jobs from community native increased from 17% to 42% and 38% to 67% in two cities accordingly between the 1st and 2nd wave surveys.

An additional post-survey enquiry with the Loures city team revealed a few reasons for this positive shift in behavior. "From the very beginning, it was important for us "to stratify our communication activities and to be very clear on the way we wanted to communicate and on the message we wanted to deliver". The Neighborhood Festival became the key element of Loures' communication strategy, followed by the Public Art Gallery (street art) project. These interventions allowed "to demystify the negative image of the target community and start building a new, very different reality". The continuity of these interventions (weekly guided tours, presence of the painters and artists in the community, ongoing interactive work on the paintings) helped the city team to create and show a new, different image of the neighborhood

– assertive and very positive – to many people who would not otherwise visited this place, would never experience this new reality.

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[7] Note: Erlangen chose to drop this question in the 2nd survey. For this reason the data analysis presented here was conducted for 10 instead of 11 cities.
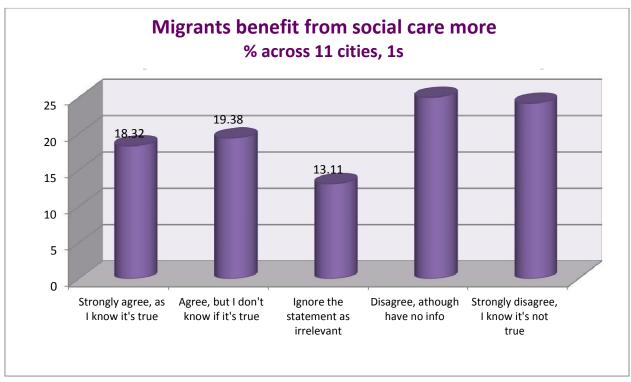
Other crucial elements included:

- building partnership with local media (newspaper) that helped to open the door to a different reality to a large number of people, to address the actual issues of the diverse population of Loures;
- establishing intercultural integration as a municipal policy priority, which contributed to a better understanding of interculturalism as a concept, and to a broader approval of the C4i communication activities across the city;
- including major local stakeholders - even though they were not numerous - in the C4i network allowed the city team to cease more effective opportunities and to reach out to a wider audience of the participants.
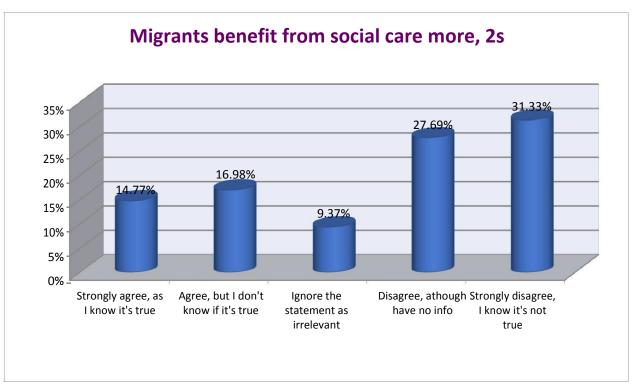
In Bilbao's case an increase (from 27% to 35%) in the number of people who do not accept the rumor but would still need more evidence-based information on the matter has been observed between the two surveys. This is obviously an indication that the C4i anti-rumor campaign has attracted attention and caused more people to think critically about the issue.

While the overall tendency is positive across the C4i cities, Barcelona shown an opposite result. The larger percentage of its C4i target audience approve this particular rumor following the C4i project implementation: 45% (almost every 2$^{nd}$ individual) of the surveyed population strongly agreed that this rumor is true during the 2$^{nd}$ survey, while only 17% believed so during the time of the 1$^{st}$ survey (before the C4i activities implementation).

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C 4 i
antirumours

Rumor 3: *"Immigrants in your community benefit more from the social care system than natives"*

**Migrants benefit from social care more**
**% across 11 cities, 1s**



| | |
|---|---|
| Strongly agree, as I know it's true | 18.32 |
| Agree, but I don't know if it's true | 19.38 |
| Ignore the statement as irrelevant | 13.11 |

25

**Migrants benefit from social care more, 2s**



| | |
|---|---|
| Strongly agree, as I know it's true | 14.77% |
| Agree, but I don't know if it's true | 16.98% |
| Ignore the statement as irrelevant | 9.37% |
| Disagree, athough have no info | 27.69% |
| Strongly disagree, I know it's not true | 31.33% |

The same positive change in the respondent's opinions was observed regarding the third tested rumor: across all 11 C4i cities taken together the number of people who believed that this rumor was true has reduced (from correspondently), and the number of those who disapprove this particular statement has increased (from 25% to 28% in the answer category 'do not agree

[with the rumor], although have no concrete information on the matter' and from 24% to 31% in the category 'strongly disagree [with the rumor], as I know it is true').
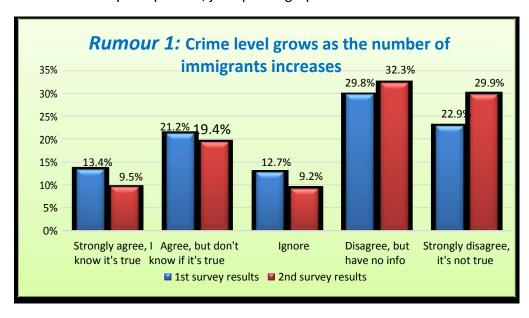
Similarly, Rumor 2, the number of people who ignored the statement that "immigrants benefit more from the social care than natives do" as irrelevant remain comparatively stable. As suggested before, this may be due to the fact that C4i activities have not succeeded to reach out to the group of 'uninterested' or ignorant to the subject of immigration people and to involve them into open dialogue, given the project time span.

The most considerable change in terms of this rumor disapproval has been recorded in the city of Lublin. The number of people who strongly disagree with the rumor increased from 14% to 38%. At the same time, in Botkyrka and Nuremberg this number remained constant (28% and 29% accordingly) for the 1$^{st}$ and 2$^{nd}$ surveys. Such cities as Bilbao and Barcelona, have reported a reverse result on the answer category 'strongly disagree [with the rumor], as I know it is true' demonstrating a decline in the number of people who disapprove this particular rumor from 9% to 3% in Bilbao, and from 26% to 20% in Barcelona.
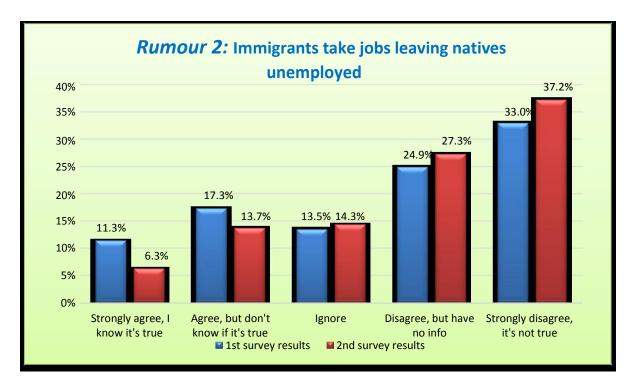
26

Hence, **the most important evaluation finding in terms of the C4i-produced change is the positive shift in community attitudes across all C4i cities** regarding 3 commonly tested rumor, which proves the efficiency of anti-rumor approach. The below presented juxtaposed graphs visually demonstrate this change.
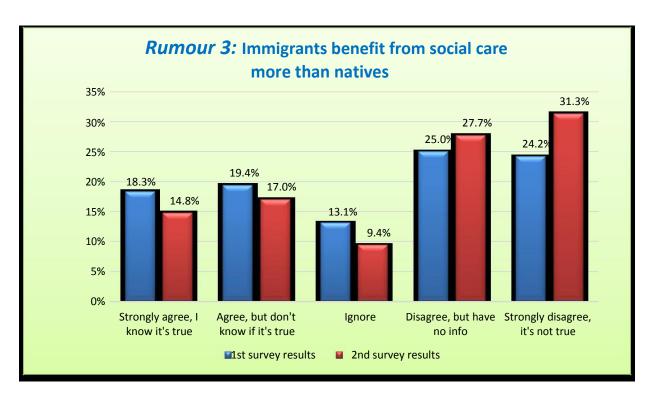
## Change in Attitudes towards 3 C4i-tested Rumours

1st & 2nd survey comparison, juxtaposed graphs

C 4 i
antirumours

**Rumour 2:** Immigrants take jobs leaving natives unemployed



| | Strongly agree, I know it's true | Agree, but don't know if it's true | Ignore | Disagree, but have no info | Strongly disagree, it's not true |
|---|---|---|---|---|---|
| 1st survey results | 11.3% | 17.3% | 13.5% | 24.9% | 33.0% |
| 2nd survey results | 6.3% | 13.7% | 14.3% | 27.3% | 37.2% |

