

# C4i

## Communication for Integration



# THE COMMUNICATION FOR INTEGRATION (C4I) PROGRAMME

## FINAL PROCESS EVALUATION

Deliverable  
**Nº13**

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# DOC 13 THE COMMUNICATION FOR INTEGRATION (C4I) PROGRAMME FINAL PROCESS EVALUATION

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## 1. Introduction and Methodology

This report comprises the final process evaluation of the Communication for Integration Programmes, jointly funded by the Council of Europe and the European Union, and implemented by the Council of Europe.

The goal of this report is to:

- Contrast the circumstances of the cities and so to better understand why the campaigns evolved in very different ways;
- Explore the challenges they encountered, and the reasons behind them;
- Reflect on the processes in which they were engaged.

The research is based on a series of visits and extended interviews in each of the C4I partner Cities, a study of the documentation of the programme and of individual cities, additional communications and contacts with all the partners, and participation in meetings. This yielded a set of outputs and process Case Studies to be included in the final Handbook, but also afforded the opportunity to undertake ongoing process analysis and to generate the insights needed for this report.

The following people were met and interviewed. The author is very grateful to all of them for their time and insights.

- Amadora:** Anna Tomás, Sonya Rocharte, Christina Ferreira.
- Barcelona:** Ramon Sana, Hujam Cristina Valásquez, Míriam Llenas, Rafa Besolí, Adriana Cabeceran, Lola López.
- Bilbao:** Oihane Agirregoitia, Idoia Uriarte. Begoña Cortazur, Claudia Emmanuel, Saioa Landa.
- Botkyrka:** Helena Rojas, Selin Kayhan, Emanuel Ksiazkiewez
- Erlangen:** Annasophie Heintze, Sylvia Klein, Florian Janik, Silke Dres, Dr Preuss, Heinz Brenner, Barbara Leicht.
- Sabadell:** Alexandra Puntas, M. Carme Lázaro, Olga Jimenez, Isabel Compte.
- Limerick:** Doras Luimní. Karen McHugh, Matt Cannon, Seamus O'Connor, Conn Murray, Aideen Roche, Shay Moloney, Aisling Heffernan.
- Loures:** Maria Eugénia Coelho, Hugo Cardoso, Rui Monteiro, Katya, Claudia, Sonya.
- Lublin:** Anna Szadkowska, Grzegorz Siemienki, Joanna Ąytkowska, Wojciech Olchoski.
- Nuremburg:** Jurgen Markwirth, Luis Prada, Martina Mittenhuber, Martina Mittenhuber, Grazyna Wanat.
- Patras:** Basilis Thomopoulos, Apostolopoulos Konstantinos, Baskouta Vaso, Panourgias Dimitris, George Kakarelidis, Spyros Congas, Mary Michopoulou, Afaloniatis Nikolaos.

Almost all the visits took place between September and November 2014. Ongoing discussions were held with the two successive Project managers, and other support and C4I consultants.

The material was gathered and coded. An interim analysis was then presented at the C4I Third Coordination Meeting in Amadora and Loures on 10<sup>th</sup> to 11<sup>th</sup> December, and the Interim Process Analysis produced based on that presentation. This final Process Evaluation draws on the additional material emerging since then, including through the completion of intervention and process case studies.

## 2. Overview of the C4I Programmes Management and Processes

The processes of the C4I Programme include both those pursued at City level as well as those within the C4I Programme consortium itself. The former comprises the main focus here, and the bulk of this report is an exploration of these.

However, the consultant was also in a position to observe and examine the processes within the C4I Consortium itself. The following general conclusions can be drawn.

1. The management of the C4I Programme was both effective and efficient. In particular the (planned and anticipated) transition from one manager to another in mid 2014 could have caused serious disruption. However, it was handled very well, and although styles differed, both managers maintain a positive hands-on approach that anticipated and addressed problems arising.
2. The fact that the Manager is dedicated exclusively to the programme, and is highly responsive, contributes hugely to the building of a team spirit among partners, and indeed to the success of the actions overall. That spirit of collaboration was evident during project visits, and often led to an additional effort being made by partners to ensure success.
3. Although some partners felt that more formal communication mechanisms might have been developed early on, overall the level of exchange has been relatively high for a programme of this nature. The Cities involved vary hugely in terms of their political, social and cultural environment and approach to the issues raised by the C4I Programme. There is significant evidence that they shared information and learned from each other, and also likely that they will continue to do so beyond the end of the Programme.
4. The C4I programme meetings were effective from the point of view of partners becoming acquainted with each other, exchanging information and forming informal relationships for future ongoing interactions. They were also effective in terms of enabling inputs into the ongoing C4I programme priorities and implementation.
5. It was clear during the visits that the C4I Team in all Cities, without exception, had a significant personal as well as work commitment to the goals of C4I. They engaged in often highly creative ways in moving their respective projects forward, and maintained a high level of motivation even in sometimes adverse circumstances.
6. An issue that arose for a number of partners related to the timing of the C4I training of training Workshops, that were to be a core part of the C4I Programme. The quality of the training and trainers was never in doubt, but the specific role that each partner saw for this training varied,

especially in relation to building a network of committee C4I 'agents' or 'advocates'. The role of training of trainers, who it should target, its place in the overall City C4I strategies, could have been explored in more depth early on.

7. A key process challenge now is how best to support the sustainability of the C4I programmes within each city – including ways to enable ongoing communication between that in a position to continue - while on the other hand encouraging and facilitating other cities to launch similar efforts in the future.

### 3. C4I City Processes

Designing, launching and implementing a C4I Programme at city level is a complex and challenging activity demanding a high level of innovation and especially positive communication with stakeholders. The approach overall of the C4I programme was to mobilise stakeholders to understand, engage with and ultimately endorse and implement actions. This is the precise opposite of a top-down public relations campaign and it was a deliberate choice based on the experience Barcelona and of the Council of Europe in programmes of this nature, and on the understanding of the Cities involved.

However, it meant a very strong emphasis on *process*. The outcomes depended hugely on the processes of communication, of cooperating, building coalitions and understanding. This is always a challenging activity, and below a number of areas a highlighted that arose for partners during the work.

#### 3.1 Accounting for Diverse City Approaches to C4I

The evaluation found that the nature, impact and prospects for the future of the C4I Programmes in each city was in large part influenced and shaped by a number of factors.

##### 1. Type/history of immigrant community

The history of each in City in relation to immigration, and the nature of that history varied enormously between cities and this greatly influences the environment and the nature of the C4I campaign. For instance:

- Amadora and Loures have a legacy of colonial history and 'ghettoes';
- Erlangen has a Long standing integration policy but recent significant asylum seeker influx;
- Lublin mainly hosts a foreign student population, with a small number of refugees.

The issue here was broader than whether an intercultural strategy existed or not. Rather it related to the *overall orientation* of the local authority towards the question of immigration. This too varied, for instance

- Lublin at official level appeared to see immigration primarily as an economic opportunity, but without at the same time recognising the potential for issues arising down the road (which was clearly recognised by the C4I team).

- Bilbao adopted as a central plank an open approach to immigration and to its own people much earlier on, including the development of multiple public spaces, partly as a response to industrial decline and the need to 'reinvent' the city, for instance with the Open City Diversity Programme.
- Limerick City Authority, usually among the C4I cities, did not take the lead at all and had a very limited understanding of issues surrounding migration, immigration and interculturalism. The process was thus driven by Doras Luimní, a local NGO active both locally and nationally on the issue.

### 2. Orientation of the City Authority

Thus some cities already had, at the launch of C4I an advanced policy towards interculturalism, whilst others had virtually none at all.

This was often expressed in the existence of specific dedicated structures: Nuremberg's Coordination Group for Integration; or Sabadell's Co-Existence Commission.

Some cities were in that sense mature, with an intercultural policy and set of practices, horizontally across all departments. In the middle were places like Amadora, with a draft Policy for Immigration; and Limerick with its Intercultural Strategy but driven primarily by the C4I partner, Doras Luimní, rather than by the local authority.

A number of cities put considerable effort into securing support for the anti-rumours strategy across political divides. The goal was twofold: On the one hand, to reduce the likelihood of the strategy becoming a 'political football' in the context of a media hostile to immigrants and an emergent anti-immigrant party; and on the other to enhance the prospects of sustainability should there be political change. In Botkyrka, Sweden, for example, an extreme anti-immigrant party made considerable gains among the electoral by exploiting identity-related fears. To reduce a potential 'politicisation' of the anti-rumours campaign that would divert attention from the real issues, campaign leaders sought and secured the support of both the Social Democrats and opposition Conservative Party. Having this support reduces the possibility of differences emerging that could be exploited by extreme anti-immigrant lobbies. A similar cross-party support was felt to be useful, and achieved, in Bilbao and Sabadell. Critical to achieving such support is offering full consultation to all parties regarding the strategy from the earliest stages.

From the point of view of developing a C4I Programme, most support was available in Cities with a history of immigration, with a positive orientation from the city authorities, specific responsibility allocated to intercultural issues and cross departmental cooperation. This offered a foundation for instance for the creation of a C4I support network.

### 3.2 Network Building.

Establishing a network of partners and stakeholders to support their efforts was a key priority for almost all C4I City teams. Although the purpose of these networks vary a lot, they are built on a common recognition that a successful strategy must enable the participation of stakeholders beyond City Hall,



including NGOs, community organisations, third level institutions, the private sectors and of course the target group themselves. A network is a way to involve these in different ways and to secure their ideas, commitment and energies. Thus the precise purpose of these networks varies a lot:

- To act as an outreach group within the wider target community, enhancing understanding and contacts;
- To generate feedback on ideas and implementation;
- To provide guidance and direction to the campaign;
- To propose, design and implement interventions as a main actor in the programmes;
- To extend the programme into the future and to build sustainability.

Among C4I Cities some networks were strong, whilst others were relatively weak. They were sometimes informal – a mixed group of people committed to the idea willing to meet and promote the programme - and at other times very formal, legally constituted for other purposes and taking C4I alongside these other responsibilities. Lublin began with little to build on and thus relied on the contacts of the C4I coordinator hired to implement the programme. Others had a ready-made network of different kinds such as the *Coexistence Commission* in Sabadell encompassing NGOs as well as public authorities; and the *Local Council of Social Action* in Amadora with a wide range of relevant actors.

Two major factors influenced the emergence of networks, even in the different circumstance.

First the timescale of the Programme is very short. Many C4I partners are concerned that it is coming to an end just at a time when it is beginning to pick up impetus. A number of Cities had a head start, such as Bilbao, Botkyrka and Sabadell, and were therefore less affected. This was evidenced from the strength of their network and support, as well as the overall level of progress. A few also can continue afterwards, such as Botkyrka, and this took the pressure off. However, cities with few pre-existing intercultural structures inside the Local Authority and limited experience in the area of inter-culturalism were particularly affected by the short timescale.

It is notable that the role model for C4I, Barcelona, has take four years and more to get where it is now. As a support team they have always, and rightly, stressed that it takes time to build up support and find out what works best in different areas. Yet that time was very limited.

Second, the training support often came too late for those who had hoped to use it as a key moment in building a network. A few cities had hoped that those trained could continue on to become the main actors. But delays and uncertainties made this difficult.

### 3.3 Anti-Rumours or Interculturalism?

The interventions of C4I cities varied enormously in nature, and a common differentiating feature was the extent to which each focused firmly on tackling rumours, or addressed and encouraged inter-culturalism more generally.

Some were virtually entirely inter-cultural in nature, such as the mural painting in Quinta do Mocho in Loures, and the Workshops on to deepen understanding of prejudice and Interculturalism (Case Study Loures 1, 2).

Others were primarily intercultural but included prominent anti-rumours elements: the banquet in Erlangen (Case Study Erlangen 1) brought together a hugely diverse group of local residents, in a 130 long table, and included inter-cultural actions like ‘talking libraries’; but it also provided at each place setting specific anti-rumour booklets; and the Cookery School Restaurant in Sabadell (Sabadell Case Study 1) which focused mainly on bringing together people from different backgrounds and cultures to enjoy different ethnic foods, but also included specific anti-rumours materials. The Workshops in a Patras prison also explored the co-existence of different cultures and groups with some specific reference to rumours and their impact (Patras Case Study 1).

At the far end of the spectrum, focusing exclusively on tackling rumours, were the Anti Rumour training sessions (Case Study Patras 2, Limerick 1), enabling people to engage directly with rumours in their workplace and in social situations. Limerick extended the work (Limerick Case Study 2) to three third-level education institutions, designing and implementing a module combining academic and project oriented anti-rumour activity in psychology, social care and development education courses. Patras also used Creative Theatre to deliver this message (Patras Case Study 3).

There were also highly creative Workshops in Comics and Videos specifically looking at rumours.

While this spectrum of activities has been there, it is also notable that there has been little reflection, either in most cities or in the Programme as a whole, on the relationship between rumours and interculturalism. A (very useful) discussion was contained in the training materials circulated by Barcelona, outlining the relationship between stereotyping, prejudice and rumours. But apart from that there was little for Cities to work with, with one exception.

Nuremburg and Erlangen collaboratively organising an active debate among stakeholders on the relationship between rumours and wider interculturalism. They co-organised an event for key stakeholder organisations in May 2014, early in their campaigns, and invited domain experts to present their thoughts on the ideas of rumours and their wider context. The speakers, acknowledge experts, were Prof. Ulriche Wagner, who had completed a multi-year study at the University of Marburg analysing about 300 campaigns from all over the world; and Prof. Beate Küpper who focused on the situation in Germany regarding “everyday prejudices” and interventions to fight them. They spoke for 45 minutes each. (For more information, in German, and the videos of the two speeches here: <http://www.nuernberg-ist-bunt.de/materialien/fachforum-zur-vorurteilsforschung.html> ). The stakeholders invited comprised those partners inside and outside the City authority that it was hoped might become involved in the C4I network.

