

C4i - COMMUNICATION FOR INTEGRATION

1. Introduction

The “C4i – Communication for Integration – Social Networking for Diversity” project provides an opportunity to tackle an old municipality issue, meaning, the rumors regarding immigrants and the city of Amadora.

Since the 70's, the city of Amadora has attracted national population, coming from rural areas and foreign population, from several countries. The concentration of the population, especially from African Countries of Portuguese Official Language, in poor neighborhoods with low levels of housing conditions, characterized by higher rates of illiteracy and unemployment than those living in the surrounding areas, has resulted in the creation of ghettos. The negative image of these neighborhoods has being built over time, in part due to the media searching for news with impact on public, has contaminating the exterior image of the city.

The deconstruction of the negative stereotypes about immigrants and about the city of Amadora is fundamental in order to change the image of the city and its inhabitants.

As the *Human Development Report 2014 Sustaining Human Progress* refers (...) *Reducing Vulnerabilities and Building Resilience* (...), points out, (...) *exclusion and discrimination* (...) *are (...) important factors underlying vulnerability* (UNDP, 2014, p. 17), so (...) *Targeting public values and behavior is indispensable in ensuring the effectiveness and sustainability of social change* (...). (UNDP, 2014, p. 104).

Tackling prejudice and discrimination is important because in the world (...) *today there are more than 200 million migrants* (...) and (...) *many* (...) —if not most—*have precarious rights and face uncertain futures. They have to reconcile the loss of dignity, the disruption of families and even the potential for violence with the prospect of earning more* (...) (UNDP, 2014, p. 22). So, it's easy to find someone who has a parent abroad working hard and in hard conditions to give a better live to the family or a better future for the children, back home.

C4i was an opportunity to directly and assertively address the matter of multiculturalism, prejudice and rumors about immigrants and it was also a way to raise awareness among local organizations in order to (I) Contribute to the appreciation of cultural diversity and social cohesion through the deconstruction of stereotypes and rumors about immigrants and about the city of Amadora, (II) contribute to the change in perceptions, behaviors and attitudes towards immigrants and towards the city of Amadora.

A deeper knowledge about immigrants, ways of live, interests, feelings, dreams, social conditions, history, traditions, culture, will allow societies to have a better understanding about the people coming from different countries and trough this better understanding have different perceptions and attitudes toward immigrants and the immigration theme.

A very hard and long term task jeopardized by economic crisis that only can be performed in partnership with local organizations, residents and the immigrants themselves. They are the best persons to talk about themselves, as a video with interviews with people born abroad show (attached).

Up to know it was possible to involve in the project about 75 organizations and reach about 2474 persons, in different activities and moments of the *Do not feed the rumor!* Campaign's live.

The table below summarizing the project actions and methodology allows an overview of the activities carried out under the project.



AMADORA
Câmara Municipal



Funded
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Implemented
by the Council of Europe