27

**Rumour 3:** Immigrants benefit from social care more than natives



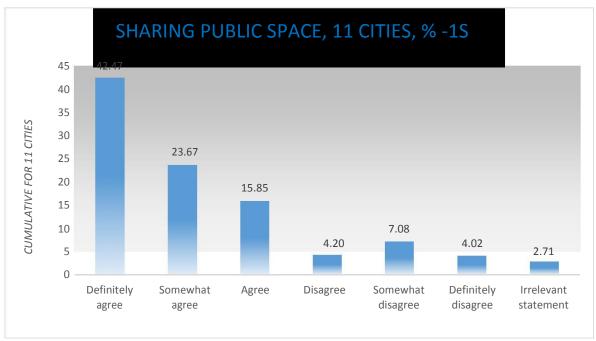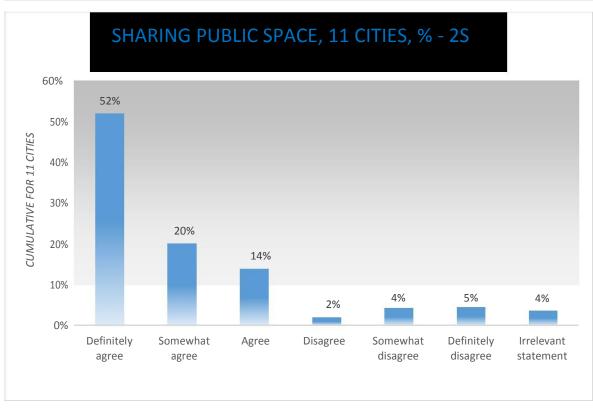| | Strongly agree, I know it's true | Agree, but don't know if it's true | Ignore | Disagree, but have no info | Strongly disagree, it's not true |
|---|---|---|---|---|---|
| 1st survey results | 18.3% | 19.4% | 13.1% | 25.0% | 24.2% |
| 2nd survey results | 14.8% | 17.0% | 9.4% | 27.7% | 31.3% |

### ii. Positive Change in Space Sharing Attitudes

*Would you agree to share public space with people of different nationality on everyday basis (e.g. the library, hospital, bus, school, city square, park, etc.)?*



SHARING PUBLIC SPACE, 11 CITIES, % -1S

28



SHARING PUBLIC SPACE, 11 CITIES, % - 2S

Overall, there has been increase in people's willingness to share public space with people of different nationality on everyday basis. More people (52%) in all 11 C4i cities taken together 'definitely agree' to share public space with migrants as a result of the C4i communication campaign implementation. Only 42% of them 'definitely agreed' before the campaign. This indicates a considerable 10-percentage point positive change in their behavior. Almost 24% of respondents 'somewhat agree' to share public space following the C4i campaign, instead of 20% before (4 percentage points positive change).
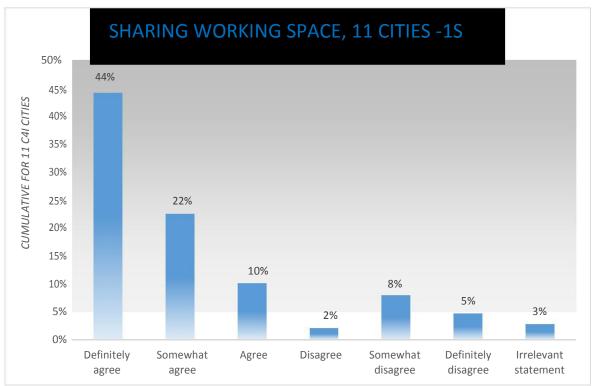
To put it another way, the fact that more than every second respondent strongly agrees to share public space with people of foreign background as a result of the C4i activities in the cities is a very positive behavioral result which confirms the effectiveness of the C4i used strategies and approaches. Moreover, if we account the opinions of those who 'agree' and 'somewhat agree', 4 out of 5 surveyed people accept to share public space with migrants on everyday basis as a result of the campaign, instead of 3 out of 5 at the beginning of the project.
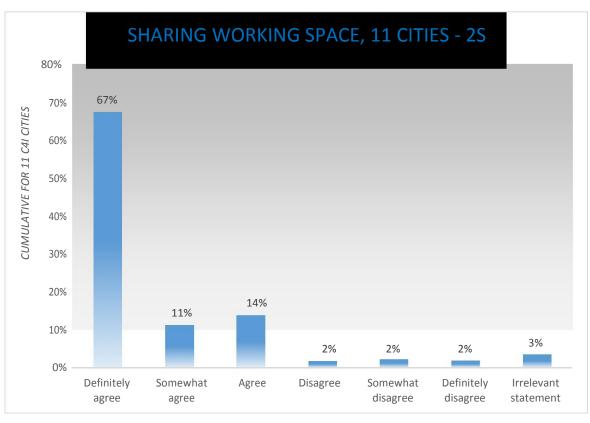
The general tendency is very positive, especially due to considerable positive behavioral change in such cities as Erlangen, Limerick, Loures, or Patras. For example, initially in Erlangen, 47% of respondents disagreed to share public space with migrants on everyday basis, and only 10% definitely agreed. Yet, as a result of the C4i conducted work, the numbers were literarily reversed: 41% strongly agreed and only 11% definitely disagreed to share public space with migrants. In Limerick, the number of people who would definitely share public space with immigrants increased from 84% to 97% during the time between the two surveys. Definitely, 97% is a very high number and an achievement that not every city can claim. Loures and Patras experienced a positive change in this category from 46% to 72% and from 22% to 50%.

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Along with this, some cities encountered opposite to the expected results or changes. Some examples include such cities as Amadora, where migrants acceptance in public space - 'strongly agree' category - dropped from 55% to 45%; Barcelona - a drop from 62% to 55%; and Botkyrka - a slight decline from 68% to 65%.

*Would you agree to share working space with people of different nationality on everyday basis (office, workshop, machinery, equipment)?*



SHARING WORKING SPACE, 11 CITIES -1S

CUMULATIVE FOR 11 C4I CITIES

| | |
|---|---|
| Definitely agree | 44% |
| Somewhat agree | 22% |
| Agree | 10% |
| Disagree | 2% |
| Somewhat disagree | 8% |
| Definitely disagree | 5% |
| Irrelevant statement | 3% |

30



SHARING WORKING SPACE, 11 CITIES - 2S

CUMULATIVE FOR 11 C4I CITIES

| | |
|---|---|
| Definitely agree | 67% |
| Somewhat agree | 11% |
| Agree | 14% |
| Disagree | 2% |
| Somewhat disagree | 2% |
| Definitely disagree | 2% |
| Irrelevant statement | 3% |

Not surprisingly, 'sharing working space with people of different nationality on everyday basis' enquiry demonstrated very similar tendency in overall results to those produced by the 'sharing public space' question. 2 out of 3 survey respondents in all 11 C4i cities strongly agree to share working place with migrants. This indicates 55% positive change in communities' behavior since the time of the 1$^{st}$ survey, where only 44% of people definitely agreed to working space sharing. The 'definitely agree' category have thus experienced largest positive evolution in the 2$^{nd}$ survey, 'somewhat agree' and 'agree' categories delivered slightly lower changes.

At the same time, the overall number of people who agreed (to a higher or lower degree) to share working space with immigrants on everyday basis increased from 76% to more than 90% within the 1$^{st}$ and 2$^{nd}$ survey, producing is a very impressive result. So, we can conclude that in this particular case, people's attitudes and, assumingly, behavior have considerably changed in a positive way as a result of the project activity. The general proportion of people in 11 cities who disagree to share their working space with migrants (to a higher or lower degree) was reduced by half: from 18% at the beginning to 9% at the end of the C4i project activity.

The same positive tendency was observed in accepting a person of a different nationality as a superior (e.g. a boss) or someone who makes important decisions for your life or wellbeing (e.g. a doctor). The number of people who definitely agreed to accept this statement doubled from the time of the 1$^{st}$ survey moving from 32% to 62% (see graphs below). It should be noted that Nuremberg chose not to provide their data for this particular question in their 1$^{st}$ survey, hence, availability of their data in the 2$^{nd}$ survey may have slightly skewed the overall C4i 2$^{nd}$ survey results, especially as almost 66% of their respondents accepted (to a higher or lower degree) a person of a different nationality as a superior.