The event had a number of functions and was considered successful in achieving them:

- It was an opportunity to promote joint reflection and common understanding of the core concepts of rumours and their role in supporting or undermining interculturalism, in an informed setting. The experts were vital in this context and presented evidence-based analysis of the subject that stressed its contemporary relevance;

- It raised awareness of the C4I project within the two City authorities and across different Departments and services in each;
- It offered support for the emergence of a network beyond the City authorities to key external partners;
- Through comparative analysis it offered insights into how to evaluate the project and showed us a couple of best/worst practices;
- A question and answer session allowed participants to raise issues of concern before the C4I programme had been designed in detail.

However, there is an even wider debate to be had concerning the ultimate goals of an anti-rumours campaign and how it relates to the wider issues. For instance, the goal of C4I is not to eradicate rumours (which is probably impossible). Rather it is to promote reflection about them, and why they arise, leading to wider debate and understanding about interculturalism. Yet how the anti-rumours campaign might lead on to this was not entirely clear.

Overall, however, cities responded to these issues in an intuitive manner, usually informed by their experience in wider intercultural policies. In general, cities succeeded very well in combining anti-rumours and anti-culturalism in ways that were suited to their specific circumstances.

### 3.3 Training: Who, Why and What comes after

It became clear from city visits that the C4I Team's strategy in relation to training was not always elaborated in significant detail. Questions such as the following were seldom fully explored:

- Was it to be *training of trainers*, or of *agents*, or of *citizens*?
- Depending on which, how were they to be selected? There were some general criteria, but the issue of the level of skills needed among those to be given *training of trainers* was especially unclear.
- What was the training content? The content provided, when it came, was high quality and excellent, but most partners had not themselves thought about what they needed and little work was possible to localise it.
- What were those trained to do next with the training? This was especially unclear in most cases. Where would they go? Would it be in their workplace, at home, socialising?
- What material would be best to support them after the training, to enable them to continue the work? Some Cities produced excellent material and the Barcelona material was very useful when localised. But many left it late to think about this.
- How could those trained be supported afterwards, socially as a group, to maintain impetus and help build a network among them. Given that they were all volunteers, this component of motivation is very important.

In part it may have been precisely because the C4i Programme promised to provide support in this area that many Teams did not think too deeply about it. That support was of high quality, but as noted earlier, the timing of it was not right for some.

There had also been talk of a 'snowball' effect, of cascading agents multiplying the impact. How this could be achieved was not clear. The most advanced city, Barcelona, has always stressed that this takes time to achieve and might be different in each city.

This was strongly borne out in the experience of the C4i cities, although some success has also been recorded.

### 3.4 Managing the Media

Whatever about a 'snowball' effect, the media is critical to broadening the impact.

There is general agreement that an anti-rumours campaign is a good entry point for the media. It is catchy – it immediately raises a question in people's mind - and hence appeals to media since most media want to catch the eye (or ear) of the public.

The challenge is to use this as a hook to build a positive relationship with media, as was done in Lublin, Limerick and elsewhere. This is critical to influencing media content, and the media's overall orientation towards the topic.

Some projects have developed media campaigns, several that will be implemented well beyond the duration of the C4i. Apart from indirectly influencing media content, by building a relationship and feeding content, there is also the goal of generating media content perhaps in partnership with mainstream media organisations. Several partners have achieved this or are in the process (e.g. Limerick, Nuremburg).

Social media, despite its apparent potential, has yet to be used to any great degree. This underlines that media campaigns, and social media campaigns, often do take time – and trial and effort - to develop, as was the experience in Barcelona. And time is very limited.

### 3.5 Sustainability and a Future Network

Most cities, after the experience with the C4i, came to believe that addressing rumours in the manner intended is a long term process, and that building a network and infrastructure that can support intercultural in this manner takes time and a degree of sustained resources.

For some it is also a matter of ensuring the budget is maintained, within for instance a wider intercultural strategy. The result of the impact evaluation is recognised by Cities as potentially an important feature in terms of making the case for sustainability. Some cities began with a long term view on initiatives such as this. Botkyrka has already approved a budget for a further period; and Nuremburg will also continue the work. Others are working to have the activities integrated within such a wider strategy.

There can be a strong political aspect to it: the future can depend on what party is in power in the next election.

However, mainstreaming can also be of different kinds, and can involve individual components rather than an entire set of actions. In Bilbao, for instance, the Basque public administration from March 2015 is offering an optional module on anti-rumours in its package of ongoing obligatory training for civil servants. Limerick has also seen considerable success in integrating an anti-rumours methodology within third level education and is in discussions about a similar module in the local authority ongoing training activities.

The case of Siemens in Erlangen, as the only major private sector involvement, is also important from the point of view of seeing whether a long term commitment to sustaining the effort emerges and can be supported.

## 4 Process Case Studies

### 4.1 Amadora

#### Learning Along the Way

The Amadora campaign "Do not feed the rumour" within the C4I Project is ongoing and will culminate in May with an exhibition of kites, part of a contest called "Give wings to interculturalism".

A summary assessment of progress over approximately 12 months allow us to identify positive aspects in relation to planning, implementation and evaluation and with regard to the relationship with the partner organisations, as well as aspects that we reflect upon and improve. We regard the project as a first "battle", that must be followed by others in order to win "the war". While we believe it takes time to change perceptions, feelings and behaviour, winning the support of many organisations is a good first step.

#### Definição do grupo alvo

In Amadora, our concern about stereotypes and prejudice and in relation to immigrants and also in relation to the city itself, has led us to define two main target groups:

- 1. Population residing and / or working in Amadora:**
  - a. Employees of the Municipality;
  - b. Managers and technicians of local organizations;
  - c. Teachers of the 1st, 2nd cycle of basic education and the respective male and female students;
  - d. Residents.
- 2. Population residing outside of Amadora.**

However as the project progressed in the field, we are becoming aware that, given its duration and the resources available, we should focus our attention on one group, obviously without neglecting the others with more general dissemination actions.

This bottleneck linked to the results obtained from the process of the local mapping occurred naturally, through the involvement of the municipality staff and the teachers of the schools, who engaged voluntarily and actively in the initiative.

Currently, most actions are now being developed by the basic education teachers with the support of the anti-rumor agent.

### **Planning of the actions**

The short duration of the project taking into account the established objectives the type of intervention that is intended and the initial delay, printed a faster planning and implementation, (in order to accomplish the deadlines) and hinders the proper reflection on how the activities take place and their assessment in terms of cost / benefit.

### **Implementing actions:**

#### Campaign launch

Internal reasons, particularly related to human resources and the slow procurement procedures, forced the postponement of the campaign launch event for the end of the period provided for it in the project schedule (June to September). As the second wave of the impact evaluation had to occur in January and February, that means that not all the actions are already on the field and some of them happens after the second wave.

#### Training of trainers

Considering the importance and relevance of the training for the project in Amadora we feel that it should have been in a earlier stage of the project and should have a duration of two days as originally intended.

### **Impact evaluation**

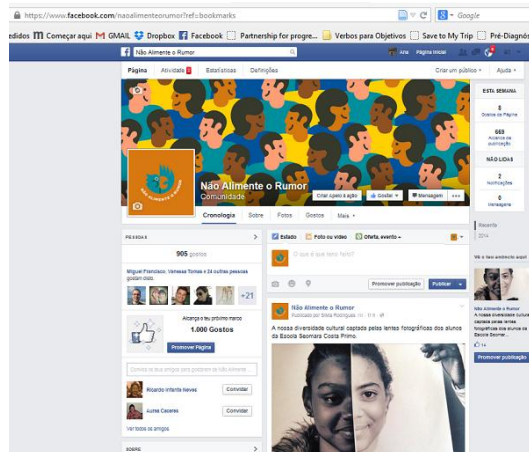
Given that the implementation of the actions occurred after the launch event of the project ( September 2014), as we said before, and the second phase of impact assessment survey occur in January and February, and by that time the activities of the campaign were (are) still ongoing, we believe that the impact evaluation will not reflect the results of this ongoing activities.

We are aware of the need to accomplish the timeline even so we believe that it is important that the impact evaluating, must take into account the "life stage" of the projects and should be flexible enough to be adjusted to the project implementation.

With regard to the some of the [positive aspects](#), we must not fail to notice:

- ♣ The involvement of the municipal executive that:
  - Allowed the mobilization of the different services of the local authority,
  - Contribute for Shorten the time to implement the actions,
  - Facilitated the mobilization of local organizations and the schools.

- ♣ Participation
  - Involvement of immigrants and immigrants descendants in the actions developed by the partners
- ♣ The communication instruments
  - The image of the project
  - The facebook that as 905 likes (today), and has been proving to be a very good dissemination tool.



## 4.2 Botkyrka

### Cooperation with the local Youth Council

Another “good practice example” to emphasize is the close cooperation between the Youth Council of Botkyrka and the Antirumours network. There is one (sometimes more) youth representative in every (Antirumours working group) meeting who actively contributes in planning the activities within the project. The Youth Council started their own committee of antirumours work in February 2015 which is a great success for the Antirumours campaign- since it creates a direct link to the target group.

## 4.3 Sabadell

### Sustainability of the Network in the Future

Our challenge is to maintain the anti-rumours network and make it grow the next years. Deep social processes and changes do not take place in short but in years-long periods. This one is a project that involves individual citizenship, organised citizenship from associations and the educational environment like schools as (trained and not-trained) engaged agents.

To consolidate and expand continuously the network must involve more associations, to train more people that are becoming constantly new members: adults, youngsters and elderly.

To be visible, presence of the network in more fields, promoting new actions or repeating the successful is needed in a middle-sized town constantly, also not to lose the efforts done or to forget the reached goals.

***When I met you, you were confident that the City would continue the work, but you also said it depended on the elections***

- Yes, it is.

***Can you describe how and whether the city intends to continue the work? How is that going?***

- We will have a meeting with the network agents the next month to talk about this. In the meantime we will sent to agents all the information about the rumours that we have.

***What lessons are emerging about how to make this sustainable?***

- We think it's necessary to have economic resources to organize some antirumours workshop with agents.

- It's important to organize some meetings with the antirumours agents to talk with them about their practices.

- It must be positive to have our own trainers.

***And also how it should evolve? How do you plan to do athe above: involve more associations; become more visible etc.?***

- We are going to work to involve more entities in the network and the especially foreign people. We think they are not enough representated.

***Have certain elements been taken over by other department or entities?***

- We hope it will be like this.

However, we consider in general that it has been such a successful project, that we want to use the methodology of the Anti-rumours Project to fight rumours and stereotypes about Roma people, gender and LGTBI issues.



## 5. Case Studies

### 5.1 Amadora : Case Study 1



Ana Tomás

#### Training for Trainers of Anti Rumour Agents: The Snowball Effect

##### Summary

The launch of the *Do Not Feed the Rumour! Campaign* – a core activity of the C4I project– by the Amadora Social Network, coupled with the training of anti rumour agents, is disseminating the principles, values and mission statement into its community.

There is evidence that the ‘snowball’ (or multiplier) effect is taking hold as those involved in the Campaign proactively develop C4I activities that positively influence the target group. The growing influence of the Campaign in schools has seen the emergence of immigration and social inclusion themes in an open, innovative and creative way, enabling students to explore their feelings, thoughts and behaviour about cultural differences, stereotypes, prejudices and rumours, through art and a process called “positive dialogue”.

##### *Background, source of the idea and partners*

The *Social Network* is a forum for coordination and pooling of effort, built on a commitment of authorities and public or private entities to eradicate/reduce poverty and social exclusion and to promote social development. The goal is to foster the emergence of a common awareness of social problems and encourage a response and the optimization of actions at the sites. Established by Law, each community develops new joint actions and sets priorities and plans, in an integrated and inclusive manner, to build a partnership between public and private entities covering the territory.



The Municipality of Amadora joined the Social Network Program in 2003. The Amadora *Local Council of Social Action* (CLAS) was established in 2003 and has 74 partners. CLAS represents a broad social consensus; its participation in the Project is thus essential to the success of the *Do not feed the Rumour!* Campaign.

The *Anti Rumours Local Network* is emerging in this context based on *anti rumours training* provided to members of CLAS interested in the theme. The *training of trainers* of anti-rumours agents (alongside an existing network of intercultural mediators in public services) is the basis for a *snowball effect* within and beyond CLAS. The network of agents will extend and solidify as more members of CLAS become involved, and continue on to train further agents in the community.

##### Specific Goal and Target

The main target of anti-rumour training is members of CLAS. The main objectives of training anti rumour agents in CLAS are to build a network of partners capable of dealing with stereotypes, prejudices, discrimination and rumours against immigrants; to mobilize and build the capacity of CLAS members on the theme of immigrant social integration and social inclusion; and to influence positively the community by acting as facilitating agents in the fight against exclusion of immigrants in Amadora.



### Actions, timescales and resources

The C4I Project began with a presentation to the Plenary Session CLAS in early 2013. In all 43 local partner organisations heard the main objectives and methodology and had an opportunity to ask questions and exchange views on possible community campaigns.

In two later workshops in mid May, 20 of those

most interested went into more detail. They identified common rumours about Amadora, including negative (e.g. many violent robberies, crime) and positive messages (e.g.: good accessibility, International Comics Festival), and beliefs about the immigrant population (e.g. criminality, dependence on subsidies). A further workshop, "Acting Together", was held with 25 CLAS representatives. These brought new ideas and challenges to the *Do Not Feed the Rumour! Campaign*. Specific ideas emerged for activities and for collaboration in partnerships for interculturalism, cultural diversity and social cohesion.



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With the active support of CLAS, key members were invited to participate in a first *training of trainers* session for anti-rumour agents. Led by the Council of Europe C4I consultant Daniel Torres, 28 representatives participated: City Council staff, school groups (an intercultural school for sport and professions, two 2<sup>nd</sup> and 3<sup>rd</sup> cycle junior schools, and a high school), two parish councils, a theatre and film training centre, a theatre group, and several others.