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Project Activities	Date/Period	Method	Partners involved (specific city departments, NGOs, Universities, Media, citizens, etc)
<ul style="list-style-type: none"> Local information and mapping 	From May 2014 to July 2014	<p>Identification of the main spread rumors, beliefs and stereotypes about immigrants and about the City of Amadora through quantitative and qualitative methods:</p> <ol style="list-style-type: none"> A questionnaire (online/ paper format); Interviews to citizens/ workers of Amadora; Data gathering and analysis of the existing official statistical information on immigrants, rumours and anti rumors (information capable of countering the identified rumors) 	<ul style="list-style-type: none"> CIS.IUL (ISCITE); Municipal Executive; Special Projects Office; Press and Public Relations Office; Family Support Office; Associative Movement Support Office; Social Intervention Division; Educational Intervention Division; Cultural Intervention Division; Housing and Resettlement Division; Systems, Information and Communication Technology Division; Associative Movement of Amadora; School Community of Amadora; Citizens and city workers, aware of the study through direct contact with the research team.
<ul style="list-style-type: none"> List of rumours and data to counter them 	From May 2014 to September 2014	<p>Listing of the main spread rumors, beliefs and stereotypes about immigrants and about the City of Amadora and data to counter them through quantitative and qualitative methods:</p> <ol style="list-style-type: none"> Meetings with specific city departments in order to discuss the necessary strategy to gather and analyze the existing official statistical information on immigrants, rumors in Amadora and concrete anti rumors information; Exhaustive research about national and local data capable of counter the specific rumors identified in the local mapping investigation [information from <i>Census</i> 2011, National Statistics Institute, 2012-2014 Social Development Plan (Amadora Social Network), Ministry of Economy Office of Strategy and Studies, Employment and Professional Training Institute, "XXI Amadora" (Geographic Information Division), Institute of Social Security, Foreigners and Borders Service, Ministry of Internal Affairs, High Commissioner for Migration and Programme for International Student Assessment] and from Data Base of the Municipality thought the years; Brainstorming about the best way of disseminating the collected anti rumour information; 	<ul style="list-style-type: none"> CIS.IUL (ISCITE); Municipal Executive (Councilwoman Cristuna Farnha Office); Special Projects Office; Social Intervention Division; Educational Intervention Division; Geographic Information Division.
<ul style="list-style-type: none"> Selection of Local Coordinators 	February 2014	<ol style="list-style-type: none"> The representation of the Communication for Integration Project in Amadora is in charge of Councilwoman Cristuna Farnha, responsible for the areas of Social Development, Sport and Youth, Education, Associative Movement and Health. Coordination of C4i in Amadora is in charge of higher technical Ana Paula Luis, who works in the Municipality since 2003. The selection process for the technical coordination Project derived from her experience of 16 years working with and for the community as well as her know-how relating to the theme of migration and work with the immigrant population in Portugal. 	<ul style="list-style-type: none"> Municipal Executive; Special Projects Office.
<ul style="list-style-type: none"> Establishment of 	Since May 2014	Amadora project seeks to establish a positive dialogue with its community around the theme of	<ul style="list-style-type: none"> Municipal Executive;



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Local Networks	to the end of the Project	
<p>(a) The presentation and dissemination of the Project through the Local Council for Social Action (CLAS) and through the Social Network of Amadora;</p> <p>(b) A viral communication strategy, using the facebook, a proper website, several leaflets, street posters, badges, videos and other dissemination materials of the <i>Do not Feed the Rumor!</i> Campaign, causing a snowball effect;</p> <p>(c) The participation of the different elements of Amadora community into several workshops, creating the necessary proximity to the theme of cultural diversity (Initial workshops, in may; "Acting Together" workshops with the participation of several entities from the city; a Theatre-Debate Forum, opened to the community and Information sessions about the <i>Do not feed the rumor!</i> Campaign in schools of the Municipality, with the presence of teachers and other important members of the school community;</p> <p>(d) The Training of Anti Rumors Agents Trainers given by Daniel Torres;</p> <p>(e) The participation of citizens and city workers into several open to the community events like the National Comic Completion on the cultural diversity theme; <i>Blanca Rosita Barcelona</i> exposure by Miguel Gallardo; <i>Workshops for Diversity: What is the true color of the clouds?</i>; a Theatre-Debate Forum - <i>Pathways to Integration: The Value of Facts</i>; Information sessions about the <i>Do not Feed the Rumor!</i> Campaign in schools of the Municipality; a Flash mob promoted by a local organization on Amadora train station; a Show Schools Theatre, a collective exhibition of works (Senior Programme promoted by the Municipality), <i>Door to Door</i> volunteer initiative, <i>Amadora Walk</i> sports initiative, 1st Municipal Paper kites Contest of Amadora - <i>Giving Wings to Interculturalism</i> and a cultural visit (Senior Programme promoted by the Municipality) and <i>Do Not Feed the Rumour!</i> Campaign closing event.</p>	<p>cultural diversity. Thus, it was important to establish local anti rumors networks through:</p> <p>(a) The presentation and dissemination of the Project through the Local Council for Social Action (CLAS) and through the Social Network of Amadora;</p> <p>(b) A viral communication strategy, using the facebook, a proper website, several leaflets, street posters, badges, videos and other dissemination materials of the <i>Do not Feed the Rumor!</i> Campaign, causing a snowball effect;</p> <p>(c) The participation of the different elements of Amadora community into several workshops, creating the necessary proximity to the theme of cultural diversity (Initial workshops, in may; "Acting Together" workshops with the participation of several entities from the city; a Theatre-Debate Forum, opened to the community and Information sessions about the <i>Do not feed the rumor!</i> Campaign in schools of the Municipality, with the presence of teachers and other important members of the school community;</p> <p>(d) The Training of Anti Rumors Agents Trainers given by Daniel Torres;</p> <p>(e) The participation of citizens and city workers into several open to the community events like the National Comic Completion on the cultural diversity theme; <i>Blanca Rosita Barcelona</i> exposure by Miguel Gallardo; <i>Workshops for Diversity: What is the true color of the clouds?</i>; a Theatre-Debate Forum - <i>Pathways to Integration: The Value of Facts</i>; Information sessions about the <i>Do not Feed the Rumor!</i> Campaign in schools of the Municipality; a Flash mob promoted by a local organization on Amadora train station; a Show Schools Theatre, a collective exhibition of works (Senior Programme promoted by the Municipality), <i>Door to Door</i> volunteer initiative, <i>Amadora Walk</i> sports initiative, 1st Municipal Paper kites Contest of Amadora - <i>Giving Wings to Interculturalism</i> and a cultural visit (Senior Programme promoted by the Municipality) and <i>Do Not Feed the Rumour!</i> Campaign closing event.</p>	<ul style="list-style-type: none"> ● Special Projects Office; ● C#i Consultant Team (European Council) ● Press and Public Relations Office; ● Family Support Office; ● Associative Movement Support Office; ● Social Intervention Division; ● Educational Intervention Division; ● Cultural Intervention Division; ● Housing and Resettlement Division; ● Systems, Information and Communication Technology Division; ● Associative Movement of Amadora; ● School Community of Amadora; ● CIS IUL (ISCITE); ● OLOGY – Entity responsible for the design of the Local Campaign; ● Local Media; ● Citizens and city workers, aware of the project through direct and contact with the research team ● Other relevant entities for the establishment of local anti rumours networks, inside and outside the city.
<ul style="list-style-type: none"> ● Local Campaign 	<p>From 10th September, 2014 to the end of the Project</p>	<p>The <i>Do not Feed the Rumor!</i> Campaign search to contribute to the appreciation of cultural diversity and social cohesion through the deconstruction of stereotypes and rumours and to contribute to the change in perceptions, behaviours and attitudes towards immigrants and towards the city of Amadora through:</p> <ul style="list-style-type: none"> ● A participatory methodology, involving significant entities of the city; ● A positive dialogue about cultural diversity and about rumors and stereotypes; ● A viral communication strategy, using the facebook, a proper website, several leaflets, street posters, badges and other dissemination material of the <i>Do not Feed the Rumor!</i> Campaign and videos of the Campaign, causing a snowball effect on pass trough of the objectives and main theme of the project; ● A strong training of Anti Rumors Agents Trainers, capable of rich several elements from different areas of intervention in the Municipality such as education, social intervention, culture, sport, intercultural mediation, volunteering, citizenship and public security; ● A continuous and structured evaluation capable of measure the impact of the Campaign in the city (statistical information about the number of participants in the events, data about the dissemination of awareness material, feedback from the several entities that participate in the activities);