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That being said, the distribution of answers across positive categories such as "definitely agree", "somewhat agree" or "agree" remain proportional across the cities within the two surveys with Limerick, Botkyrka, and Barcelona obtaining the highest numbers in "definitely agree" category in the 1$^{st}$ survey, and with Limerick, Erlangen, and Botkyrka leading in the same category in the 2$^{nd}$ survey. The only interesting exception is the city of Sabadel that reported a very high value of adherents to the "somewhat agree" category in the initial (1$^{st}$) survey and no supporters at all for "somewhat agree" or "agree" groups; yet, in the 2$^{nd}$ survey they obtained a variety of positive answers across all three categories: "definitely agree" - 39%, "somewhat agree" - 15%, and "agree" - 28%.
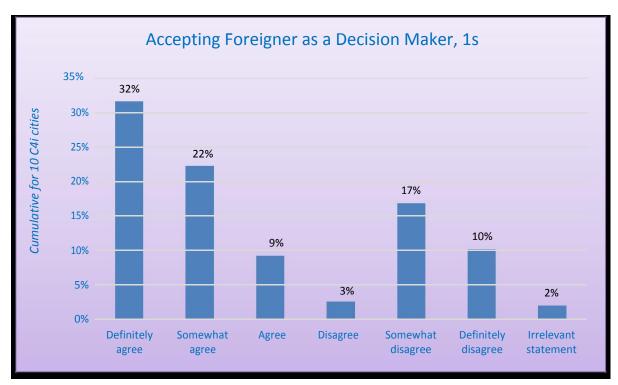
An important positive result is that the overall percentage of people in 11 cities who disagree to accept a foreigner as a superior (to a higher or lower degree) have fallen drastically by the end of the C4i project activity: from 32% to 14%. This is a very significant positive result in people's attitudes and, presumably, behavior. Essentially, from having 1 out of 3 people who disapproved migrants as their superiors at the beginning of the project, we moved to the proportion of only 1 out of 7 at the end.
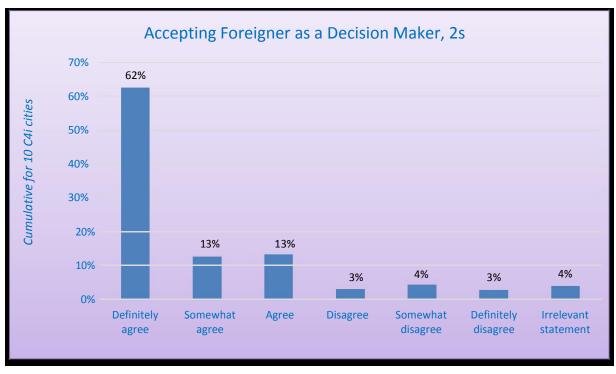
*Would you accept a person of a different nationality as a superior (e.g. your boss) or someone who makes important decisions for your life or wellbeing (e.g. your doctor)?*
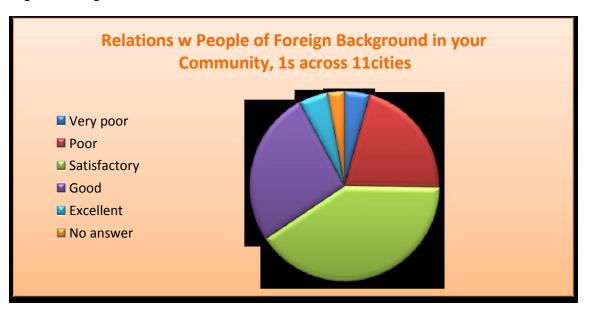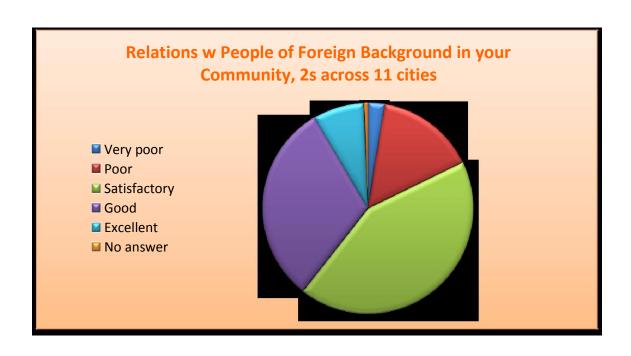
### Accepting Foreigner as a Decision Maker, 1s

*Cumulative for 10 C4i cities*

| Definitely agree | Somewhat agree | Agree | Disagree | Somewhat disagree | Definitely disagree | Irrelevant statement |
|---|---|---|---|---|---|---|
| 32% | 22% | 9% | 3% | 17% | 10% | 2% |

32

### Accepting Foreigner as a Decision Maker, 2s

*Cumulative for 10 C4i cities*

| Definitely agree | Somewhat agree | Agree | Disagree | Somewhat disagree | Definitely disagree | Irrelevant statement |
|---|---|---|---|---|---|---|
| 62% | 13% | 13% | 3% | 4% | 3% | 4% |

*iii.    Comparatively    Stable    Community    Relations,
       Atmosphere of Coexistence, Frequency of Interaction and Feeling of
       Community*

*Community Relations*

*How would you estimate the relationships between the locals and people with
migrant background?*



33

Slightly improved relations were reported by the surveyed communities across all 11 cities by the end of the project activity. "Satisfactory", "good", or "excellent" categories received correspondently 43%, 31%, and 8% of supporters in the 2$^{nd}$ survey conducted at the final stages of the project. This leaves us with rather significant total number of people (82%, or more than 4 in every 5 individuals) who believe that the relations with migrants in their community are rather positive. This number has improved by 10 percentage points since the time of the 1$^{st}$ survey, where only 72% of people assessed positively the relations with foreigners in their communities.

When looking at the performance of individual cities across different categories of this question, we can observe that cities of Amadora and Sabadell are leading in the "satisfactory" category and in both, 1$^{st}$ and 2$^{nd}$ surveys. They accordingly report 56% and 57% in the 1$^{st}$ and 2$^{nd}$ surveys in Amadora; and 64% and 63% in Sabadell. In some cities – e.g. Erlangen – the positive attitude towards community relations has slightly deteriorated: while in the 1$^{st}$ survey the city reported a quite high number (50%) of "good" relations with the people of foreign background in their community, in the 2$^{nd}$ survey this number dropped to 32%; nevertheless the "satisfactory" category still gained 45% of respondents in the 2$^{nd}$ survey improving the results of the 1$^{st}$ survey, where "satisfactory" had no supporters at all in Erlangen.
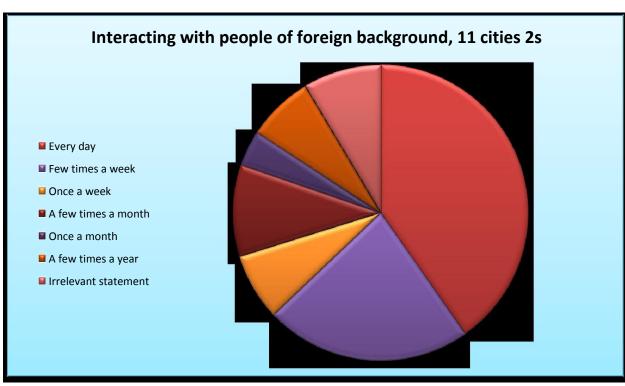
It is also noticeable that negative opinions about the relations with foreigners in their communities have dropped across all 11 cities. Between the 1$^{st}$ and2nd survey, we moved from 25% to 16% (or only 1 in 5 people) of respondents who believe that the relations with foreigners in their community are "poor" (15%) or very poor (2%).

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## Frequency of Interaction

*How often do you actively interact – i.e. communicate, work, share your leisure activities, etc. - with the people of foreign background?*



Interacting with People of Foreign Background, 11cities, 1s

Legend:
- Every day
- Few times a week
- Once a week
- A few times a month
- Once a month
- A few times a year
- Irrelevant statement

35



Interacting with people of foreign background, 11 cities 2s

Legend:
- Every day
- Few times a week
- Once a week
- A few times a month
- Once a month
- A few times a year
- Irrelevant statement

Enquiry that aimed to estimate the frequency of interaction of the survey respondents with the people of foreign background belongs to those few that have not produced any impressive shift in people's behavior. The spectrum of answers produced by all 11 cities within the 1$^{st}$ and 2$^{nd}$ surveys remained comparatively stable. For instance, in the 1$^{st}$ as well as in the 2$^{nd}$ survey the reported numbers of "every day interaction" are 41% and 40% correspondently; for "few times a week" we observe 26% (1$^{st}$) and 23% (2$^{nd}$ survey), categories "once a month" and "a few times a year" remained approximately the same. The only remarkable change has been recorded in "once a week" interaction category, the percentage of adherents to which has dropped from 15% in the 1$^{st}$ to only 7% in the second survey. More people considered this statement as irrelevant to them in the 2$^{nd}$ survey (9% of total number of respondents) comparing to only 3% in the first.

We can assume that interacting with migrants or people of foreign background is not necessarily an act of individual choice, as it often depends on the demographic features of the community/city where we live, the environment we work in, the lifestyle and/or hobbies we have, etc. Since all these elements are comparatively stable and do not change every 4-5 months (the time span between the 1$^{st}$ and 2$^{nd}$ C4i survey) for the majority of people, this may partially explain the comparative stability (i.e. no considerable change) in the answers to this particular question.

When we compare the survey results from individual cities though, the picture is a bit more interesting. Barcelona and Botkyrka lead in the "everyday" interaction with foreigners in the 1$^{st}$ (79% and 67% correspondently) and 2$^{nd}$ (85% and 80% correspondently) surveys. While Amadora took the third place in this category in the 1$^{st}$ survey reporting that 50% of its respondents interact with people of foreign background on everyday basis, Loures (56%), Limerick (54%) and Sabadell (52%) were among the leaders in this category in the 2$^{nd}$ survey, followed again by Amadora. Of course, when we look at the cities' demographics, the comparatively stable results come as no surprise for such cities as Barcelona, Botckyrka or Amadora. What is interesting though, that such cities as Loures or Sabadell, whose frequency of interaction scored comparatively low (35% and 20% accordingly) in 'everyday' interaction category within the 1$^{st}$ survey, moved to the leading group in the 2$^{nd}$ survey. Qualitative interviews and individual consultations with the C4i city teams shown that the C4i project campaign and activities in these cities contributed significantly to their populations' improved understanding of the concept of "migrant" as well as enhanced their "consciousness" about the presence and role of people with foreign background in their everyday life.