From there, the 28 participants have promoted the messages in their daily work in Amadora. In January 2015 they were encouraged to run their own anti rumours agent training, targeting those they work with. A guide for Anti-Rumour Agents has been produced to facilitate this.

### Communication Tools: Expression through “positive dialogue” and art

There are indications of the beginnings of a ‘snowball’ effect.

Teachers are working in several schools in Amadora enabling them to talk about the issues and express themselves through “positive dialogue” and art. While the Project targets children and teenagers and builds their skills, the idea is that these go on to influence their primary and secondary support networks i.e. family, friends, colleagues, teachers and fellow pupils.



For example, the *Seomara da Costa Primo* High School initiative enables students to develop the theme of rumours and anti rumours through various artistic resources, including photography, singing, visual arts, and positive dialogue in classes, building their abilities as anti rumours agents. The idea of promoting "expression through art" and “positive dialogue” arose spontaneously from teachers already trained as trainers, adapting the ideas to their daily practice. Schools thus function as both receivers of skills and further disseminators in a ‘viral’ communication and dissemination process.

In *Almeida Garrett* 2<sup>nd</sup> and 3<sup>rd</sup> Basic Cycle School, workshops were run with students in 5<sup>th</sup> to 9<sup>th</sup> grade classes. The school curriculum includes an *Education for Citizenship* theme, including tolerance and social inclusion, and the C4I project material has been integrated within that. The teachers who had received training developed the materials on the topic, using PowerPoint, and provide it to their colleagues. A total of 29 teachers and 622 pupils from 5<sup>th</sup> to 9<sup>th</sup> grade are involved.

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On the school’s *Patron’s Day*, the *Did you know that...?* leaflets with information on immigrants were also distributed to parents and other members of the educative community. Thus the school is proactively using relevant school occasions to promote the *Do Not Feed the Rumour!* Campaign and encourage a positive dialogue within the wider school community.



Ultimately the goal is to disseminate these sessions to other schools, creating a specific methodology to students of the 2<sup>nd</sup> and 3<sup>rd</sup> Basic Cycle and to Secondary Grade students.

The *Do Not Feed the Rumour!* Campaign is also being adopted in 1<sup>st</sup> Basic Cycle Schools on the *Pedagogical Council* projects throughout the Municipal Amadora Educa Programme. Teachers responsible for anti rumours information are provided resource to:

- Use the symbol of the *Do not Feed the Rumour* Campaign in school stands;
- Stimulate anti rumour group sessions;
- Publicise the C4I Project through the educative community;
- Provide visibility to the Project, reinforcing the interest of the local authority in social inclusion.

The strong link with schools and the interest raised by the campaign have led some teachers to select the diversity as the subject of plays being prepared for the *Amadora Annual Theatre Show* taking place in May.

## 5.2 Bilbao

### Case Study 1

Maria Begoña Cortazar Zubiaguirre

#### Youth Video Workshops

##### Summary

Over a two year period to early 2016, youth centres are running Workshops to produce micro-videos, using a participatory methodology, to highlight and facilitate the understanding of rumours in their neighbourhoods.

##### Background, Source of the Idea and Partners:

In 2013, an initiative was developed by the *Department of Equality, Cooperation and Citizenship* of Bilbao Council with young people from the Rekalde neighbourhood, with the community work organisation *Gazteleku*. This involved educational and practical workshops tailored to the interests and needs of young people, using various methodologies that are attractive to them, such as comics and videos.

The proposal was to implement the initiative in four of the Council's *Gaztegunes* (youth centres) within the framework of the C4I anti-rumour strategy, with participation from the Bilbao Council's *Youth Department*. The initiative was offered to regular users of these centres.

The intervention has become a participatory social communication project aimed at educating young people through the workshops in content creation on the importance of the messages on foreigners and immigrants. In addition, awareness is reinforced by a media campaign using new information technologies (video) associated with the workshops to sensitize citizens in these neighbourhoods in the city more widely.

##### Specific Goal and Target:

Young people are a priority group for C4I intervention in Bilbao, with the aim of preventing early on the emergence of stereotypes that could negatively impact on coexistence.

##### Actions, Timescales and Resources:

The programme was implemented in a series of steps.

A working session was first organized for educators in Youth Centres in April 2014. A total of 15 educators from all Youth Centres in Bilbao attended. They reconvened in mid October 14 to prepare the organisation of a series of workshops in each of their Centre. These awareness workshops were subsequently organised with teenagers, with a view to using the production of micro-videos as a learning tool. Each Youth Centre ran three successive workshops with the following objectives:

##### Session 1. Know (territory mapping)

Objective: Research and mapping of the territory from the perspective of anti-rumours. The workshops began by participants making a tour of the neighbourhood. Before departing on a tour guidelines were issued to each participant about detecting rumours and some ideas were provided for information gathering and content generation. Returning to the Workshop space, each group shared testimonies and identifying materials obtained on a giant map of the neighbourhood, its route of opinions, interests, curiosities, spaces. Everyone was encouraged ask questions, to contribute and to debate.

### Session 2. Analyse (Design of an audiovisual anti-rumour message)

After a day of mapping the groups began working on creating anti-rumour messages using the visual language. First, the monitors showed them various audio formats (spots, animations or audiovisual campaigns for inspiration) and their uses depending on the message you want to convey. After selecting and drafting the message desired, participants divided into groups, doing different exercises and created the anti-rumour messages.



### Session 3. Create and disseminate (Creation and dissemination of the message).

On the last day, participants recorded their videos and disseminated them through social networks. The workshop ended by sharing the experience and reflecting on the results created by the groups.

The workshops were run during the months of November and December in Begoña (14, 15 and 22 November); Uribarri (7, 14, 21 November); Rekalde (25 - 27 November); and Duesto (5, 12, 18 February), with attendance of about 15 at each.

In relation to the resources required, participants using mobile phones and the mobile application content creation Ubiqarama.

**Outcomes:**

Group discussions have been held to assess the outcomes from the point of view of participants, and to learn from the initiative, and these have been positive. The final micro-videos will be published, with public showings, in mid 2015.

**Bilbao: Case Study 2**

**Maria Begoña Cortazar Zubiaguirre**

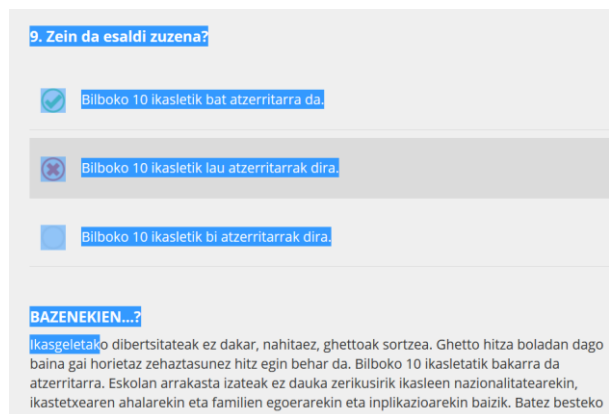
**C4I Communication Tools**

The central metaphor used in the Bilbao communication campaign is the *umbrella* as a defence against rumours that fall from the sky. It has developed a game, in the form of a scratch card and a Web app, that allows the user to assess whether s/he is ‘protected’ from or ‘drenched’ by rumours.

The Web-app can be seen here: <http://www.quenotecaleelrumor.com/>.



Following a series of fact-based questions it tests the degree of knowledge that people have about immigration, and illustrates the truth or otherwise of common rumours about immigrants. Multi-choice questions are used. In addition, longer statement of factually accurate information is presented alongside each answer, with a view to raising awareness of rumours and stereotypes that negatively affect coexistence of the different city populations.



A final score is given, indicated the degree of ‘protection’ from rumours. By disseminating this information more widely in social networks, the user may obtain additional ‘medals’ and join the campaign for the values of multiculturalism, social cohesion and combating racial discrimination.

Similarly, and in order that this information could reach groups of people who are not related to information technology was created on paper other version of the game:

The Webapp has been completed over 1,300 times from September 2014 to February 15 averaging over four minutes per user per session.



In addition badges have been produced, as well as 1,500 scratch cards similar to the Webapp above.

### Bilbao: Case Study 3

Maria Begoña Cortazar Zubiagirre

#### Follow-up Activities of Anti-Rumour Agents

A key challenge with 'Anti-rumour agents' is to encourage follow-up actions. In the district of Deusto, after having completed their C4i training sessions, are demonstrating a strong commitment to the development of further activities in their respective areas of activity.

Each is developing a set of activities and awareness workshops in their specific area designed to reach large numbers of people, therefore hoping to instigate a 'snowball effect'. With the support of the coordination team, group meetings are being held for agents to co-define interventions for the neighbourhood. A total of sixteen attended the first in November 2014.

Among the activities implemented so far are the following:

#### October 23. ALDAIKA Association

ALDAIKA, an association that promotes coexistence and a culture of peace through dialogue and the effective management and positive transformation of conflicts, organized a talk on October 23 to present the anti-rumour campaign to social educators, in order to share ideas but also to motivate and involve people with whom the association works i.e. children and young adults. The target audience for this one-hour event, given at the Municipal Center Bidarte, was a group of social educators from EISECO (educational & community socio Intervention team) from District 1 of Bilbao.

#### October 27. Elkarbanatuz Association

The Elkarbanatuz association, in Baikaba (socio Centre Child and family), organized a talk for 12 students and their teachers in 3rd year of ESO in Colegio La Salle. The objectives were to:

- Reflect on social exclusion and excluded people
- Explore prevailing social discourses regarding immigrants
- Raise awareness of our own attitudes and positioning against immigrants
- Combat negative stereotypes and rumours against foreigners.

### November 11. Anti-rumour Agent Maria Giulia Di Carlo

On November 11 an anti-rumour agent Maria Giulia Di Carlo organized a dynamic workshop on stereotypes and discrimination. 28 people attended with the aim of working with stereotypes and discrimination towards immigrants to Bilbao and, more specifically, to the district of Deusto. The two-hour workshop was aimed at undergraduates from the University of Deusto.

### December 3. ALDAIKA Association

The ALDAIKA association also organized a meeting with a group of people in the neighbourhood of Ibarrekolanda (located in District 1 of Bilbao) in order to present the anti-rumour strategy and to enable participants to acquire tools for their day to day anti-rumour actions. Participants are all active members of their own groups promoting social initiatives in the neighbourhood, and the goal was to extend the C4i initiative within these groups. The event was attended by seven people.

### December 9. ALDAIKA Association

On December 9, the Amedaki Association, organized a talk/discussion for an hour and a half aimed at retired women. The goal was to explain the project and discuss its relationship with foreign people, and to understand how they perceive the rumour.

### December 26. AMEKADI Association

The AMEKADI Association, aiming to reflect and discuss stereotypes and rumours regarding immigration and cultural diversity, also recorded a short "Do not give me stories" video and organized a World Café at which it was presented (see <http://vimeo.com/115828648> ).

### January-February 2015. Association MATIZ

The Matiz Association teaches a course on "Managing cultural diversity in professional environments." This is an online programme, comprising three modules of two weeks each. It is aimed at university students in their final year and at professionals. The course provides specific training on the main elements of relationships and intercultural harmony in the workplace, and skills development for addressing practical aspects of managing diversity in professional and business fields.

### February 23. KCD. Culture Communication Development

On February 23, KCD (Culture Communication Development), an NGO for development cooperation, launched a six-hour workshop on the responsible management of audiovisual tools using mobile phone,



targeted at high school students of the Institute of Ibarrekolanda. The idea is that students can become agents of awareness and change through media creation on social issues.

26 to 30 January. Anti-rumour agent Cesar Olartua

Coinciding with the week of Peace, at Colegio La Salle the anti-rumour agent Cesar Deusto Olartua, professor of ESO, organized workshops in his tutorials with 1st and 2nd ESO students - a total of 180 students aged 12 to 14 years. Aspects such as integration and acceptance of foreigners in society in general and in the district of Deusto in particular were discussed. It also reflected on the rumours currently circulating.

During February and March a survey will be undertaken of how anti-rumour agents have perceived the process.

### 5.3 Botkyrka : Good Practice Case Study 1

**Selin Kayhan**

#### ANTIRUMOURS CAFÉ

##### Summary description

This initiative creates a public platform to discuss and explore rumours and prejudices.

##### Background, Goal and Target

The Botkyrka C41 steering group decided to start the initiative by encouraging citizens to brainstorm about common rumours. The need for such an intervention was

regarded as significant as rumours about Botkyrka are widespread, as is awareness of these rumours and their effect among citizens. Against this backdrop, creating a platform for dialogue was seen as essential.

Since the municipality had adopted an intercultural strategy, the libraries were seen as a valuable communication/event platform. Libraries are well attended by the target group, comprising young people between the ages of 18 and 25, thus offering a valuable forum for C4i activities, including the anti-rumours cafés, as they spend a lot of their time there. The intercultural approach is one of the major strategic focuses of the municipality, fitting well with the initiative to counter the spread rumours.



### **Actions, Timescales and Resources**

After identifying and summarizing some of the rumours through scientific research undertaken by the Multicultural centre, the rumours were divided into four themes.

The first anti-rumours café was run in January and began with a brainstorming event to listen and explore rumours with citizens and key persons. The concept continued until September and evolved to become “theme-specific” in response to the research reports.

All libraries have a public space within them, though they vary in size. During the cafés, participants sit informally in chairs since tables would occupy too much space. One table is reserved for coffee and some buns, and this aids a convivial and informal setting

The initial theme-specific concept was “Criminality” (the most prominent theme of rumours in Botkyrka) and continued in the same way with the others. The local coordinator organized questions before and during the cafés about rumours in an individual, national and a global context. The cafés took place once a month, sometimes linked to celebrations as such as “Samian day”. The explanation introducing the cafés stressed the importance of focusing on minority groups specifically in Botkyrka but also generally in Sweden.