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<ul style="list-style-type: none"> ● Launching Event 	<p>10th September, 2014</p>	<ul style="list-style-type: none"> ● A constant assimilation and accommodation process which allowed to adapt the drafted activities to the real needs of the population of Amadora in the cultural diversity thematic (for example, it was necessary to rich schools truth awareness sessions about the <i>Do not feed the rumor!</i> Campaign and reflection on "Rumors" in the specific context of education and students peer relationships). <p>The Launching Event integrated the celebrations of the 35th Anniversary of the Municipality. In order to promote awareness of the Campaign and its objectives for the target population of the project, it was organized a formal public presentation and dissemination of the project in September 10th, 2014. The participation of city prominently public names, creating a video for dissemination of the Campaign, was an essential step to the presentation of the project among citizens and local and national press.</p> <p>At a short term it intended to allow the population to receive statistic and official information on the socio-economic context of immigration; at a medium term, the Launching Event searched to improve the knowledge of the community about the socio-economic context of immigration and, at a long term, it intend to change the negative thoughts, behaviors and attitudes toward immigrants and toward the city negative perception.</p>	<ul style="list-style-type: none"> ● Citizens and city workers, aware of the project through direct and contact with the research team; ● Other relevant entities for the establishment of local anti rumours networks, inside and outside the city. <ul style="list-style-type: none"> ● Municipal Executive; ● Special Projects Office; ● City prominently public names (Ana Bacalhau, Carla Chambel, Joaquim Franco and Nuno Delgado); ● Press and Public Relations Office; ● Family Support Office; ● Associative Movement Support Office; ● Social Intervention Division; ● Educational Intervention Division; ● Cultural Intervention Division; ● Housing and Resettlement Division; ● Systems, Information and Communication Technology Division; ● Associative Movement of Amadora; ● School Community of Amadora; ● CIS IUL (ISCTE); ● OLOGY – Entity responsible for the design of the Local Campaign; ● Local Media; ● Other relevant entities for the establishment of local anti rumours networks, inside and outside the city.
<ul style="list-style-type: none"> ● Awareness-raising Workshops 	<ul style="list-style-type: none"> ● 15th and 16th may, 2014 ● 7th October 2014 ● 12th January, 2015 ● From 19th February to 9th may, 2015 	<p>Amadora Local Campaign searched to involve the city community in a major positive dialogue about cultural diversity. By using a participatory and opened method of awareness-raising, it tried to stimulate the debate on the issue of rumours and their influence on the integration of immigrants, raise awareness of the importance of facts in perception, behaviours and attitudes toward immigrants and about the importance of perceptions, behaviours and attitudes in the integration of immigrants. Amadora tried to put people talking about the theme of cultural diversity and explore de the resources that the different entities of the Municipality already have on this issue. The awareness-raising occur in:</p> <ul style="list-style-type: none"> ● <u>Workshop I</u> attended Project Consultants - Identification of bodies/ professionals County Social Network to be involved in the campaign and Project Activities; ● <u>Workshop II</u> - First approach to the most frequent rumours in the city, with local stakeholders and municipal employees; ● <u>Acting Together Workshop (I)</u> - Working session with the participation of 25 representatives of institutions of the County Social Network. It brought new ideas and challenges to the <i>Do Not Feed the Rumor!</i> Campaign in order to develop activities for the community in issues of social inclusion and cultural diversity ● <u>Acting Together Workshop (II)</u> - Working session with the participation of 15 representatives of institutions of the County Social Network. It allowed the analysis and reflection about the Training of Anti Rumours Trainers Agents held in 	<ul style="list-style-type: none"> ● Municipal Executive; ● Special Projects Office; ● C-4i Consultant Team (European Council) ● Press and Public Relations Office; ● Family Support Office; ● Associative Movement Support Office; ● Social Intervention Division; ● Educational Intervention Division; ● Cultural Intervention Division; ● Housing and Resettlement Division; ● Systems, Information and Communication Technology Division; ● Associative Movement of Amadora; ● School Community of Amadora; ● CIS IUL (ISCTE); ● Local Media; ● Other relevant entities for the establishment of local anti rumours networks, inside and outside the city.