The "feeling of togetherness" in your community question, similarly to the one about the frequency of interaction, have not produced any remarkable positive shift in respondents' believes (see the graphs below). All the response categories across 11 cities shown approximately similar results in 1$^{st}$ and 2$^{nd}$ C4i surveys. This relative steadiness can be, again, explained by the fact that this particular question investigate a comparatively stable area of individuals' life – their community, its characteristics, established relations etc. – that do not
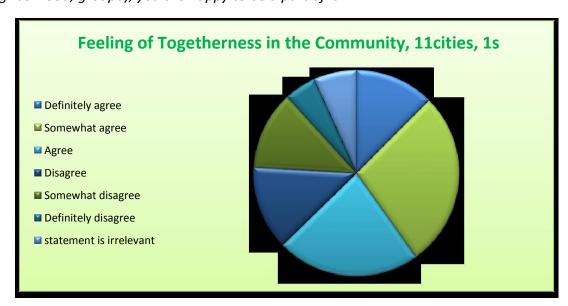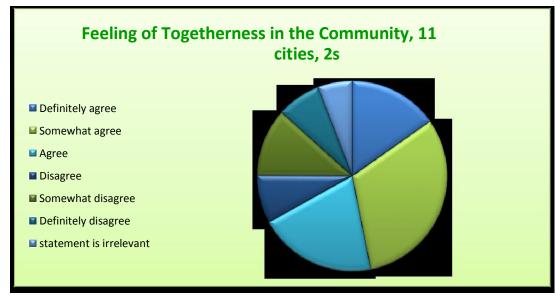
necessarily change every 4-5 months (the time span between the 1st and 2nd C4i survey). Of course, analysis of individual C4i cities offer us more variety on the matter with the most striking results for Sabadell, Patras, Lublin and Barcelona whose "somewhat agree" and "agree" categories doubled in numbers during the time between the 1st and 2nd C4i cities survey. This confirms the fact, that while analysis of 11 cities data in general does not reveal any noticeable positive change in respondents behavior, positive changes have happened in a few individual cities, which is obviously, a function of general efficiency their C4i strategy, the choice they made in terms of their target audiences, communication campaign activities and channels.

***Feeling of Community***

"*There is a good feeling of 'togetherness' and respect in your community (neighborhood, group6), you are happy to be a part of it*."



**Feeling of Togetherness in the Community, 11cities, 1s**

- Definitely agree
- Somewhat agree
- Agree
- Disagree
- Somewhat disagree
- Definitely disagree
- statement is irrelevant

37



**Feeling of Togetherness in the Community, 11 cities, 2s**

- Definitely agree
- Somewhat agree
- Agree
- Disagree
- Somewhat disagree
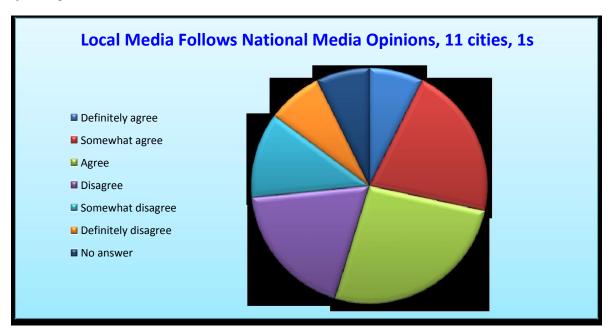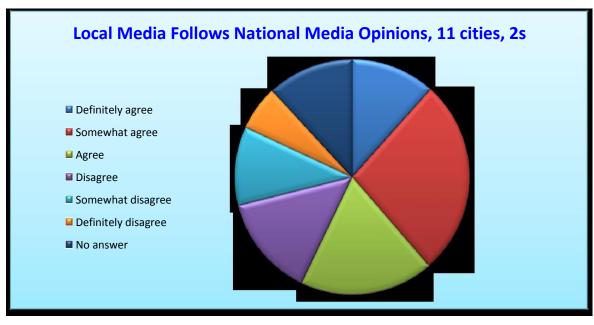- Definitely disagree
- statement is irrelevant

Since local media was defined as one of the priority stakeholders in the C4i communication campaign implementation, the project impact and change evaluation has also sought opinions about local media coverage of migration and/or integration issues. The respondents we asked if they agree or do not agree with the following statements regarding local media content.

### iv.    Diverse Conclusions about Local Media Content

**Local media content**
*"The local press (media) closely follows the opinions expressed in the national media on the subject of immigration"*





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The inquiry on the content of local press offered diverse conclusions
across 11 surveyed cities. The survey results of all cities taken together reflect this picture – there is no clear tendency for any kind of – positive or negative – change in people's opinion. I should be noted though, that this is one of the survey areas that offers one of the most challenging ground for common – i.e. across all 11 cities – analysis and excludes any kind of generalization, as the relations with and between local and national media vary considerably from country to country, and from city to city.

In addition, in different cities local and national media follows different degrees of ethical standards in terms of migration or integration issues coverage. For example, C4i teams in such cities as Erlangen or Limerick have established effective collaboration with local media representatives and even advised them on the ethics of migration issues coverage. The situation is completely different in such cities as Botkyrka or Patras, where only a few media representatives are sensibilized on the issue and follow relevant ethical standards.
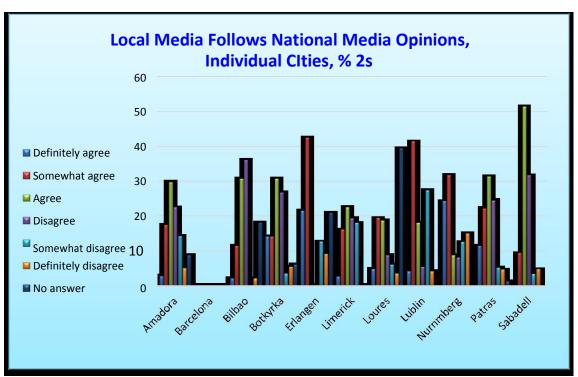
Besides the fact that media content is frequently and unpredictably changing, separate individuals also tend to receive and absorb different quantity and quality of information depending on their personal interests and preferences. This makes the analysis of local media content conditioned by many external factors - political, social, economic and demographic, - and, to a certain degree, subjective. All these media features were taken into account by the C4i impact and change evaluation.

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In both C4i surveys, the majority of respondents agreed that local media closely follows the content of the national media (54% in 1st and 57% in 2$^{nd}$ survey if taking "definitely agree", "somewhat agree", and "agree" categories together). We have to note here, that the acceptance of this statement may also mean different things for different cities. For instance, in cities like Loures or Botkyrka, where the national media content is rather anti-immigrant oriented today, following national media content often means unethical and/or negative coverage of the issues of immigration in local press. If the analysis shows that in these cities local media does not follow the opinions expressed in national media, this means that a number of local independent actors may exist – Botkyrka is a good example – that try to combat the national media opinions at the local level providing more evidence based grassroots information.

Along these lines, the city of Loures has the highest number of 'abstentions' in responding to this particular question in the 1$^{st}$ (31%) and 2$^{nd}$ (40%) surveys. The explanations lie again in the specifics of the city's environment. As the individual interviews with city public officials and political leaders demonstrated, for many years from now, Loures has received very negative national media coverage due to a shooting that happened in one of its suburbs. Since then, it has been extremely difficult for the city to change its media image regardless the fact that a lot of community level social work has been done and many large-scale cultural and artistic events have been organized to demonstrate that this community maintains a normal way of life, and such a tragic event was just a one-time happening in the suburb.

# C4ı - COMMUNICATION FOR INTEGRATION

The two graphs below offer a full spectrum of people's opinions on the local media content in every project participating city collected during the 1<sup>st</sup> and 2<sup>nd</sup> project survey. Note: the city of Barcelona chose to refrain from asking this question in both surveys, Erlangen decided to do so in 2<sup>nd</sup> survey.
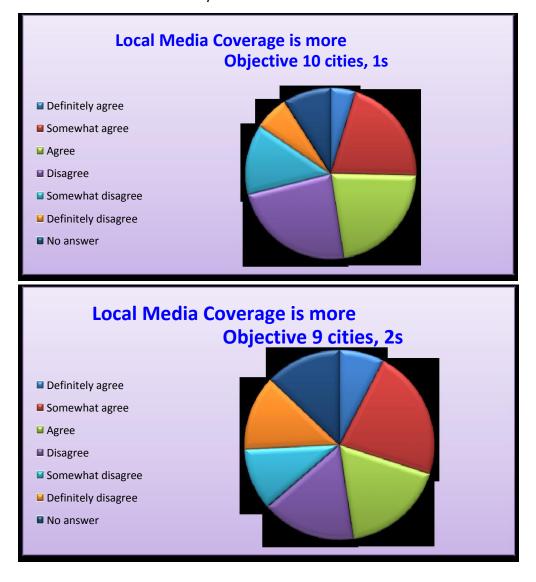


40

*"The local press (media) provides a more objective coverage of the immigration issues than the national press"*

The second question asked in the category of local media content produced very similar results in terms of their variety across the cities. At the same time, the number of people who believe that the local media is more objective with regards to immigration issues coverage have increased reaching % in the 2$^{nd}$ survey, which is percentage points more if comparing to the 1$^{st}$ survey results. This may be an indicator that in some cities, the C4i teams collaborated with local media during the time of the C4i campaign and activities implementation, which may have influenced the way of immigration issues coverage in these particular communities. This was reported to be the case in Limerick, Lublin, and Botkyrka.

Note: the city of Barcelona chose to refrain from asking this question in both surveys, Erlangen decided to do so in 2$^{nd}$ survey.