A web-based voting system in one of the cafés proved an interesting way of communicating among those attending. This session was run by “Botkyrkas roster”, one of the partners in C4i that had developed the system as a new communication tool. The session was organised electronically, mainly through smartphones, by downloading a QR reader enabled participants to vote on different choices, such as “I agree”, “I don’t agree” and “I don’t know”. The main purpose was to enable voting results to be viewed on a screen and to discuss the outcome. It generated a stimulating atmosphere for both positive and negative reflection, some agreeing and others disagreeing. Platforms like these are generally necessary and beneficial for citizens, since meeting and having a dialogue moderates the effect of rumours.

### **Challenges Encountered and Learning along the way**

One of the biggest challenges faced was to stimulate and encourage participation between each café.

Levels of interest varied depending on the day and themes. The rumour-theme, “Swedish culture is under threat”, was among the most visited café. This can be explained by the political situation in Sweden 2014. The populist party, Swedish democrats, had recently achieved their best election result to date, raising questions for citizens all over Sweden, not least the citizens in Botkyrka. This notion of a threatened ‘Swedishness’ is often illustrated by the feeling that Swedish traditions are no longer being celebrated or carried out as they used to be and that “all the old” is dying out.

However, irrespective of the level of interest in a rumour theme, attendance by the majority Swedes was poor. Part of the explanation may relate to the effect of the rumours themselves: When the cafés are organized in Alby, Fittja and Norsborg/Hallunda (areas of high immigrant populations), the level of interest among majority Swedes is lower. Statistically, majority Swedes prefer to attend the cafés in Tumba and Tullinge, with lower concentrations of immigrants.

This challenge was addressed by organising “extra invitations” addressed to target groups from different demographic areas (Tullinge and Tumba). In addition, invitations and information about all the events were disseminated through social media (facebook, internal web etc).

This intervention provides us with an overview of the rumour themes that stimulated most discussion and a demographical overview of where the numbers of participants was greatest. The anti-rumours café is a unique forum for enable people to interact and to find the courage to talk about rumours and prejudices that may be perceived as uncomfortable.

### Outputs and Outcomes

A total of four cafés were arranged between January-September 2014 attended by about 100 people in total. The number at each café was between 20 and 30, varying by theme - the theme attracting most participants was “Swedish culture is under threat” where the web-based tool was used.

Evaluation forms were distributed at the end of every event to measure the outcome. These summarized the general views of the participants and provided ideas for future refinements and additions. The main goal of each café was to encourage people to talk about rumours that they usually feel uncomfortable discussing, and the survey indicate that this goal was accomplished. The participants reflected on how “true” the rumours all over Botkyrka were and gave examples from their own lives. One general outcome was a widespread belief that rumours lead to depression and that the need of dialogue is huge!

## 5.4 Erlangen: Case Study 1

### Annasophia Heintze Picnic Banquet of Diversity, and a ‘Living Library’

#### Summary Description

To launch the C4i *Communication für Vielfalt* (Communication for Diversity) campaign, the city of Erlangen built a banquet table over 180 meters in length and hosted a giant picnic along the main street of the city. About 1,000 Erlangers and asylum seekers directly communicated and exchanged with each other, and took away with them information about rumours and how to counter them.

Along Erlangen’s longest picnic table, ten ‘Talking Books’ offered open conversations with refugees.

#### Background

The cities Erlangen and Nuremberg began their C4i programme in February 2014. With the slogan: *Don’t parrot, enquire!*, citizens of Erlangen were invited to reveal prejudices and rumours about refugees in everyday conversations and to debunk them with facts.

Middle Franconia’s government obliged Erlangen on September 3rd to accommodate 300 new refugees. They were housed in tents near the swimming bath *Freibad West*. Prejudices about refugees thus gained new political relevance. About 500 refugees lived in Erlangen in September 2014.

The prototype for the picnic banquet was the Friedenstafel of the neighbouring city of Nürnberg<sup>1</sup>. The basic concept was replicated (large public banquet), while the content (fight rumours against refugees) and additional programme elements were adapted to suit the theme were added.

### **Partners, Sponsors and Volunteers**

The banquet was a highly cross-departmental action, including various public institutions such as the public library (for the Living Library), the public safety unit (for the large event), the public refuse collection unit, the press and PR department, the Mayor's office, etc.

The Mayor of Erlangen officially opened the event. External partners included:

- two main local breweries to sponsor the 160 beer benches and tables;
- two large flower shops to sponsor over 160 flower pots for decoration;
- the city of Nuremberg to provide the table cloths and the original banquet concept, including organisation checklists, management masterplans etc.;
- E.F.I.E., a key local NGO that supports refugees in Erlangen to establish the contact with the refugees, bring together the E.F.I.E. refugee band, and carry out the living library;
- Tameru Zergeye, World Guinness Record Holder in walking on crutches and refugee from Ethiopia to challenge stereotypes in an entertaining way;
- Over 20 independent volunteers, part of the C4i Erlangen network to set up the banquet, decorate the table, support the Talking Library, invite and inform participants and sell balloons.



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### **Specific Goal and Target**

The aim was to disseminate facts to counter rumours and to spark conversation about it. Specific communication tools, such as the Living Library, were used to encourage exchange in a deeper and sincere manner and not just symbolically share a large table.

### **Actions, Timescales and Resources:**

The positive ambience - live music, flower bouquets, white table cloths and 400 balloons released in a symbolic act of diversity and togetherness - was key to conveying a positive feeling, in addition to the 'knowledge of facts' that refugees are not 'a threat' but can be an enriching source for our city.

The following was the Order of events on September 20th 2014:

- |                      |   |
|----------------------|---|
| 12:00 am:            | Opening of the banquet  |
| 12:00 am to 4:00 pm: | Selling of balloons at the information stand  |
| 12:30 pm:            | live show: 'Circumventing my residential obligation' by Tameru Zegeye (Guinness world record for the fastest 100m on forearm crutches – inverted) |
| 1:00 to 1:30 pm:     | Talking Library   |
| 1:30 to 2:00 pm:     | EFIE live band session 1 (EFIE: voluntary refugees' charity of Erlangen)  |
| 2:00 to 2:30 pm:     | Talking Library   |
| 2:30 to 3:30 pm:     | EFIE live band session 2  |

<sup>1</sup> See <http://www.nuernberg.de/internet/menschenrechte/friedenstafel.html>

3:00 pm: 500 balloons flying simultaneously, laying down a marker against prejudices  
 4:00 pm: Closing the banquet

***'Living books' to borrow - Saturday, 13.9.2014, 1-3 pm***

Using the concept of a Living Library, along the length of the table people were explicitly invited to ask 10 asylum seekers about their life, talents, skills, experiences and dreams. The aim was to pose questions one would not normally dare to, thus overcoming rumours and getting to know one another. Banquet participants met people with extraordinary résumés with exceptional stories to tell; learned about unexpected talents of people living next door – refugees in Erlangen.

The Living Library offers conversations with people who are often pigeonholed in society and therefore often experience prejudice. Expressing curiosity is central to learning from Living Books, asking questions and hopefully revising assumptions and addressing prejudices and preconceptions.

The following are the rules for Living Library *participants*:

- Refugees register as a narrator by themselves or in pairs.
- Topics may include: talents, hobbies, know-how or any specific subjects to be written in the *Living Book*. The aim of the Living Library is to show that refugee status does not define the person: refugees are people with ideas, talents, knowledge and interesting stories.
- All participating Living Books receive after registering a contract for their commitment and participation in the Living Library. Each receives a 50 € allowance for volunteering.
- Each Living Book may bring a person they trust to explain details and give language support. Just one such person is allowed, to ensure that a full Living Library can take place simultaneously, that each feels comfortable and supported, and to enhance conversations.
- The Living Library is an opportunity to engage with new people and tell stories. The main aim is that to enjoy it and have fun!

The *visitor* rules of the Living Library are as follows:

- *Living Library 'readers'* can invite Living Books for a personal meeting for up to 20 minutes.
- The interview takes place at selected locations along the picnic banquets.
- Living Book decide what they want to say and what not, and this must be respected.
- Either the Living Book or the *reader* can cancel the conversation without reason at any time.
- The reader must 'return' the Living Book undamaged: It is forbidden to violate in any way the dignity of the Living Book.
- The Living Library enables a personal engagement refugees, and to interact with people with exciting and fascinating stories. The aim is to enjoy it and have fun!

Facts on the Table

Through workshops with political leaders and immigration stakeholders, and from an online survey, widespread rumours and prejudices concerning refugees and immigrants were gathered up to August 2014. Facts to debunk these rumours were also identified and presented on placemats called *Fakten auf den Tisch* (facts on the table). Distributed along the banquet, these placemats were intended to spark conversations about rumours and to enable reflection on them. In addition, on the back of the placemats guidelines and advice on how to effectively debunk rumours were printed<sup>2</sup>, to give conversational guidance on how to argue against the rumours.

Attracting Participants

The main means of disseminating information about the event were as follows: Email-distribution (Siemens Intranet Newsletter, outreach to c. 25,000 Siemens staff in Erlangen-Nuremberg, all

<sup>2</sup> These were based on: John Cook and Stephan Lewandowsky *Debunking Handbook* in five languages and available at: <http://www.skepticalscience.com/Debunking-Handbook-now-freely-available-download.html>

employees of Erlangen's city facilities: outreach c. 2000); Facebook (own page of *Kommunikation für Vielfalt* in Erlangen and Nuremberg), homepage of the city Erlangen. A flyer was also distributed in the city (2,000 copies in total).

### **Challenges Encountered**

The total budget was just €2,000. One of the key challenge was thus to mobilise the diverse partners, sponsors and volunteers to support the event and make it happen.

### **Outcomes**

Media coverage of the banquet was very high and in some depth, including traditional media such as Radio, TV and newspapers and local magazines and Social Media like Facebook. A short article about the banquet was broadcasted in the *Rundschau* at *Bayerisches Fernsehen*. Strikingly, the media coverage was positive throughout, showcasing Erlangen as good example of engaging in discourse about refugees, during a time where the arrival of large numbers of refugees to German cities was largely portrayed in a negative light and seen as a "problematic situation" rather than "asset".

Overall the Picknick Bankett was a great success, many wanting to make it an annual event. It was a great opportunity to generate positive and active exchanges in one-to-one equality, between refugees and Erlangers:

- Enabling the exploration of issues positively
- Tacking them by recognising them as misunderstandings
- overcoming rumours with facts
- replacing fearful stereotypes with human, individual stories and friendly faces
- learning from each other
- making introductions and friendships, many of which still reported as ongoing
- over 1000 participants
- wide media coverage
- requests from Erlanger clubs, NGOs but also other cities across Germany to receive the "facts on the table" and to use them during public debates



### **Learning along the way**

A number of very practical lessons were learned in terms of organising the event:

- The information pavilion that was had set up at the start of the large table was very important, as a meeting point for volunteers, the media and citizens seeking information. However, it should be placed in the centre of the banquet (not at the far end).
- There should be some gaps between the benches to allow passages to walk to the local shops and to better allow people in wheelchairs to sit down at the table.
- To release balloons in a symbolic act of diversity and togetherness was perceived by young and old Erlangers as a very positive and joyful experience. However, the balloons should be sold for less than €2 to improve the volume of sales and to avoid leftovers.
- It was key to have a large team of volunteers to constantly support this major event. However, volunteers need thorough training to promote the banquet more assertively and to actively invite passersby. Also it is important to motivate the first people to sit down to overcome hesitation. It was a little slow in the beginning but by the end, no-one wanted to leave!

## Attachment 2: Flyer

### Das Picknick Bankett

Zur Eröffnungsfleier von „Kommunikation für Vielfalt“ lädt die Stadt Erlangen alle Erlangerinnen und Erlanger herzlich ein, mitten in der Fußgängerzone gemeinsam zu picknicken.

An einem riesigen, über 180 Meter langen, festlich geschmückten Bankett können Sie von der Südlichen Stadtmauerstraße bis zum Hugentoterplatz mit über 800 Menschen die letzten Sommerstrahlen dieses Sommers genießen und sich austauschen.

Bringen Sie ein leckeres Picknick und ihr schönstes Picknickgeschick mit und lassen Sie sich vom Rahmenprogramm inspirieren, entgegen vertriehtlicher Vorurteile, neue Menschen in Erlangen kennen zu lernen!

**Samstag, 13. Sept 2014 (bei Regen 20. Sept)**  
12:00 – 16:00 Uhr  
Erlanger Fußgängerzone

## Das Picknick Bankett

Bankett zur Eröffnung der europaweiten Kampagne „Kommunikation für Vielfalt“ – für alle Erlangerinnen und Erlanger

**Program**

12:00	Start des Picknick Banketts
12:00-16:00	Infoavon an der Südlichen Stadtmauerstraße: Luftballon- und T-Shirtverkauf
12:30	Live-Show: Die Respektpflicht umgeben: Tameru Zegeyer Guinness-Wehrkardhalter im Handstandlaufen
13:00-15:00	Talking Library: Flüchtlinge haben Know-How (in ausgewiesenen Orten entlang des Banketts)
15:00	500 Luftballons gemeinsam steigen lassen, ein Zeichen gegen Vorurteile und Gerüchte setzen
16:00	Ende des Picknick Banketts

**Nicht nachstrapsen, sondern mitbringen!**

Logo:

WC ☺ Hugentoterplatz 6 + Theaterplatz 1  
Hugentoterplatz  
Hugentoterplatz  
Hugentoterplatz  
WC ☺ Güterhofstraße Am Konstanten Kiosk  
Südliche Stadtmauerstraße  
Info pavillon  
Kontakt „Kommunikation für Vielfalt“:  
Antisophia Heintze  
Lokale Koordination: C4i – Kommunikation für Vielfalt  
Stadt Erlangen – Bürgermeister- und Presseamt  
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Logo:

### Liebe Erlangerinnen, liebe Erlanger,

am 13. September 2014 startet das Projekt „Kommunikation für Vielfalt“. Dazu veranstaltet die Stadt Erlangen ein großes, öffentliches Picknick Bankett im Zentrum Erlangens, an dem über 800 Erlangerinnen und Erlanger miteinander ins Gespräch kommen und gemeinsam speisen können.