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<ul style="list-style-type: none"> ● Training of Anti Rumours Agents Trainers 	<ul style="list-style-type: none"> ● 11th November, 2014 	<ul style="list-style-type: none"> ● November and (a) sharing of activities under the Project, (b) Activities Plan to develop in 2015 and (c) Brainstorming regarding the Campaign closing Event at the end of May 2015; ● <i>7 Building Bridges</i> School Workshops - Training and reflection sessions on "Rumors" and awareness rising about the <i>Do not feed the rumor!</i> Campaign and its main objectives and goals. <p>In order to guarantee an effective and regimented training, the selection of the participants tried to be the most comprehensive possible in regard to the main areas of intervention held in the city, namely: education, citizenship, social development, family support, associative movement, health and well being and public safety.</p> <p>The training session was conducted by Daniel Torres, Consultant of the European Council, under the theme of interculturalism, rumors and anti rumors. 28 individuals participated representing the several areas of intervention of the city in an open, positive and effective dialogue about the importance of not feed the rumors, demystifying them continuously and in harmony with correct and concrete information about immigration and about the city of Amadora.</p>	<ul style="list-style-type: none"> ● Amadora City Council; ● Special Projects Office; ● C4I Consultant Team (European Council); ● Sports and Professions Intercultural School; ● Dr. Azevedo Neves Group of Schools ● <i>Almeida Garrett</i> Group of Schools; ● <i>Pioneiros da Aviação Portuguesa</i> Group of Schools; ● <i>Amadora 3</i> Group of Schools; ● 2nd/3rd Grade <i>Pedro D'Orey da Cunha</i> School; ● 2nd/3rd Grade <i>Miguel Torga</i> School; ● <i>Seomara Costa Primo</i> Secondary School; ● Theatre and Film School; ● Crossing Theatre; ● <i>Venteira</i> Parish Council; ● <i>Encosta do Sol</i> Parish Council; ● 6th of May Social Center; ● <i>ALPAS</i> Association; ● Public Safety Police (PSP); ● <i>Aga Khan</i> Foundation; ● <i>Workshops for Diversity</i> Responsible.
<ul style="list-style-type: none"> ● Training of Anti Rumor Agents 	<ul style="list-style-type: none"> ● Along the school year ● 6th and 9th March ● 19th 23th February, 5th and 12th March ● 21th May 	<p>Awareness-raising and (in) formation workshops, took place in three schools of the city and a NGO, boosted by anti rumors agents who participated in the training of trainers. 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 was that these go on to influence their primary and secondary support networks - family, friends, colleagues, teachers and fellow pupils.</p> <p><i>Seomara da Costa Primo</i> Secondary School initiative enables students to develop the theme of rumors and anti rumors through various artistic resources, including photography, singing, visual arts, and positive dialogue in classes, building their abilities as anti rumours agents.</p> <p><i>Almeida Garrett 2nd and 3rd Basic Cycle School</i>, workshops were run with students of the 5th to 9th grade classes. The school curriculum includes an Education for Citizenship theme, including tolerance and social inclusion, and the C4I project materials has been integrated within that. The teacher 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 5th to 9th grade were involved. Here the Deputy Mayor and the Local Coordinator had the chance to boost three anti rumor sessions (March, 6th to 9th) involving directly 63 of the 622 students.</p> <p><i>Miguel Torga Basic School</i>, four workshops were held with students of the 6th grade classes involving 23 students and their teacher, from 1st February to 12th of March.</p>	<ul style="list-style-type: none"> ● Almeida Garrett School ● Miguel Torga School ● Seomara da Costa primo School ● 6 of May Social Center