41



Local Media Coverage is more Objective 10 cities, 1s

- Definitely agree
- Somewhat agree
- Agree
- Disagree
- Somewhat disagree
- Definitely disagree
- No answer



Local Media Coverage is more Objective 9 cities, 2s

- Definitely agree
- Somewhat agree
- Agree
- Disagree
- Somewhat disagree
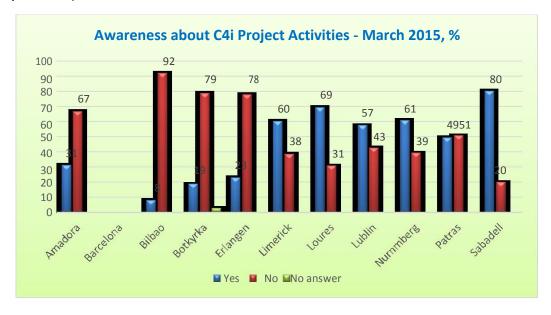- Definitely disagree
- No answer

### d. C4i Strategic Communication Campaign Assessment

#### i. Local communities

Strategic communication monitoring and development was an important part of the C4i impact and evaluation exercise. Based on C4D methodology developed by the UN agencies[8], a C4i-tailored approaches were developed by the evaluator during the mapping stage of the initiative to identify knowledge gaps, to provide relevant monitoring and guidance in the future, and to contribute to the development of strategic communication within the framework of partner cities' anti-rumor campaigns. A set of indicators for measuring strategic communication campaigns in the cities was designed. A relevant evaluation exercise using this indicators was carried out synchronically in city local communities and with local C4i partner networks. The current section summarizes the results of communication activities assessment in local communities. The section that follows offers the outcomes of the evaluation conducted with cities' local stakeholders and partner networks.

Following C4i communication campaigns in the project participating cities, awareness about the C4i project activities was examined in the local communities. As the analysis of results collected by mid-march 2015 demonstrates, the city populations were aware about the project activities or anti-rumor campaigns to a varying degree. The highest outreach and potential impact of the C4i communication activities at the local level was recorded in such cities as Sabadell (80%), Loures (69%), Nuremberg (61%), Limerick (60%), and Lublin (57%). In the other half of the project cities the proportion of people who were not aware about the C4i activities or campaigns was higher than the proportion of those who heard about these activities (see the graph below).

42



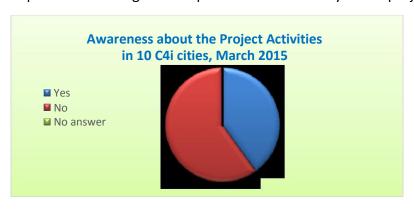**Awareness about C4i Project Activities - March 2015, %**

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There are multiple reasons for such a difference in the results across
10 cities (Barcelona, as a know-how sharing city in this project, chose not to carry out the communication campaign assessment). One of them is that the cities with the high rating of the C4i communication campaign awareness have chosen very clearly defined target audiences for their activities and/or identified very specific communication channels at early stages of the project implementation. It is also true that some preliminary knowledge about the anti-rumor approach implementation (before the C4i project start-up) has also had positive impact on the awareness results in some cities, e.g. Sabadell.

The analysis of the C4i communication campaign awareness across 10 cities shown that about 60% of the surveyed people were not aware about project activities and/or campaign (see the graph below). In order to better understand the reasons for this outcome, we must look in the context of the project work, and particularly the issue of its timing. Due to various technical and administrative reasons, the beginning of the C4i project activities – and thus C4i communication campaign development and launching – were considerably delayed in a number of cities. As a result, by the beginning of March 2015, when the assessment of the C4i communication activities was conducted (as defined by the project schedule), many cities have just started their communication interventions implementation. Obviously, the time span for such communications to spread within the population and reach out to larger audiences was not long enough. According to the governing principles and processes of strategic communication as a professional domain, assessment of the C4i communication strategy and interventions is recommended in at least one-year time since their beginning. If this rule could have been observed, the assessment of the awareness about the C4i communication campaign would have produced more realistic and accurate results.
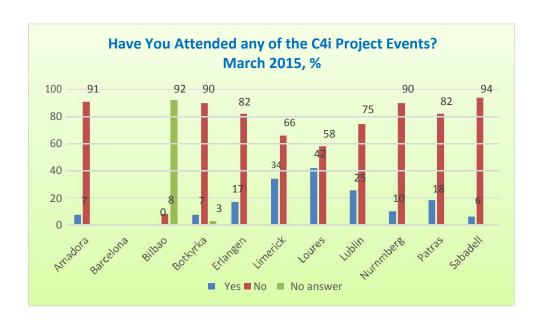
43

A good news is that, following the C4i strategic communication exercise (March 2015), the communication activities and interventions continued in almost al C4i participating cities. Hence, there is an expectation that the communication awareness results will be improved. Moreover, many cities - including Lublin, Loures, Amadora, Sabadell, and Nurenmberg – informed the evaluator during the time of individual consultations and interviews that they will continue working along the C4i methodology lines after the end of the C4i project (June 2015), which increases the potential for long-term impact and sustainability of the project.



**Awareness about the Project Activities in 10 C4i cities, March 2015**
- Yes
- No
- No answer

Local enquiries about attending any of the C4i project events produced
very similar results. While the degree of attendance varies from city to city, the overall
assessment in this category demonstrates that only slightly more than 16% of people across 10
cities attended project events by the time of the evaluation (see the graphs below). The highest
attendance rates were observed in the cities of Loures, Limerick, Lublin, Patras, and Erlangen.
The city of Bilbao appeared as an outlier in terms of respondents' abstention. A very high
number of people –
92% – refrained from answering this question.



Have You Attended any of the C4i Project Events?
March 2015, %



Have You Attended any of the C4i Project Events? 10 cities

Similarly to the presented above community-level assessments, the
evaluation of people's direct participation in the C4i project activities or interventions reveals
rather low statistics. Only 13% of respondents across 10 cities have confirmed their
participation, 80% said they have not participated, and 7% refused to answer.

Again, the fact that the beginning of the project activities and campaigns were delayed in a
number of cities, the time span for such communications to spread and reach out to larger
audience was very short to produce any considerable impact by March 2015, the time of the
C4i communication strategy and activities assessment. It is keeping this in mind that the same
type of evaluation exercise was carried out synchronically with local C4i partner networks, i.e.
people and organizations that had a much longer exposure to the C4i project activities.



Have You Particiapted in any C4i Project Activities? 10 cities
- Yes
- No
- No answer

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Nevertheless, it should be noticed that in some C4i cities, the results of local community
participation are considerably important – 2 in 5 or 1 in 3 people e.g., – especially, for the time of
the project development. Among the cities that reported significant degrees of people's
participation in the C4i activities are Loures (40%), Limerick (38%), and Sabadell (29%)



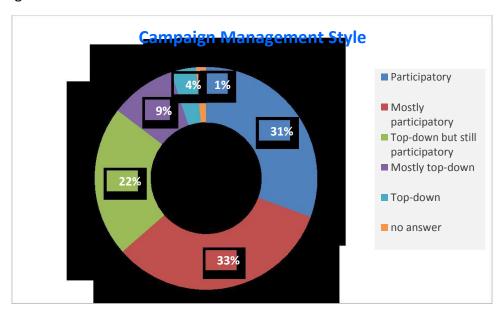Have You Particiapted in any Project Activities?
March 2015, %

### ii. Partner networks

This section offers the results of the C4i communication activities and campaign evaluation in project partner networks. For the purpose of this project, partner networks are defined as networks of organizations or individuals that closely collaborated with the city teams in C4i project goals implementation. Since this evaluation was addressed to the audience of professional project involved people, a range of more specific questions about the quality of the communication campaign management, coordination, its efficiency, effectiveness, and utility were asked. The results of this enquiry are presented below.

According to the partner network analysis, more than 60% of local network representatives (or 2 out of 3 respondents approx.) across 11 cities believe that the C4i communication campaigns was of a participatory character: 31% regarded it as "participatory", 33% as "mostly participatory".

22% found the campaigns to be top-down but still participatory (only 13% across all cities believed that the campaign was a top-down process). These results prove the fact that not only objectives, but also management and monitoring principles established by the C4i following the UN methodology for Communication4Change strategy development[9] - which implies an open dialogue with and active participation of individuals, social groups, local actors and communities; participatory monitoring and impact/change evaluation - were followed by all 11 participating cities.
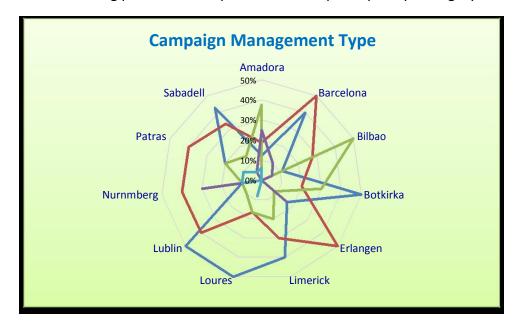
46



As the radar-graph below demonstrates, at the individual city level, the cities that scored highest on "participatory" category include Botkyrka, Loures, and Lublin. The leaders on
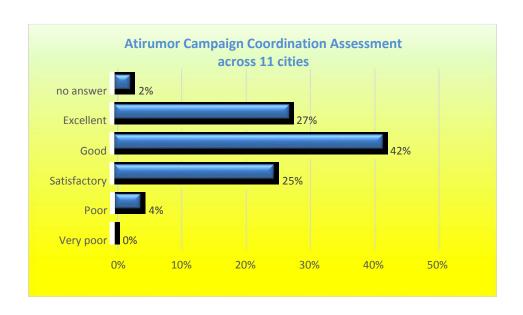
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[9] Strategic Communication for Behavior and Social Change. Working Paper. UNISEF, 2005