In Erlangen leben Menschen aus über 140 Nationen, unsere Stadt ist ein Pool aus Potentialen, Ideen und Kreativität aus aller Welt. Doch haben Sie schon einmal daran gedacht, dass auch Flüchtlinge Menschen mit Know-How und Talenten sind? In der Talking Library entlang des Banketts, ist Nachfragen ausdrücklich erlaubt. Sie erwarten spannende Geschichten und die Möglichkeit, sich jenseits von Vorurteilen und Gerüchten eine Meinung zu bilden.

Dazu laden wir gemeinsam alle Erlangerinnen und Erlanger ganz herzlich ein, mit Familie, Freunden und Gästen an Erlangers Bankett zusammen zu picknicken, sich untereinander auszutauschen und die Tradition der „Offenheit“ für die Erlanger bekannt ist, zu feiern und mit Leben zu füllen.

Dr. Florian Janik  
Oberbürgermeister der Stadt Erlangen

Elisabeth Preuß  
Bürgermeisterin der Stadt Erlangen

### Kommunikation für Vielfalt

Die Städte Erlangen und Nürnberg beteiligen sich gemeinsam mit 8 weiteren europäischen Städten an der Kampagne „Kommunikation für Vielfalt“. Gemeinsam fördern die Europäische Union und der EU, auch in einem Migrations- und Migrationsgesellschaften, sondern auch Migration in die Städtebevölkerung aufzunehmen, Vorurteile und Gerüchte über Migranten in alltäglichen Gesprächen zu entwerfen und sie zu vermeiden – für ein gestärktes Miteinander. Davon Vielfalt ist keine Gefahr, sondern ein Potenzial!

### Weitere Veranstaltungen

Informations und Anreizung: Rückzügiger Kontakt  
Erlangen mit Krisenmanagement-Kommunikationskonzepten  
Lesen Sie sich als Basisarbeit für Vielfalt ausbilden und Lernen Sie „Jugendliche“ zu überlegen, was ein gutes, gelungenes Picknick-Bankett mit kulturellen Austausch ist.  
13.10.2014, in Nürnberg: Raum wird noch bekannter gegeben

Comerzstellung: „Come as you are... and love different“  
Kocher, die Ideen und Ideen Heintze (2013)  
Open Air: Ausdehnung im Schöngarten – Oktober/November 2014  
Ausstellung der Originalen im Sommer (Büro) – 02.11.14 – 31.12.14

Laufspitze XXL: In drei Gängen durch die Stadt  
Haben Sie Spaß am Kochen und Lust auf neue Bekanntheit haben Sie sind Erlanger? Dann machen Sie mit in die Zweigspitze durch Erlanger Klammern, 28.11.2014 – gesamte Stadtgebiet

Erlanger Integrationskonferenz  
Thema: Kommunale Strategien zur Bekämpfung von Diskriminierung, Rassismus und Nationalismus – 30.11.2015, Rathaus Erlangen, Rathaus

Durchgängige Corporate Volunteering – Aktionsanfrage für Firmen und Vereine: 13.11.2015, 14.11.2015, 15.11.2015, 16.11.2015, 17.11.2015, 18.11.2015, 19.11.2015, 20.11.2015, 21.11.2015, 22.11.2015, 23.11.2015, 24.11.2015, 25.11.2015, 26.11.2015, 27.11.2015, 28.11.2015, 29.11.2015, 30.11.2015, 01.12.2015, 02.12.2015, 03.12.2015, 04.12.2015, 05.12.2015, 06.12.2015, 07.12.2015, 08.12.2015, 09.12.2015, 10.12.2015, 11.12.2015, 12.12.2015, 13.12.2015, 14.12.2015, 15.12.2015, 16.12.2015, 17.12.2015, 18.12.2015, 19.12.2015, 20.12.2015, 21.12.2015, 22.12.2015, 23.12.2015, 24.12.2015, 25.12.2015, 26.12.2015, 27.12.2015, 28.12.2015, 29.12.2015, 30.12.2015, 31.12.2015

Attachment 3: Facts laid out on the line *Fakten auf den Tisch*

**Kommunikation für Vielfalt**  
bringt  
**Fakten auf den Tisch**

„Armutsimmigranten aus Bulgarien und Rumänien...?“

**Fakt ist:**

- 72% der nach 2007 zugewanderten Bulgaren und Rumänen zwischen 25 und 44 gehen einer Erwerbstätigkeit nach
- 25% sind Akademiker
- 8% haben einen Abschluss in den Bereichen Mathematik, Technik, Naturwissenschaften oder Informatik

**Stoppen Sie Gerüchte!**

**Kommunikation für Vielfalt**  
Bürgermeister-Linag Presseamt Stadt Erlangen  
Rathausplatz 1, 91051 Erlangen, 3. OG, Nr. 316  
amnas@phd.heinzle@stl.adt.erlangen.de  
www.erlangen.de/diversitaet  
facebook.com/kommunikation.vielfalt  
Tel.: (09131) 86-1963

Seite: 1 von 8    Wörter: 925    Deutsch (Deutschland)    13:34    24.09.2014

Stadt Erlangen

**Erfolgreich gegen Gerüchte vorgehen – wie funktioniert das?**

Haben Sie solche, oder vergleichbare Aussagen schon mal gehört: „Flüchtlinge nehmen unser Sozialsystem aus!“ „Es kommen lauter Armutsimmigranten aus Osteuropa!“ „Die tragen nichts zu unserer Gesellschaft bei, sondern machen alles schlechter...?“

Doch was tun, wenn Sie im Gespräch mit Bekannten oder Kollegen auf einmal mit derartigen Gerüchten und polemischen Falschaussagen konfrontiert werden?

Menschen gegen Ihre Vorurteile und Falschannahmen von Fakten zu überzeugen, ist oftmals sehr mühsam und leider oft erfolglos. Hier vier Regeln, die Ihnen im Gespräch gegen Gerüchte helfen:

Tipp Nr. 1: Konzentrieren Sie sich auf die Fakten, die Sie mitteilen möchten  
Tipp Nr. 2: Formulieren Sie die Fakten nicht zu kompliziert  
Tipp Nr. 3: Übertragen Sie ihr Gegenüber nicht mit Infos: maximal 3-5 Fakten pro Gerücht  
Tipp Nr. 4: Füllen Sie die Lücke, die ein Gerücht hinterlässt, mit Informationen

Seite: 2 von 8    Wörter: 925    Deutsch (Deutschland)    13:35    24.09.2014



## 5.5 Limerick

### Case Study 1

Matt Cannon, Doras Luimní.

#### Infographic Workshops & Anti-Rumour Pop-up Café

##### Summary Description:

The workshops were a central part of the development of Limerick's C4i strategy. There were several phases of workshops run throughout the project:

- *Introduction to Anti-Rumours* workshops.
- *Anti-Rumour Advocate & Train the Trainers (ToT)*: These workshops helped to strengthen the Anti-rumour network and provided ToT approaches for those interested in individual responses to common rumours regarding migrants.
- *Creative workshops*: These workshops were designed to provide a creative focus to the way in which the Anti-Rumour message was communicated.

The final aim of the workshops was to develop a series of Infographics which could be used on Social media but would also be able to use as posters / displays for the Anti-Rumour pop-up café.

##### Background, Source of the Idea and Partners:

###### 1. Anti-Rumour Workshop in Ballhoura, September 2014



Limerick was one of the first in the group of pilot cities to run workshops, and the evolution of the workshop and material reflects this. The Limerick team were also conscious of the need to design the workshops to meet with the needs of the project as identified through the First Wave Survey. Furthermore the workshops were designed in a way to ensure flexibility so that they could be used in a variety of environments.

The *Introduction to Anti-Rumours* workshops were designed as briefings to develop the Anti-Rumour network and encourage the recruitment of Anti-Rumour Agents (referred to in Limerick as 'Advocates'). The workshops had a dual purpose (1) introduce participants to the concept of Anti-Rumours and (2) 'harvest' common rumours, myths and misconceptions heard about immigration and integration as part of the research phase of the project.

The *Anti-Rumour Advocate & ToT* workshops were designed to focus on the individual responses to the common myths and rumours faced by individuals in day-to-day conversations. These workshops were based on the rumours 'harvested' as part of the *Introduction* workshops and included interactive

approaches such as role-plays and group discussions in order to develop advocates skills to respond to the most common rumours.

The *Creative workshops* focused on the development of larger public awareness. The focus was to engage participants in the planning and discussion of group efforts to raise awareness around the common rumours and how to counter them.

### Specific Goal and Target:

The specific targets included:

- Develop a series of workshops that could be applied to a variety of audiences and allow participants to engage in the development and production of infographic and animations for the Limerick Anti-Rumours project.
- Produce a sustainable resource through the development of the Anti-Rumours web resource.
- Encourage Limerick City and County Council support for migrant issues through Anti-Rumours events linked to Limerick's new designation as an Intercultural city
  - Host 2 Pop-up Anti-Rumour Cafés which would promote the Anti-Rumour message and act as a public space for integration.

2 Anti Rumour Advocates at Pop-up Café February 2015



### Actions, Timescales and Resources:

The actions were based on three phases:

- Introduction to the Anti-Rumours concept
- Training the core Advocates and developing individual skills to respond to 'rumours'
- Creative workshops and public engagement

The main resources involved in this were the development of training materials, research into the top 5 myths from the introduction workshops, development of an Anti-rumours web-page and the hosting of public events (including the Intercultural Celebration / launch of the 'Top 5 myths' booklet) and the Anti-Rumours Pop-up Café.

### Challenges Encountered:

The key challenges faced locally related to volunteer engagement and momentum moving beyond the core group of advocates.

Many volunteers were full of ideas, but were reluctant to pursue them due to time commitment. A core group of volunteers (Advocates) have remained in the programme and contribute to monthly volunteer

meetings; however it is noted that there is a need for a secretariat (C4i) that can keep the momentum in the programme.

### Outcomes:

- A series of workshops (Introduction, Advocate (ToT), Creative)
- Top 5 myths booklet
- Infographic posters / display
- Anti-Rumour Pop-up Café

The additional element to workshop sustainability is the interest in Limerick City and County Council using the format to work with their staff around intercultural issues. Furthermore the Anti-Rumour approach has increased the capacity of Doras Luimní to deliver workshops based on the theme of challenging myths and misinformation and these workshops will be incorporated into the Doras Luimní training programme offered to statutory and non-statutory agencies.



*Anti-Rumours Top 5 myths booklet & Poster*

### Learning along the way

Limerick is looking into developing Anti-Rumour Animation workshops but that requires access to animation facilities. We ran a specialist workshop on visual communication and infographic design and that generated good feedback from the participants.

We also found that the original idea of creating infographics in the workshop proved to be more challenging as it took some time for participants to get used to using online infographic software such as Piktochart and Infogram.

## Limerick: Case Study 2

**Matt Cannon, Doras Luimní.**

### Flash mob! Anti-Rumours & Education

#### **Summary Description:**

Stemming from initial introductory workshops, interest emerged in developing a more sustainable model of working with Anti-Rumours that could be embedded into third-level teaching and learning. The local networks around third-level education, along with the participation of Anti-Rumour Advocates from each institution, helped to develop a sustainable programme. Each third-level institution has incorporated the Anti-Rumours project into an aspect of their courses and used the project as an assignment for part of a course. In addition the Limerick Youth Service developed links with Second-level schools and ran workshops as part of their participation in the project. The workshops have resulted in the development of an Anti-Rumours Education pack which can be used in Second-level schools throughout Ireland. Public engagement and awareness will be raised with the help of 3<sup>rd</sup> level students engaged in the Anti-Rumours campaign have started planning an Anti-Rumours Flash Mob / Performance for the 11<sup>th</sup> of April in Limerick City centre.

#### **Background, Source of the Idea and Partners:**



Building on the initial workshops there was an interest in developing a more sustainable model of working with Anti-Rumours that could be embedded into third-level teaching and learning, second-level schools and Informal Youth programmes.

The initial idea came about through the Anti-Rumour introduction workshops conducted in Doras Luimní. In the workshops the participants were encouraged to develop creative ways in which to develop the Anti-Rumours project. The partners were: TheAnti-Rumour Advocate Network; Limerick Youth Service; Limerick City / County Council; and three third level institutions: University of Limerick, Mary Immaculate College and Limerick Institute of Technology

#### **Specific Goal and Target:**

The goal was for students in each of the third-level colleges, second-level schools and youth organisations to engage in issues related to Immigration and Integration, including:

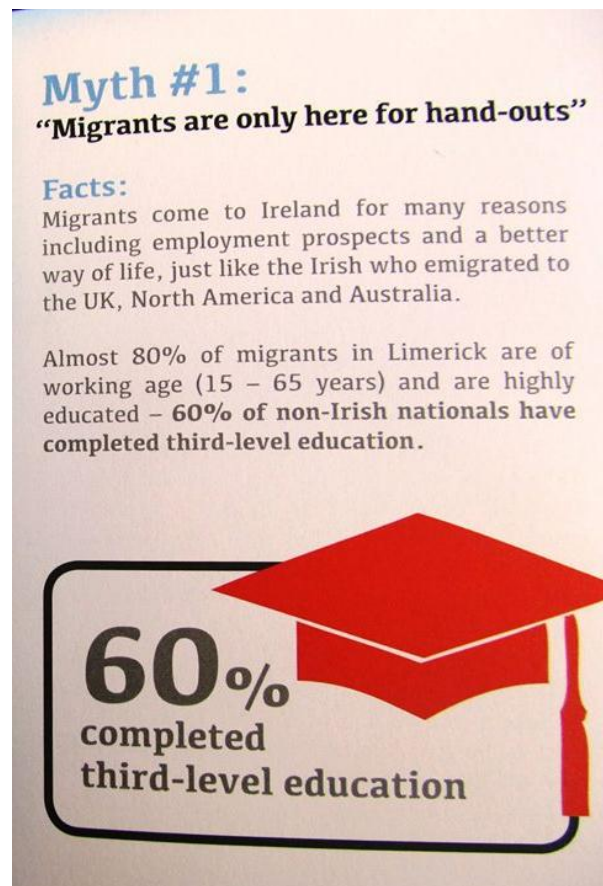
- Creating a sustainable resource for future workshops in Secondary Schools in Ireland
- Developing a public event that highlights Limerick as an Intercultural city and spreading the Anti-Rumour message

### **Actions, Timescales and Resources:**

The Limerick Youth Service underwent tailored workshops for their staff as part of their induction programme in August 2014. The workshops were designed to provide a train-the-trainers approach so that staff could provide the workshops for their youth groups. The training resulted in two core initiatives coming from the Youth Service: An effort to raise asylum issues with the *Youth Congress* and a series of workshops run by the *ICANNB Youth group* in local secondary schools. The workshops in the secondary schools have led to a film on 'Anti-Rumour' issues which the group will be writing and filming. In addition the C4i team are working with the ICANNB group to develop a resource for Secondary school students that could be used in conjunction with the Anti-Rumours web-site [www.antirumours.net](http://www.antirumours.net) to deliver Anti-Rumour sessions to secondary schools.