"mostly participatory" category are Erlangen and Barcelona. Bilbao and
Amadora took the leading positions in "top-down but still participatory" category.
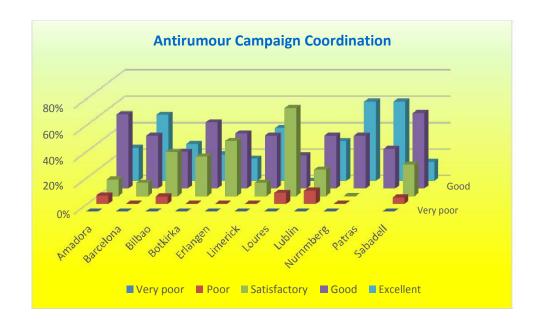


**Campaign Management Type**

What concerns the antitumor communication campaign coordination, high satisfaction levels
have been recorded in all 11 cities in general, as well as in the individual cities. Respondents'
positive opinions about anti-rumor campaign coordination reach to 84% total across 11 cities.
This number includes 27% (or 1/3) of people that believe that the campaign coordination was
excellent, 42% of respondents agreed to a "good coordination", and 25% described it as
satisfactory. Only 4% of respondents found that coordination of the campaign was poor.
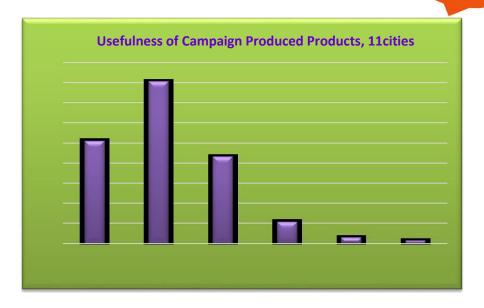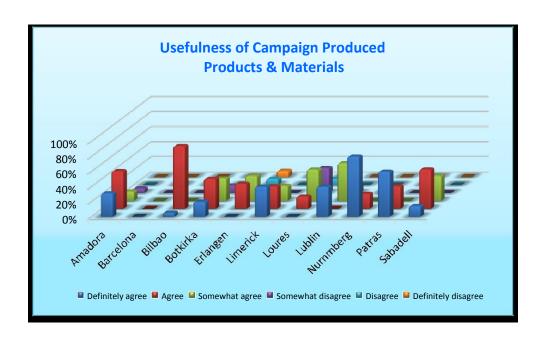None of the respondents estimated it as very poor.

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**Atirumor Campaign Coordination Assessment across 11 cities**

| | |
|---|---|
| no answer | 2% |
| Excellent | 27% |
| Good | 42% |
| Satisfactory | 25% |
| Poor | 4% |
| Very poor | 0% |

Interesting observation is offered by the antitumor campaign coordination analysis at the individual city level. The highest mark – "excellent" – to the antirumor campaign coordination were given in the cities of Patras, Nuremberg, and Barcelona, which indicates the degree of appreciation of the C4i city teams work by local partners and collaborative networks. The majority of people in such cities as Sabadell, Amadora, Erlangen, and Limerick estimated the antirumor campaign coordination as good. Loures, Erlangen and Bilbao scored high in the "satisfactory" category. This allows us to conclude that the proficiency of the antirumor campaign management and coordination was appreciated by partner networks and organizations across all project participating cities.



Another criteria in the efficiency of the antirumor communication campaign evaluation was usefulness of the campaign produced products and materials. The largest number of respondents (40%) in all 11 cities taken together agreed that the products of their communication campaigns – incl. social media communications, radio spots, posters, leaflets, brochures, street art, pins, etc. – were useful. 26% of them "definitely agreed" and 22% "somewhat agreed" with this statement.

Partner networks representatives in Nuremberg (60%), Patras (60%), Limerick (40%), and Lublin (40%) have particularly appreciated the usefulness of the C4i products and materials choosing

"definitely agree" category. 83% of network representatives in Bilbao, and 50% in both Amadora and Sabadell also agreed. "Somewhat agreed" 50% of partner networks representatives in Lublin, 40% in Loures, 33% in the cities of Sabadell and Erlangen.

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These quantitative estimations across 10 C4i cities (Barcelona did not take part in this particular analysis as it represented a 'knowledge sharing' city in the project) deliver a very positive picture about the quality of the antirumor campaign produced products. These quantitative

findings have been also supported by qualitative interviews and observations carries out by the evaluator during the city visits. Every project participating city has launched a project focus web and Facebook pages, educative brochures as well as leaflets containing quizzes, evidence-based antirumor and statistical information, commix, banners, photo exhibitions, rap-songs, food mosaics, antirumor trash bins, etc. were prepared with high level of creativity and dedication.

Moreover, almost all of these products carried a convincing antirumor message and/or logo.

For instance, the city of Bilbao used umbrellas with the printed "Don't get drenched by rumors!" message as a symbol of its antirumor campaign. "Don't feed the rumour" called

Amadora distributing cookies as an illustration of their rumor demolishing activity. "Do not follow the flow", "In front of a rumour: get informed, think and act", "Immigrants are? Think twice before you act unwise" could be observed in other cities.

Parrot's logo has proven to be particularly inspiring for many C4i cities, as the bird's ability to blindly repeat sayings after the others fits well to the concept of thoughtless rumor dissemination by human beings. Hence, in order to fight such inconsiderate behaviours (rumor dissemination) such cities as Amadora, Botkyrka, and Erlangen chose parrot as their communication campaign logo (below).
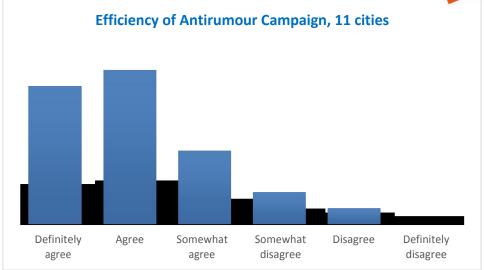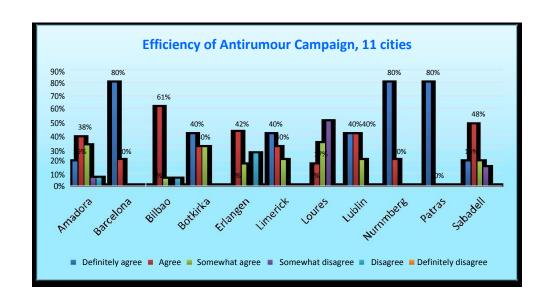
50



As a result of this high level of cities engagement and creative approach to the C4i communication campaign development and implementation, the high scores in the estimation of the antirumor campaign efficiency across all cities comes as no surprise. 31% of local partner networks representatives in all cities taken together agreed absolutely that the communication campaigns in their cities were efficient. 35% approved this statement, 17% approved somewhat, and only 11% disapproved.

Efficiency of Antirumour Campaign, 11 cities

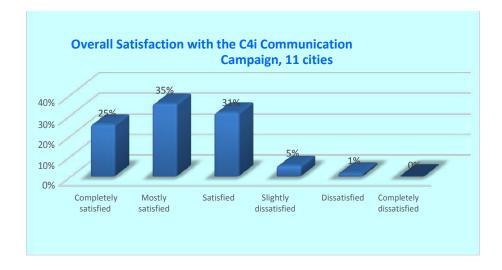51


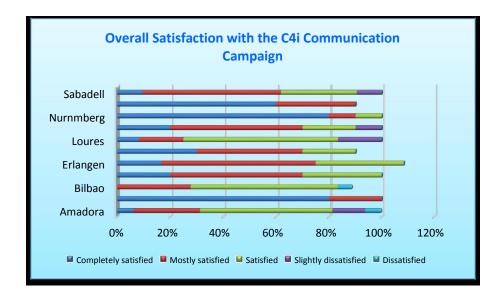
Efficiency of Antirumour Campaign, 11 cities

According to this evaluation, the C4i city teams of Patras, Barcelona, and Nuremberg received the highest number (80% in every city) of complete approval of their communication campaigns efficiency by local partner networks. 61% of respondents in Bilbao, 48% in Sabadell, 38% in

Amadora, 40% in Lublin, and 30% in Botkyrka and Limerick also agreed that their cities' antirumor campaigns were efficient and reached their target audience well.

An enquiry regarding overall satisfaction with the C4i antirumor campaign in the project participating cities revealed the following results (see two graphs below). 1 in every 4 representatives of local partner networks was completely satisfied with the campaign, 1 in every 3 was satisfied or mostly satisfied. Only 1% of respondents were dissatisfied and 5% slightly dissatisfied.

Overall Satisfaction with the C4i Communication Campaign, 11 cities



Overall Satisfaction with the C4i Communication Campaign

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At the individual C4i cities level, the highest scores in the "completely satisfied" category were obtained by the cities of Barcelona and Nuremberg (80% of respondents), followed by Patras (60%) and Limerick (30%). Erlangen (58%), Sabadell (52%), and Botkyrka (50%) are leading in the category "mostly satisfied" with the campaign, and Loures (58%), Bilbao (56%), and Amadora (50%) come first in "satisfied" category.

In conclusion, the overall analysis of the antirumor communication campaign evaluation in the C4i participating cities revealed high level of proficiency of C4i city teams in antirumor campaign management, their extraordinary creativity in relevant products and communications design, efficacy of their strategies, and skillful coordination of local network activities. As a result, all cities reported high degrees of approval with their antirumor communication campaigns.

## e. C4i Produced Impacts and Sustainability of Results

This section of the report presents findings on the effectiveness of the C4i produced results and impacts as well as their potential sustainability. It provides an outline of short-term impacts, observed by the time of the current evaluation, in the project participating cities. The longer term impacts, some of which are still too early to foresee with confidence, will be the subject of continuing monitoring by the C4i city teams.

One of the most important impacts of the C4i project is that it demonstrated its full aptness to serve as a **model project** that could be replicated across Europe and beyond. This has three key aspects, as follows:
- the C4i experience indicates the growing need for similar initiatives in European urban settings and for further advancement of intercultural integration policy on European level;
- the project developed tools and know-how – including the antirumor strategy development, tailored monitoring and evaluation methodology, a set of accompanying monitoring indicators, and the **C4i Theory of Change** (a prototype of which exists only in the UN agencies today) – is fully available and can be used by similar initiatives;
- the C4i monitoring and evaluation methodology that was aimed to enhance the effectiveness of the diversity management exercise across European cities has produced tangible and effective results outlining a reliable framework for European integration policy implementation, its structural and process modification (whenever necessary), and communication principles adjustment, which fully justifies the effectiveness of the C4i project implementation, and validates the advantage of its replication in the future.
-

Beyond that, the C4I has addressed the wider European policy context related to the formation of sustainable 'node' in European social networks around related policy areas (migration, intercultural integration, diversity management). This has been attained as a result of the following:

- The project has achieved considerable success in stimulating an inclusive dialog in 11 pilot cities on the issue of immigration involving public authorities, political leaders, local NGOs and community associations, social networks, and the media.
- The social communication and networking approach - *anti-rumor campaign* – has been thoroughly tested across 10 European cities and confirmed as an efficient tool for demolishing unfounded stereotypes and misconceptions (rumors) that undermine integration at the local level
- Overall, all 11 C4i cities have effectively designed and resourcefully implemented their antirumor communication strategies attributable to the involvement of political leadership, major local stakeholders, social networks, NGOs and community associations, the adoption and/or reformation of local policy approaches relevant to the needs of their diverse communities and through enhancing citizens participation.

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These results fully validate the main objectives of the project and represent an important lesson for future similar initiatives.

Through a series of personal interviews, group workshops, qualitative and quantitative enquiries, the C4i immediate and longer term impacts were tracked across the project participating cities. These examinations reviled a number of city level details, activities and newly-established relations that confirm the argument about the aptness, overall efficiency, short- and long-term impacts and sustainability of the project.

A number of cities – Amadora, Lublin, Limerick, Loures, and others – confirmed that, as a result of the C4i activity, the immigration and integration topics entered the public discourse of the municipal leaders. Deep understanding and strong dedication of the local leadership to the project, productive collaboration with local stakeholders, and close involvement of local media were reported as key factors for meritorious implementation of the C4i. In addition, the C4i provided an opportunity to conduct more intensive awareness raising work in local communities and among local stakeholders.

At the same time, the biggest C4i impact from the point of view of some C4i teams was that, due to the project, their local municipal authorities started to deal with the subject – antirumor activity and campaign – directly. In other words, the C4i was the reason for certain municipalities to get involved and start working on the issue.

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For instance, the intercultural integration efforts of the City and County Council of Limerick became much more visible since the beginning of the project. The discourse of the political leadership has changed considerably. The intercultural integration became a 'theme' in the city that enters public officials' agenda much more often. The will of the city officials and organizations to go further in intercultural integration is evident, as the C4i helped to improve the image of Limerick as the city where comfortable living, work and leisure are possible and available to all. The visibility of the City and County Council of Limerick, as one of the main stakeholders of the project, has been improved. The fact that Limerick as a municipality belongs today to a broader European network has also contributed to its image.

Some cities – Amadora and Loures e.g. – succeeded to actively involve other administrative departments in the project work, including police, housing, and social services. Individual interviews with the policemen within the scope of this evaluation indicated that the police found particular value of C4i in the fact that the project "provided new methods of fighting street crime in the municipality."

What concerns the short-term impacts, many cities stated that the C4i has also offered a valuable self-improvement and learning experiences. It allowed the city themselves to learn more about their local 'ecology' (Amadora, Loures, Patras), in particular, during the C4i surveys. The resulting scientific findings and explanations enriched the cities' understanding about their social, economic, demographical and technological environments, the opportunity for studying which has not been offered before.

Many project participating cities reported that the work on intercultural integration and diversity management became easier with the C4i, as when an initiative like this comes from the European (or higher structural) level, the response at the local level is much broader (Sabadell, Botkyrka, Patras).

The C4i created a lot of capacity building, learning and collaborative opportunities for the city teams and their target audiences. New connections were established and opportunities opened for new future projects and partnerships between local organizations. "We did not know before that these organizations exist in our city" – concluded a few interviewees in different C4i cities. The C4i activities made them all come out, meet, exchange, learn and collaborate. This confirms not only short- and long-term impacts of the project but also sustainability of its results. Practical tools and methodologies offered by the project helped to do things locally and straightaway. New social networks, partnership, working groups and other types of collaborative structures were established in all project participating cities during the project implementation period. Antirumor agent trainings that were conducted in all C4i cities have encouraged these collaborative processes, as training participants perceived a true value of antirumor approach and many of them pursued its practical implementation in local communities and networks.

It should be also noted that cities approached their participation in the project in a very creative way opening themselves to innovative way of thinking, to establishment of new relations and structures. In such a way, and contributing to the sustainability of the C4i project results, the *European Antitumor Agents Network* was proposed. The city of Sabadell was an initiator of the idea, while the discussion about its implementation was also held with Lublin C4i team. The cities see particular value of this network in a sense that the antirumor agents in place express constant needs for new, updated tools and methodologies relevant to their missions. Exchange of different antirumor methods and practices between the C4i cities has been already well established within the project: e.g. Nuremberg adapted Loures-initiated street art approach; Sabadell 'intercultural cuisine' initiative was adapted by Amadora's team; similarly to Lublin, Limerick held a pop-up café event, etc. Sharing relevant methodologies and testing new ones by different agents in diverse communities would not only enrich the agents as actors, but also contribute to the overall antirumor methodology advancement. This initiative is obviously something that may happen beyond the scope of the project. If the European Antitumor Agents Network comes to life, it will certainly become an engine for antirumor method advancement and expansion across Europe.
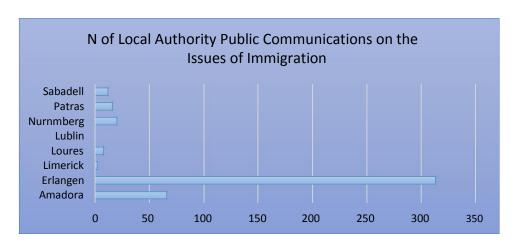
55

Another important impact of the C4i is establishing partnerships with local media (newspapers, radio, TV) that helped to channel and communicate the antirumor campaign messages more effectively and to reach larger audiences in the cities. This was particularly the case for Loures, Limerick, and Sabadell. For some cities – such as Nuremberg, Erlangen, Botkyrka or Lublin – the C4i was also a stimulus to search for more professional tools and trainings for their antirumor agents in order to address their local needs and requirements.
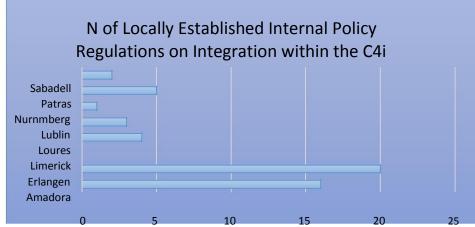
In case of Erlangen, the most valued impact of the project was the opportunity to reinforce the city's efforts to create a positive atmosphere for acceptance of refugees and to 'spread' this attitude to other Bavarian cities and governments. It should be noted that the city administration and the Mayor were very closely involved in the C4i project implementation, providing political, administrative and capital support to the initiative. This resulted in one of the most visible impacts produced in the C4i participating cities – establishment a long-term collaboration between the public and private sectors (city administration and Siemens Corporation) on the issue of refugee integration. Beyond the fact that this initiative was successful in the pilot round, it will now be reproduced as a Siemens diversity management flagship in Siemens Erlangen-Nuremberg for a larger numbers of refugees and Siemens across Germany, Munich and Berlin in particular.
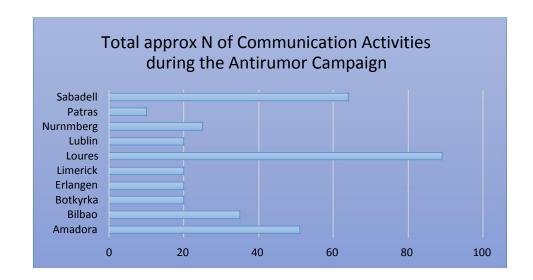
While long-term sustainability of the C4i project is difficult to assess at this stage, the examples like this offer a direct proof of the C4i long-term impact and continuity of the project produced results. Moreover, productive involvement of public institutions and businesses, local NGOs and community associations, the media and a variety of civil society actors in the project activities represents evidence of established in 11 pilot cities coordinated participatory structures for empowerment of their diverse communities, which is a necessary condition for their viable development. Sustainability of these structures depends on widespread understanding of diversity as an asset, as a source of dynamism, innovation, creativity, and growth; and on the willingness of their participants to make necessary changes to meet the needs and requirements of a diverse population.
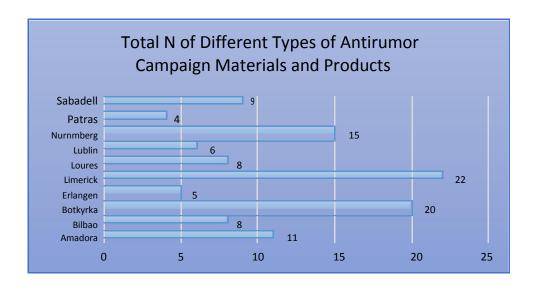
56