The local networks around 3rd level education along with the participation of Anti-Rumour Advocates from each institution helped to develop a sustainable programme. Each third-level institution has incorporated the Anti-Rumours project into an aspect of their courses and used the project as an assignment for part of a course.

- In The University of Limerick approximately 100 students in Psychology participated as part of a Political Psychology course delivered by one of our Anti-Rumour advocates.
- The Anti-Rumours approach has been included in the Development Education module run by Mary Immaculate College as part of the teacher training programme. The module encourages participants to take part in an external event and lists the Anti-Rumour workshops and was organised by another Anti-Rumour Advocate and Course Director in Mary Immaculate College.
- The MA in Social Care course in Limerick Institute of Technology (LIT) has adopted the Anti-Rumours methods as part of its Diversity module and is currently working on projects as part of an Anti-Rumour assignment co-ordinated through Course Director Karen Sugrue. The students staff are being trained in the 'Anti-Rumour' methodology as part of the Teaching and Learning seminar organised for staff of all three universities on the 26<sup>th</sup> of April, 2015 <http://www.teachingandlearning.ie/event/practice-preach-teach-transition-work-culturally-diverse-environments/>



**Myth #1:**  
"Migrants are only here for hand-outs"

**Facts:**  
Migrants come to Ireland for many reasons including employment prospects and a better way of life, just like the Irish who emigrated to the UK, North America and Australia.

Almost 80% of migrants in Limerick are of working age (15 – 65 years) and are highly educated – **60% of non-Irish nationals have completed third-level education.**

**60%**  
completed  
third-level education

In addition, third level students engaged in the Anti-Rumours campaign planned an Anti-Rumours Flash Mob / Performance for the 11th of April in Limerick City centre.

### **Challenges Encountered: Determining what in Anti-Rumour vs. Intercultural**

It was difficult for those outside and inside of the project to see the difference between an Anti-Rumour project and an Intercultural event. This was made more problematic in Limerick as 2014 was the year in which Limerick became involved in the Intercultural Cities initiative. Thus, many City and County officials as well as members of the public and volunteers thought of the two initiatives as one. In addition, suggestions from volunteers (advocates) around possible Anti-Rumour initiatives often resembled 'Intercultural events' which lacked a specific focus on 'Rumours'.

On a practical note, the duration of the Limerick Youth Service school workshops was challenging as the Secondary Schools could allow only a limited time during school hours for workshops to be run.

### **Outcomes:**

- Anti-Rumours School workshops – Limerick Youth Service ICANNB group
- Anti-Rumour Education Pack (Booklet, Sheets and Badges)
- Anti-Rumour Flash Mob

#### **3: Anti-Rumour Advocates at ToT**



This is a project which is planned for March of 2015 but has had good support from local third-level colleges (International offices & community engagement) as well as students in LIT, Mary Immaculate College and the University of Limerick. The mob will include students from all three colleges and highlight the intercultural contribution made by students to the city. The mob will use Anti-Rumour facts on placards as well as the Anti-Rumour logo as part of the performance which is due to take place in Limerick city centre.

### **Learning along the way:**

From an evaluation perspective the time-scale of the C4i project was short for a full intervention, making it to achieve the original intention to measure changes in opinions once the project has run its course. The time between the first-wave survey and the second-wave survey was insufficient. In addition the training came later in the program and meant that it was difficult to keep the momentum up with some volunteers/groups who expressed an interest early on in the programme.

## 5.6 Loures

### Case Study 1

**Hugo Cardoso.**

#### Public Art Gallery

#### Summary Description:

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

#### Background, Source of the Idea and Partners

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

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

4: Artist at work



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

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

All programming is themed around interculturalism as the acknowledged driving force of interventions, and designed through discussions with residents and residents, voluntary organizations and even business

entities regarding programming and artistic development. There are individual programme slots emanating from the area and programming space that leads into the area.

The C4i team decided that a major events of this Festival would be the painting of murals inside the community area, as an artistic intervention, but also as a community development, that had an importance in time and space that allowed us to sustain the media interest and community engagement. This was the main goal: to change external (feeling of insecurity, fear of migrants) and internal (lack of self-esteem, lack of ownership) prejudice around this neighbourhood.

### Specific Goal Target



The use of public space for artistic activities, involving the residents, captured the attention of local, national and international media and art programs, at the same time as increasing self-esteem of residents and ownership towards their neighbourhood.

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

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### Actions, Timescales and Resources

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

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

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

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



Then materials must be identified and procured: the water, latex or acrylic based paints, spray cans, painting tools (rollers and brushes). For the buildings in Quinta do Mocho, painting 23 façades 15 meters high required 2,000 litres of acrylic paint and 1,500 spray cans. Heavy equipment is also needed such as a scissor crane, a mobile platform crane, scaffolding and ladders. Artists who come to the neighbourhood also need accommodation locally.

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

In sum, the steps were:

- 01 » Local Intervention Office
- 02 » Community Leadership Meeting
- 03 » Community Meeting
- 04 » Neighbourhood Mapping
- 05 » Local/ National/ International Open Call for Artists
- 06 » Material Listing
- 07 » Construction and Building Materials Listing
- 08 » Artistic Residency
- 09 » Works and Artists Mapping and Signing
- 10 » Training of Guides
- 11 » Guided Tours
- 12 » Branding and Merchandising

### **Challenges Encountered**

A number of challenges were met and overcome:

- » public image of a stigmatized area
- » the initial lack of interest by the local and national media
- » distrust among the resident communities



- » social and community engagement
- » the idea that graffiti is not an art work
- » sustaining interest in the neighbourhood by media and artists
- » sustaining continuity of the gallery (slow exposure of the intervention)

### **Outcomes**

A total of 33 murals, were painted with 45 artists involved in the intervention. There is a further waiting list of 30 artists seeking to get involved in the future.

There were also numerous visits, from enterprises and artists. C4i managed 46 visits: 28 guided tours and 18 media tours – including interviews for newspapers, television, radio and internet. Although we have no final count – e.g. the Lusa interview (the national news agency) made news/media content in several formats (tv, newspaper, internet) – but at least 80 news items from around the world covered it. We have also had 3,239 *likes* on our Facebook page.

### **Loures: Case Study 2**

**Hugo Cardoso.**

#### **Awareness Raising Workshops**

##### **Summary Description:**

In the context of negative media images regarding immigrants and their communities, a series of stakeholder Workshops were held to explore and expose fears, prejudices regarding immigrants and related issues; and to encourage participation in the development of *Loures Free of Rumours* strategy.

##### **Global strategy Loures**

An important issue in designing a communication strategy on immigrant issues in Loures is its social representation in local, regional and national press.

One of several factors that hampers the integration of immigrants into society is the negative image linked to them and the key defining media stereotypes and opinions, that act as reproducers, generators and agents of transformation or maintenance of social representations among the public.

These often make associations, sometimes indirect, between crime/insecurity and immigrant populations, often linked to public housing and municipal districts of relocation. This is visible in the local, and even national, press, through frequent stories on crime and violent assaults, associated with the descendants of immigrants, especially Africans, contributing to negative representations.

Thus, the press contributes significantly to reproducing stigma and negative labels assigned to immigrant populations, where they reside and live their everyday lives.

### **Local networks/ Awareness-raising workshops**

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

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

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

### **Development strategy**

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

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

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

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

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

## 5.7 Lublin Good Practice Case Study 1

Anna Szadkowska

### Rumour Exchange Shop

#### Summary Description

The Rumours Exchange Shop is a clever and effective way get members of the public thinking about rumours in a public space, and if well handled, can also attract positive media attention. It is no more than a set of blank posters on which passers-by write rumours they have heard or are aware of. The process is facilitated by a member of the C4I team. It has the added advantage of gathering additional material for the identification of rumours locally.

#### Background

Working on the C4I project, we discovered that all of us, as a team, felt a bit intimidated by the use of the word ‘rumour’ in connection with a project run by the Municipality of Lublin. The word itself felt ‘unofficial’ and far too detached from the language usually employed when describing issues of intercultural integration. The challenge for us was to develop an anti-rumours methodology, literally –



Rumours Exchange Shop, photo by A. Amanoail



Nieznane - Zastyszane  
Co się mówi w Lublinie o obcokrajowcach?

OD 4 SIERPANIA  
PLAC PRZED CENTRUM KULTURY



the street relating to the rumour identification process. We felt that, despite valuable knowledge accumulated by means of focused group interviews and questionnaires, we had not fully grasped what

as we did not quite know what to do with the ‘rumour’ part of it.

A second challenge emerged from the fact that in order to prevent any rumours, one has to repeat them, which at first sight did not seem like such a great idea. In short, the C4i project presented a major challenge to the entire team and we had to find a justification or pretext to discuss and work on ‘anti-rumours in order to be able to proceed with implementation.

One of our C4I Local Network members came up with a very creative way to open the discussion about rumours and move it to a public space. It coincided with the need to meet people in

was really on people's mind when it comes to rumours about migrants in Lublin. It was time to go out and hear what real people had to say! During one of many discussions we had with our Local Network, the idea of *Rumour Exchange Shop* was born.

The idea of public writing on large (2 by 3 meter) recycled advertising posters came originally from a member of the C4i Local Network, Wojtek Olchowski, inspired by people's behaviour in public spaces – writing on the buildings' walls, buses etc. Though in most cases it is not only illegal but regarded as vandalism, it indicates a natural need to express opinions using more traditional methods than those offered by our digitised world. What people share in writing is often honest and open, which was crucial to our rumour-collecting goal. Artistic projects using crowd-sourced knowledge are popular around the world, deploying various means to register what's on people's minds: video cameras, cameras, surveys. The question was: Would people be as willing to share their opinions in writing when asked to participate in a social-artistic project created specifically for this purpose? Participation was encouraged by the way the Rumours Exchange Shop was constructed –surfaces made out of recycled banners convinced people that their engagement was not vandalism, while the solid construction of the Shop provided reassurance that their opinions mattered.

### **Specific Goal and Target**

The target group was the general public and the primary goal was to encourage them to reflect on rumours and the effect that they have in a lively and informal manner, and in a public place.

A secondary goal was to contribute to the identification and ongoing understanding of rumours in Lublin about migrants

### **Actions and Timescale**

For four days, four hours each day, outside the Centre of Culture (a municipal cultural institution and home of Municipal Public Library) a construction made of old banners was displayed and passers-by were invited to write the rumours they had heard or considered widespread among Lubliners. The goal was to engage the local community in public discussion of how foreigners and migrants are perceived.

The event attracted many people: young and old, male and female, working or studying, Polish and foreign nationals. Some wanted to share their stories, but not in writing; but most of them, to our surprise, were very keen to share the rumours... or in many cases their own opinions or messages to newcomers. The messages were usually very friendly and inviting, the opinions – as is to be expected – varied.

### **Outcomes**

Over the four days about 200 passers-by either wrote their own opinions or rumours they had heard about foreigners in Lublin, or shared them with volunteers without writing them up.

Though the official, scientific identification of rumours had been completed, the Rumour Exchange Shop also offers a valuable barometer of social attitudes towards migrants. Although some people had feared the initiative would have unintended adverse effects, by strengthening and fixing misconceptions about foreigners, in fact the experience actually proved to be the opposite: it became an opportunity to identify and confront the 'power of rumours'.

The Rumours Exchange Shop attracted the immediate attention of the media. The event got coverage in all three local radio stations, two local and one nationwide television, three local newspapers and the most popular nationwide online news provider. It became a great opportunity to spread the message about the project and of wider municipal intercultural initiatives. More than that, it was a unique chance to talk about the rumours and how to address them in the media.

### **Learning along the way:**

The entire event was an important lesson for everyone who took part in it: the organizers, volunteers (who later joined the Local Network and became involved in designing campaign activities as well) as well as people passing the Shop. It opened the debate on the way we see foreigners in Lublin and demonstrated that the images we have are not always positive.

### **Lublin : Case Study 2**

**Anna Szadkowska**

### **Creativity and participation Workshops!**

#### **Participation playground**

C4i also offered an opportunity to experience the power of creativity through participation: discovering the way the project is implemented when basic decisions and the direction it takes are defined by a group of people.

The first 'body' behind the wheel was our C4i Local Network. The ideas implemented throughout the project were those of the people working with us in our C4i Local Network. But this was quite safe, as Local Network consisted of people who work with people professionally, even if they are not experts when it comes to intercultural integration. We can call our Local Network our 'C4i participation playground'. Over eight months of the project in Lublin we managed to move to a 'participation university'... How did we do this?



Coming up with a message that will address the needs of the campaign, and spread that message in a way that engages people, is not an easy task. The Local Network in Lublin found it more and more difficult to identify a 'right slogan'.

Could it be because we are all too deep in the subject and care personally about the idea? Has the involvement, knowledge and expertise been slowing us down? Not only did we reach a point where we found it impossible to invent anything ourselves, but we also did not like anything suggested to us by

experts on communication. This was the time we had to act and find new methods of working with the topic.

### ***Creative Writing with Loesje Poland***

During the *Anti-rumours Training for Trainers* one of the ideas for the campaign was to organize Creative Writing Workshop. This is precisely what we needed now! Unfortunately it became obvious after searching for some time that finding the right person to conduct a workshop that would meet our expectations would be difficult. We needed someone who knows how to do it, but also had an idea about what we do and why.

And this is how we discovered *Loesje Poland*. Loesje Poland is a part of constantly growing international organisation and network of local groups present in over 30 countries all over the world. The network, created by a group of freethinkers who express their ideas and opinions through posters, publications and actions in public spaces, has become very popular in Poland. Short messages on the posters are sometimes ironical, sometimes funny, but always bringing and inspiring and a positive message.

This was precisely a perspective we needed!

The two three-hour workshops took place in Labirynt Gallery – another public space for C4i activities - and attracted over 20 people, students as well as Local Network members. Not only was it a great way to free our minds and bring creativity back to our team, it also helped to spread the message about C4i and anti-rumours to a broader audience. Engaging an outside organisation proved to be a great idea. Though we didn't end up using the slogans created during the workshop, this was the energy boost that we all needed and a chance to gain new followers of the anti-rumours campaign.

### **Media Workshops: Lublin Rumours-eaters**

Lublin has been a home for the Golden Anteater Short Videos Festival for many years now. Searching for a creative way of combining what is already done in Lublin with the anti-rumours message, we came up with another workshop idea: A Media Workshop during which participants will not only get to know the secrets of filmmaking, but will also create short videos promoting integration. And this is the participation university mentioned above.



## Lubelskie Plotkojady

We teamed up with Golden Anteaters creators, KinoTeatr Projekt, and 'Lublin Rumour-eaters' was born. After recruiting workshops participants, the C4i team experienced a panic attack. The participants were mostly teenagers; the workshops were... well, workshops; and the ideas were supposed to emerge from the process - which meant we had absolutely no control of what was going to come out of it – a daunting prospect for the Team!

Each workshop included an introduction to anti-rumours and C4i, but we were concerned that this might be too little to provide participants with the

tools needed to create visual anti-rumour messages. Furthermore, the high-school participants proved to be a quite difficult group to work with – too little experience to be able to share it and work on it, and insufficient knowledge on migration or integration not to mention the problems migrants can face...

In the end, a total of 14 people took part in over 25 hours of Workshops, and more than 10 others were engaged as actins in the productions created.

The lesson learned from the process is never to assume that the initial plan is the right one. It was necessary to remodel the programme to better suit the needs of the groups. The style of work of the groups was entirely different to what the teachers had anticipated or had previous experience of. Participants needed more time to work on their ideas, too. But the result was absolutely phenomenal!

During the official ‘Lublin Rumours-eaters Gala’ evening, not only the participants and teachers – the creators of the videos - were happy and proud. So was the entire C4i team! And the faces of the people who attended the show best describe this Friday evening atmosphere.

All the videos are available at C4i website!

## 5.8 Nuremberg

### Good Practice Case Study 1

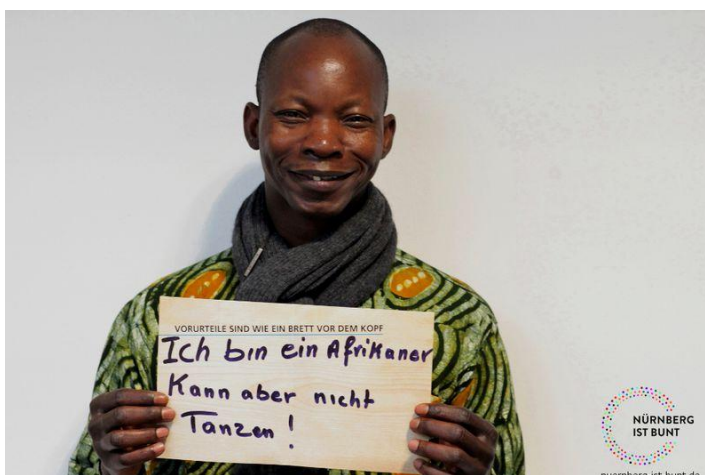
Luis Prada, Stadt Nürnberg

#### Photo Action: “Vorurteile sind wie ein Brett vor dem Kopf“

The title comes from a well known German saying and means: “Prejudices are like a block of wood in front of your head” (meaning your eyes).

#### Summary Description:

We ask people to write a sentence about a group to which they belong and then to include one characteristic that is





usually associated with that group but  
that they themselves do not have.

<http://www.nuernberg-ist-bunt.de/kampagne/fotoaktion.html>

For instance: “I am Asian, but I am not good at maths”

Or: “I am African, but I cannot dance”

We usually do this during conferences or other events attended by the C4I team. We just bring a photographer, put up a couple of photos on a wall and people are eager to participate.

We do not print the photos on the spot but just bring a few of the “old ones” with us.

An important point is that after every photo the person has to be asked to sign a declaration giving permission to use online and in print publication of the photo.

### **Source of the Idea and Partners:**

The idea came from a similar initiative from the University of Harvard:

<http://itooamharvard.tumblr.com/>

All organisations in our network are invited to participate in the project, and to implement it themselves in their own organisations or events.

### **Specific Goal and Target:**

The goal is to make the viewer of the photographs aware of stereotypes and so become less susceptible to rumours. It is also a promotion tool for the project. The team also hands out C4I material to people during the actions, and the team discusses with them what it means.

### **Actions, Timescales and Resources:**

We have presented the action and taken photographs at the *Integration Conferences* of Nuremberg (October 2014) and of Erlangen (January 2015) as well as in the main shopping mall of the city. We also make appointments with people interested in being photographed.

An action in Facebook has also begun in which a ‘countdown’ with the photos: Photo of the Day No. 10... etc. When we get to the final Photo No. 1 we will ask people to send their own messages and organize a photo shoot with the best ones.

See <https://www.facebook.com/nuernberg.ist.bunt.de?fref=ts>

### **Challenges Encountered:**

People are sometimes reticent about signing the document giving us the right to publish the photos on our website, Facebook and in the newspaper.

### Outcomes:

We have by now about 50 photos that have been published in different places and the action has been presented in a Bavarian television programme.

### Nuremberg: Case Study 2

Luis Prada, Stadt Nürnberg

### “Wheelie Bin“ against Prejudices - “Entsorgungsstelle für Vorurteile”

<http://www.nuernberg-ist-bunt.de/kampagne/entsorgungsstelle.html>

### Summary Description:

We bought a ‘wheelie bin’ and decorated with our logo. It works as a place to discard the prejudices of people. We have created handouts where in one site you write a prejudice or rumour that someone has against you or that you have heard, and on the other a prejudice or rumour that you yourself have. You write it on a handout and throw it into the bin.

### Background, Source of the Idea and Partners:

This was an idea of the C4I team. We also lend it, for free, to organisations that want to use it for themselves.

### Specific Goal and Target:

This is an awareness rising and dissemination tool. The goal is to make the viewer aware of stereotypes and so become less susceptible to rumours. It is also a promotion tool for the project. We have material to distribute to the public during the actions and we talk with them about what it means.

We also use it to collect rumours on the city and to accompany different actions such as surveys or stands in conferences and fairs.

It works well to attract the initial attention of passersby. But the person attending the wheelie bin must be pro-active and fully inform the target group of what it does mean.

### Actions, Timescales and Resources:

So far it has been used at one conference, an action at the city’s biggest shopping mall, and one fair.

The resources needed are:: A wheelie bin, decoration for the wheelie bin, handouts where on one side it says “Write a prejudice



you have heard against you” and on the other “Write a prejudice you have against a group of people”. Wherever we use it, we also include a roll-up display poster presenting an explanation of the action.

### **Challenges Encountered:**

People, especially in fairs and congresses where there is a lot of information to take in, do not take the time to read the roll up with the explanation and so understand what it is all about.

So this action needs the proactive involvement of the person presenting it.

### **Outcomes:**

We have collected about 50 statements of rumours and prejudices. Analysis of these revealed a number of prejudices we were not previously aware of and had not been identified in the research.

### **Learning along the way:**

The following includes some of the Website text, intended to attract potential users.

*“A hands-on action that humorously explores the phenomenon of prejudice. A red wheel bin, which is used for disposal of the prejudices that I myself have and of others might have about me. One thing is clear: there is no one without prejudices.*

*The C4i wheelie bin + roll up with an explanation of the action may be borrowed.*

*Prejudices are more dangerous than we think, because they influence our actions - they already "stamp" people we meet in a disparaging manner, and we give them little chance to convince us otherwise. Prejudices have the insidious effect of hurting people and impeding communication.*

*And this coin has two sides. On the one hand there are prejudices I have about others; on the other prejudices that affect me. What do others really think of me actually, when they look at me?*

*Our collection point allows for a brief reflection on the two sides of prejudice. The participants of this action will be asked to write down on a piece of paper a prejudice against which they must defend themselves again and again - and on the other hand, they write a prejudice that they hold concerning others - and want to get rid off!.*

*And both: into the bin! Throw away your prejudices!”*

## 5.9 Patras

### Case Studies 1

**Konstantinos Apostolopoulos**

#### **Patras C4i Prison Workshop**

##### **Summary Description:**

The *Cultural Organisation of the Municipality of Patras* (ADEP) organised a Prison Workshop for C4i project, held on the 28<sup>th</sup> January 2015 at a venue within Patras Prison. It is hoped to incorporate the content into the ongoing prison educational service

##### **Background, Goal and Target**

Patras prison is large and accommodates prisoners serving long sentences for serious crimes, many of them for life. Many of them are drug-related crimes and homicides. It is not, relatively speaking, an open and relaxed prison. The immigrant population in this prison is about 50%, mostly Albanians but also for many other different ethnicities.

A prison is a small, close, society that must deal with the same problems as the rest of the society. In prison people are obliged to live together 24 hours a day, very closely, without opportunities to avoid each other or to enjoy privacy. It is therefore difficult for them to hide their beliefs or to avoid rumours and prejudice.

In prison, sub-groups often form of people from the same origins and ethnicity, sharing mutual interests in some respects. But this can also give rise to confrontation and antagonism between groups of different ethnic origin. Rumours about each other can play a role in this.

The result is often a heightening of tensions and clashes between different ethnic groups.

For these reasons, it was decided to run a workshop in Patras Prison, with the full support of management and staff. This involved the incorporation of the C4i anti-rumour model and material as a topic to be addressed by the prison educational service, operating within the prison premises. The target groups were both prisoners and staff.

##### **Actions, Timescales and Resources**

The *Cultural Organisation of the Municipality of Patras* (ADEP) organised the Prison Workshop on the 28<sup>th</sup> January 2015 at a venue within Patras Prison. It was attended by the Director of the Prison, Prison Staff and prisoners from different nationalities.

From our first visit to the prison governor's office he was very willing to help. He introduced us to the prison staff, with whom we discussed the project and exchanged ideas. The case was made to prison staff that the Workshop would bring benefits to prison life in general, by addressing the issues of rumours in this close environment.

The Workshop comprised a round table discussion and prisoners from different ethnic backgrounds, and staff. It had a duration of about two hours, and was attended by about 20 people. Both staff and prisoners expressed their opinions about the existing situation and then we presented and debated the anti-rumours idea, mostly using the training methodology from the Council of Europe Consultant.

### Challenges Encountered and Learning along the way

In the beginning the prison governor failed to answer our request for this action. So we contacted the ex General Secretary of the Ministry of Justice, who contacted the prison which resulted in a response from the prison governor.

### Outputs & Outcomes

A prison is in many respects a miniature society unto itself that involves the co-existence of people from very different ethnic backgrounds. The exchange that took place revealed fruitful concerns and questions and proved that there is a real need for applying the anti-rumour model.

Overall prisoners, not surprisingly, care most about gaining their freedom. But their response concerning rumours was similar to those of people outside prison: they like the idea of the project and, through the process, they discovered that they hold prejudices and stereotypes that do not contribute positively to their life. Several noted that they had not thought about this beforehand.



**Figure 5 Project and staff (including Governor, sociologist, psychologist, social workers) outside Patras prison**

The goal now is to incorporate some of the C4i material in the prison school educational topics.

A meeting has been arranged to develop this idea further.

## Patras Case Studies 2

Konstantinos Apostolopoulos

### Patras C4i training of trainers for Anti Rumour Agents

#### Summary Description:

The *Cultural Organization of the Municipality of Patras*, with the support of the *Municipal Development Corporation of the Municipality of Patras (ADEP)*, organised a training session entitled 'Training of Trainers for Anti- Rumour Agents' on 27th of November 2014, from 10:00am to 18:00pm in the former's premises. The training was performed by the Consultant of the Council of Europe, Mr. Daniel de Torres, in English with simultaneous translation

#### Specific Goal and Target:

The main objectives of training anti rumour agents was to build a network of partners capable of dealing with stereotypes, prejudices, discrimination and rumours against immigrants and to influence the people for this purpose.

#### Actions, Timescales and Resources:

The Training saw broad participation, building on a commitment from authorities and public or private entities including the Municipality of Patras, The University of Patras and the Law Association. Representatives came from immigrant communities, the Police, private companies, NGOs, the international organisation of migration, local theatres, school teachers and university professors.

Many of them are already trainers in their organisations; and some are teachers in public schools and Universities – critical to further dissemination of the skills.



We asked participants to work in pairs, using a role play approach: One says a rumour and the other has to respond and disagree but not in a negative or aggressive manner way.

Another action was some people to defend a rumour and others try to dismantle it. We use the Barcelona Project practical guide for anti-rumour agents; also we have used some practical examples from other cities.