The graphs below complete the summaries and conclusions about the short- and long-term impacts and sustainability of the C4i project presenting factual quantitative information on the matter collected from the C4i city teams within the 2$^{nd}$ evaluation survey. Obviously, some of these statistics are approximate estimations, as it was difficult by the time of the current evaluation, for example, to estimate the exact size of audience reached by all the C4i activities in every city. At the same time, the cities were invited to provide such estimations to examine the amplitude of the project from the local perspective.
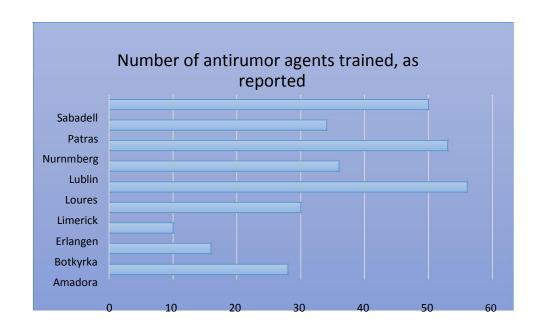


N of Local Authority Public Communications on the Issues of Immigration

C 4 i
antirumours

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### N of Locally Established Internal Policy Regulations on Integration within the C4i



### Total approx N of Communication Activities during the Antirumor Campaign



### Total N of Different Types of Antirumor Campaign Materials and Products



- Sabadell 9
- Patras 4
- Nurnmberg 15
- Lublin 6
- Loures 8
- Limerick 22
- Erlangen 5
- Botkyrka 20
- Bilbao 8
- Amadora 11

**C 4 i**
*antirumours*

## Number of antirumor agents trained, as reported



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## Communication Channels Used by C4i Cities



- Radio
- Local TV
- Local newspaper
- Social media
- Theater
- Public discourse
- Interpersonal interaction
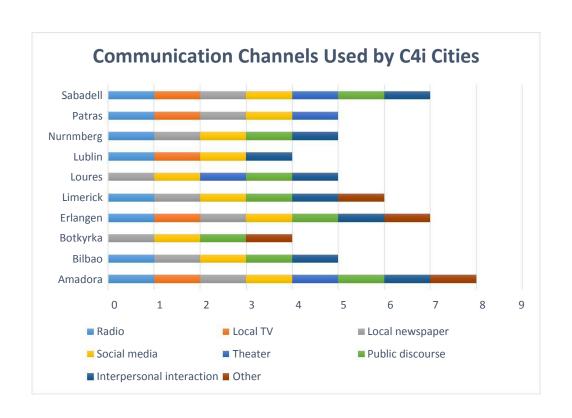- Other

## Conclusions and Recommendations

**Conclusions**

In line with the two primary objectives of the C4i project - i.e. testing the applicability of the *anti-rumor approach,* and impact assessment of this approach among the population in project locations – the C4i Impact and Change Evaluation has successfully completed its objectives. In particular:

- C4i-tailored impact and change evaluation methodology was designed and relevant guidance provided for participatory monitoring of the project activity across all cities;

- a set of core indicators for measuring the impact of anti-rumor campaigns in the cities was developed and tested in line with attitude/behavior change objectives of the project;

- the impact of communication campaign implemented in partner cities was estimated using quantitative and qualitative approaches;

- the C4i theory of change and its critical assumptions were developed and articulated within the framework of the project;

- a replicable results-based monitoring and evaluation methodology for anti-rumor communication interventions was provided as a result of the C4i evaluation exercise.

Besides, the current evaluation provided insight on how to better design behavior change communication programs to combat false information and unfounded but widespread rumors about migration in European urban environments.

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The C4i impact and change evaluation has also drawn lessons and provided illustrations of behavior change processes in the project participating cities. It helped to verify and validate the efficiency, effectiveness, relevance and applicability of the C4i-tested antirumor approach contributing by this to the development of a replicable results-based monitoring and evaluation methodology for antirumor strategy implementation in other cities in Europe.

The current evaluation has also demonstrated that the C4i project has produced a range of short- and long-term impacts and created a solid ground for sustainability of the project produced results. With regards to the short-term impacts, it was observed, first of all, that besides continuous monitoring and guidance along the whole project implementation process, the C4i impact and change evaluation offered a valuable self-improvement and learning experience to the C4i city teams. Resulting from the evaluation findings and intermediary conclusions enriched the cities' understanding about their social, economic, demographic and technological environments.

In terms of C4i produced impacts, the project created a lot of capacity building, learning and collaborative opportunities for the city teams and their target audiences. New connections were established and opportunities created for future collaborations and partnerships between different local organizations. The C4i activities made them meet, exchange, learn and collaborate. Practical tools and methodologies offered by the C4i helped to do things locally

and straightaway. New social networks, partnership, working groups and
other types of collaborative structures were established in all project participating cities during the project implementation period. Antirumor agent trainings that were conducted in all C4i cities have encouraged these collaborative processes, as training participants perceived a true value of antirumor approach and many of them pursued its practical implementation in local communities and networks. This confirms not only short- and long-term impacts of the project but also sustainability of its results. Furthermore, many project participating cities reported that the work on intercultural integration and diversity management became much easier with the C4i, as the fact that the initiative came from the European level amplified the local response.

One of the most significant C4i produced impacts is its full aptness to serve as a **model project** that could be replicated across European urban communities. This has three key aspects:

- the C4i experience indicates the growing need for similar initiatives in European urban settings and for further advancement of intercultural integration policy across Europe;

- the project produced a set of practical tools and developed its own replicable know-how
  – including the antirumor strategy development, tailored monitoring and evaluation methodology, a set of accompanying monitoring indicators, and the **C4i Theory of Change** (a prototype of which exists only in the UN agencies today) – which are fully available now and can be used by similar initiatives;

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- the C4i monitoring and evaluation methodology has produced tangible and effective results outlining a reliable framework for European integration policy implementation, its structural and process modification (whenever necessary), and communication principles adjustment, which fully justifies the effectiveness of the C4i project implementation and validates the advantage of its replication in the future.

Besides, the C4I has addressed the wider European policy context related to the formation of sustainable 'node' in European social networks around such policy areas as migration, intercultural integration, diversity management. This has been attained due to the following:
- the project has achieved considerable success in stimulating an inclusive dialog in 11 pilot cities on the issue of immigration involving public authorities, political leaders, local NGOs and community associations, social networks, and the media;
- the social communication and networking approach - *anti-rumor campaign* – has been thoroughly tested across 10 European cities and confirmed as an efficient tool for demolishing unfounded stereotypes and misconceptions (rumors) that undermine integration at the local level;
- overall, all 11 C4i cities have effectively designed and resourcefully implemented their antirumor communication strategies attributable to the involvement of political leadership, major local stakeholders, social networks, NGOs and community associations, the adoption and/or reformation of local policy approaches relevant to the needs of their diverse communities and through enhancing citizens participation.

**Recommendations**

*Recommendation 1.* Pursue the anti-rumor approach - including the application of the C4i produced methodologies and tools – in other European cities that are currently facing the challenges of integration, given its proven effectiveness in dismantling ungrounded prejudices, stereotypes and misconceptions about migrants.

*Recommendation 2.* Assure availability of the C4i results, best practices and lessons learned to a wider audience incl. policy officials, city administrators and general public in order to raise awareness about the existing 'alternative ways' for tackling immigration related issues.

*Recommendation* 3. Establish and support the emerging pan-European network of the C4i anti-rumor agents

*Recommendation* 4. Pursue the implementation of the C4i anti-rumor approach beyond the public sector

*Recommendation* 5. The anti-rumor activities are to be designed with wide involvement of the local stakeholders/community actors & account for the variety of their interests and needs

*Recommendation* 6. Participatory monitoring & evaluation of anti-rumor initiatives is suggested as a prerequisite of their successful performance and sustainability of results

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*Recommendation* 7. Anti-rumor initiatives should continue to identify the mechanisms to increase their outreach to the 'non-sensitized' audiences and those who remain neutral to the issues of migration.

*Recommendation* 8. It is important for the anti-rumor communication campaigns developers to consider the characteristics of their key target audiences and to identify major communication channels at early stages of campaign development. This, obviously, should be done in consultation and collaboration with the major local stakeholders.

*Recommendation* 9. Depending on the target audience characteristics and the set of prevailing in the community rumors, focused, evidence-based and very clear antirumor messages are suggested to be designed to address to the integration needs of specific communities.

*Recommendation 10.* The antirumor interventions (activities) are proposed to be designed with a larger numbers of local stakeholders and community actors in order to account for the variety of interests and existing in a given environments needs.

*Recommendation 11.* It is advised to also increase involvement of community-based organizations and social groups as they help reinforce rumor demolishing behaviors.

*Recommendation 12.* In order to reach the larger audience, the communication strategies are

proposed be designed in a way to include multiple communication channels and rely on active involvement of local networks.

*Recommendation 13.* Diversification of the antirumor campaign dissemination channels is strongly advised for antirumor approach implementing communities.

*Recommendation 14.* As social media use continues to expand, antirumor projects should seek to exploit this medium more intensely achieving higher degrees of interaction.

*Recommendation 15.* The antirumor initiatives should continue to identify mechanisms to increase their outreach to the people who are not sensitized or remain neutral to the issues of migration or integration.

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# C4I - COMMUNICATION FOR INTEGRATION