They were provided with resources to aid further dissemination comprising: The Practical guide for anti-rumour agents; the Barcelona anti-rumours strategy PowerPoint presentation; A methodology for

training of trainers for anti-rumour agents; The Patras rumour – antirumour file; some video and leaflets.

### **Challenges Encountered:**

One challenge was to mobilise the diverse partners.

### **Outputs and Outcomes**

A survey was carried out at the completion of training, and the feedback was positive. Comments included: *“I was introduced to tools and tips that are applicable in everyday life situations concerning rumours”*; *“It was inspiring and motivating”*; *“Giving me tools contributing in every form of interaction and new knowledge on communication strategies”*; *“There are many different and creative ways to pass the idea to the people.”*

They were also encouraged to network. All participants shared their emails and telephone numbers, and they are contacted when further C4i activities are planned; and we keep in email communication with them to exchange views and offer support for their plans. Some also communicate among themselves; and a few are organising their own anti-rumour activities. For instance, the University has ask the Atroposhlep (who led the Anti-Rumour Theatre work) to provide training for their students for the spring semester.

There has already been further training provided to the lawyers among Municipal staff, and further training sessions are planned. It is hoped that there will be ongoing and further impact in the Community through the involvement of different entities of city of Patras.

### **Learning along the way:**

A lesson emerging is that trainers should not explain directly the definition of the concepts, so that participants must themselves make the effort to think about their meaning and differences. Fun and inspirational videos are very important in order to achieve good results. Dialogue is also very important but must be in the right time and place and demonstrate respect for those involved.

## Patras: Case Study 3

**Konstantinos Apostolopoulos**

### The C4i Theatre of the Oppressed

#### Summary Description:

This uses theatre as means for tackling stereotypes and motivating action.

#### Background, Source of the Idea and Partners:

The idea originally stems from a partner NGO called *atroposhelp*.

Art is a powerful tool in Patras for synergy and co-creation. The *Theatre of the Oppressed* uses theatre as means to promote social and political change. In this case, artists and migrant associations have joined forces to outreach to young people against xenophobia through the use of theatre. Role playing and story-telling are the means deployed to achieve these goals.

In the *Theatre of the Oppressed*, the audience becomes active. Using terms such as "spect-actors" the idea is to explore, demonstrate, analyse and transform the reality in which the audience lives. The C4i team believes that this form of role playing allows people to better understand the negative influence of rumours and equips them to address them.



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#### Specific Goal and Target:

The goal is to build the capacity of those participating to engage in specifically directed social actions in their own lives, though acting out their ideas in theatre. The specific outcome sought here is to engage in actions to counter rumours.

The target group so far is young people who participate in *atroshep* activities and students in the social work department of the University who are taking this as a practical exercise for their studies, but the wider public will also become involved.



### **Actions, Timescales and Resources:**

The Theatre is based on stories that incorporate rumours told by theatre members, each including examples of injustice or oppression experienced that went unchallenged.

During this process the public is encouraged to halt the performance, often a short scene in which a character is oppressed in some way (for example, a rumour about women, or of a school teacher mistreating an immigrant student). The audience can then suggest a solution, in the context of the scene they are watching, but not from the comfort of their position – they must participate themselves. Thus the audience member becomes a participant, implementing their suggestions to meet the challenges in any way they wish. The audience is thereby enabled not only to imagine the change, but to exercise it in practice. This strengthens their capacity to engage in social action in their own lives.

The traditional audience/actor separation is overturned and members of the public are brought together into the play, to participate in the dramatic action.

Three two-hour shows have been presented by the theatre group so far: one in a Community centre attended by about 45 people, and two more in the University Campus each attended by 15 students.

*Atroposhelp* is planning another show at the end of March in the central square, on the occasion of the ‘universal day of social’; and intend to repeat it again at other events and celebrations. They are also cooperating with a teaching school, aiming to work with their students.

### **Outcomes**

The show has an immediate output:

- Rumours are identified and divided into themes.
- Role playing and story-telling is undertaken through face to face interaction, intended to inspire and motivate people around the issues
- The idea of supporting anti-rumours action is disseminated through the audience.

A discussion session was held after each show, with an exchange of feelings and opinions. This suggested that the Theatre of the Oppressed significantly sensitized participants to rumours and fostered interaction between them. Participants indicated that in future encounters with rumours, they would be equipped to interact positively, for instance through seeking evidence from those spreading them.

### **Learning along the way:**

A lesson emerging through this action was that while objective data is important as a means to counter rumours, it is more effective if people can participate actively, and humour and feelings are used: There is a need to appeal to feelings and emotions, as well as to facts.

## 5.10 Sabadell

### Case Study 1

Isabel Compte

#### A Gastronomic Anti-Rumours Experience

##### Summary Description:

An intercultural 'gastronomic' four-week long event was organised jointly between a group of immigrant women from different *Women's Spaces* in Sabadell and 25 students and professionals of the *Gastronomic School* restaurant, owned and run by the *Economic Development Department* of the municipality. The event attracted large numbers of members of the public and offered opportunities to provide information and interaction about rumours and anti-rumour activities.

##### Background, Source of the Idea and Partners:

The project is an initiative of the *Civil Rights and Citizen Department* of the Sabadell municipality, which brought it to the *Gastronomic School* and a group of women from the project *Women's Spaces*. Both sides were immediately interested and motivated to develop the initiative.

The *Gastronomic Youth School* is owned by the local government, and run a restaurant open to all from Monday to Friday. The *Woman Spaces* project is supported by the *Civil Rights and Citizen Department* and provides information about and support to access the services provided by the city and attracts many immigrant women.

##### Specific Goal and Target:

The goal was to generate communication and interaction on relevant issues between immigrant women and native and immigrant youth, the latter being our main target group.

However, the collaboration between two municipal departments, and professionals such as teachers chefs and waiters, was also a benefit of the project. The public, in this case as customers of the restaurant, is also an important target group – in fact my far the largest group involved.



### Actions, Timescales and Resources:

After reaching agreement with the main partners, the process began with the seven immigrant women developing a set of full meal recipes from their respective countries. Over a period of four consecutive weeks, the school restaurant organised these into thematic buffet menus, basing each week's menu on one region from which the women came. The women cooked alongside the students, each learning from each other, and served 870 customers. Members of the public were charged €9.60 for the meal. Discussion about anti-rumours issues was stimulated by place mats, leaflets, and thematic waiter aprons. Afterwards, an intercultural kitchen Masterclass was offered by the chef of the Restaurant, to close of the project, attended by an audience of over 70 people.

All participation from the women was entirely voluntary and unpaid. Project time spent on this was about one month, and the cost (not including that of the professionals involved) was just over €2,000.

The restaurant kitchen was a significant location of interaction. For four mornings each week, women and students all worked together demonstrating and learning how to cook in the tradition of the different countries, discussing ingredients, ways of cooking and of serving meals.

During the same period, the professionals and Gastronomic School students also attended an anti-rumours theatre workshop together (part of the wider Sabadell Anti-Rumours Project).



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The original idea was presented to the Gastronomic School in July 2014, and to the women in September. Meetings began with teachers that month, and by October the training of the immigrant women began. The leaflets, aprons and other material were also produced during October. The anti-Rumours Workshop was attended in November

### Challenges Encountered:

The challenge the project set itself, and met, was to design and run an action that could bring together teachers, students, immigrant women and members of the public.

A key difficulty encountered was to implement the project without overly disrupting the restaurant.

**Outcomes:**

A total of 870 diners came to the Restaurant, enjoying different national cuisines. They were welcomed in an anti-rumours atmosphere created by the menus and food, and thematic decoration which was renewed every week by the women. Specially designed anti-rumours aprons, table clothes and place mats were produced, as well as a press release and communication campaign.

Overall, this project directly reached about 1,000 people. Based on a feedback survey, the Project believes that intercultural understanding was enhanced and information on the effects of rumours and how to counter them was gained.

The intention is to repeat it annually with the Gastronomic School, extending it to other restaurants. The material and communication tools are available to do this.

**Sabadell: Case Study 2**

Isabel Compte

**Title: COEXISTENCE RAP****Summary Description:**

This project was developed as a collaboration between the *Civil Rights and Citizenship Department* and the *Education Department* of the *Sabadell City Council* and an opportunity to participate was offered to all High Schools in town. In the end 25 High Schools choose to take part, from May 2014 to March 2015.

The project directly engaged about 800 students, working with them to write and record a rap song on the theme of anti-rumours. A group of students from different High Schools were selected to performed at a concert. A further 25,000 people have viewed the rap video on the internet.

**Background, Source of the Idea and Partners:**

The Sabadell's Municipality's *Civil Rights and Citizenship Department* has for some years run different projects in high schools. The idea of the 'coexistence rap' was adapted for anti-rumours, and the *Education Department* readily agreed to collaborate with the *Civil Rights and Citizenship Department*, offering participation to all schools. They have a strong history of collaboration.

**Specific Goal and Target:**

The main target of the Sabadell C4I Project is young people, with a view to addressing and preventing racism and xenophobia.

The overall goals are to improve the interpersonal relationship between the students; to enhance communication abilities and to work on social values; and promote participation in the fight against the discrimination.



The specific goals were: to use an artistic tool as a methodology to express feelings; to raise awareness about social discrimination and the need to fight against it; and to reflect on the need to improve ourselves.

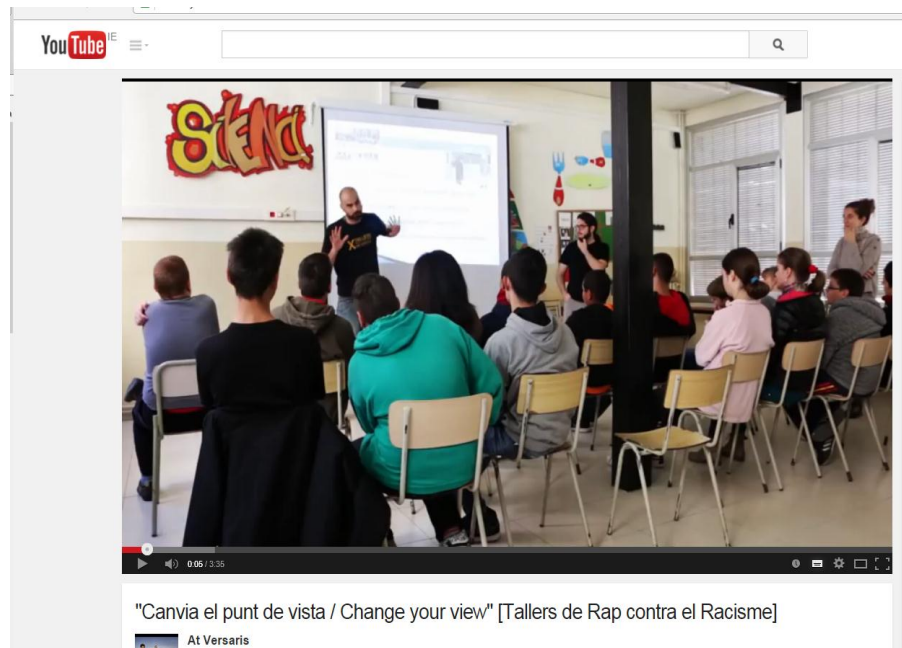
#### **Actions, Timescales and Resources:**

At the core of the Project is a Workshop delivered in 25 schools. In each, classes of 25 to 30 students aged 12 to 14 years participated in the two hour activity.

The workshop began with a 45 minute theoretical section delivered by a human rights expert from the Department.

It explained the idea, and that a 'coexistence rap' should display the diversity present in society and the shared values, pointing to negative values that can lead to discrimination. Various types of discrimination (racism, xenophobia, homophobia, etc.) are analysed and set in a historical context of key moments in European history where discrimination and intolerance emerged, with special emphasis on totalitarian political movements and their causes, impact and consequences. An analogy is drawn between situations in other parts of Europe with those found in Spain, and specifically in Sabadell. The evolution of local and European policies in the context of the prosecution of hate crimes is also discussed.

The remaining 75 minutes is devoted to a creative process, exploring rhythmical bases and lyrical composition, in which each student writes and performs a 'coexistence rap'. The process is led by a very well respected rap composer, singer and journalist from Sabadell, experienced in working with young people.



The best lyrics and twelve most 'talented' students were then selected by the students themselves. They were brought together in two recording studio sessions to compose and perform the final song, entitled *Change your point of view*.

The resulting video clip of the whole process was presented to 300 classmates of the 'artists' in an event, held in a Council Arts Centre, specially designed and conducted by the singer. The video will also be played to students in non-participating High Schools on the *International Day for the Elimination of Racial Discrimination*, or on another Human Rights related event or significant Day.

It was publicly launched in Sabadell on the Migrant's Day, in the presence of 90 people including City authorities, institutions and immigrant's association representatives. It was also posted in the Internet where it has had over 25,000 visitors in the first couple of months.

The video can be viewed at: <https://www.youtube.com/watch?v=0XLqQLsNm-c>

### *Outcomes:*

A total of 800 teenagers aged 12 to 14 years, across 25 schools were directly involved.

An evaluation survey of the teachers involved, who were also present for the Workshop, indicated a satisfactory result.

A further 25,000 visitors saw the video; including Sabadell schools not involved in it. .

### *Learning along the way:*

The key learning point for that project team was that this kind of stimulating and enjoyable activity is essential if young people are to be attracted, and to become involved in these kinds of issues.

### 6. Conclusion

Overall, C4I has been a well managed programme, with very strong partner commitment to achieving the common goals and in putting in the extra effort needed to achieve success. The programme has learned from its mistakes and communication and team building has noticeably improved over time. The extent to which success has been achieved will be judged from the output and outcome evaluation, though the current evaluator has seen considerable evidence of successful interventions in all participating cities.

The process issues above have also been considered and incorporated in the Handbook emerging from the C4I report and will the lessons emerging are therefore available to others to learn from.



## C4i - COMMUNICATION FOR INTEGRATION

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