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<ul style="list-style-type: none"> ◆ Ambassadors for Diversity 	<ul style="list-style-type: none"> ◆ During and after C41 	<p>6 of May Social Center: one workshop was held by the Social Center Social Worker, who has also participated on the Training of Trainers of Anti Rumor Agents. It was possible to involve in this workshop young people that are working in the neighborhood with other young people who are the target of rumors and prejudice.</p> <p>The main ambassadors of the project are the policy makers of the City. Their involvement and participation were fundamental to the planning and good execution of the planned activities. The commitment of the municipal executive with the project facilitated the execution of the actions and has overcome difficulties, unlock constraints and streamline procedures</p> <p>At this level also takes relevance public personalities that became the local and national face of the campaign "Do Not Feed the Rumor!", Giving it reliability and contributing to widening the campaign spread</p> <p>At the operational level, the main ambassadors are the Anti rumors agents, who armed with new tools were able to create activities directed to the deconstruction of rumors and prejudices and enhancing cultural diversity</p>	<ul style="list-style-type: none"> ◆ Municipal Executive; ◆ Special Projects Office; ◆ City prominently public names (Ana Bacalhau, Carla Chambel, Joaquim Franco and Nuno Delgado); ◆ Anti rumor agents
<ul style="list-style-type: none"> ◆ Diversity Days/ Cultural Event 	<ul style="list-style-type: none"> ◆ October to November 2014 ◆ 5th December, 2014 ◆ March and April 2015 ◆ 18th May to 18th June ◆ 21th to 24th May 	<p>Event 1 – The Workshops for Diversity: <i>What is the true color of the clouds?</i> occurred during the 25th Comics Festival of Amadora, it offered the opportunity to explore the thoughts, feelings and attitudes of the participants toward the existing rumours in the city of Amadora. The description of others through the expression of art (use of <i>World food</i>) enabled the expression of emotions, feelings, beliefs and attitudes toward immigrants and allowed to work on the veracity/ legitimacy of them.</p> <p>Event 2 (Cultural Event) - <i>Pathways to Integration: The value of the facts Theatre-Debate</i>: Forum was based on the <i>Theatre of the Oppressed</i> methodology; this event mainly aimed (a) to stimulate the debate on the subject of rumors and their influence on the integration of immigrants and (b) to raise awareness of the importance of events in perception and attitudes toward immigrants. The event agendas included three theater performances commented by experts in the main intervention areas in which the rumours where shown by the playtes (employment, education and crime).</p> <p>Event 3 (Cultural Event) - <i>Proximity Dynamic: The integration Tree</i> and a flavors exhibition of food, coming from the ten countries with the highest number of residents in the Municipality brought together the various participants in the Forum in an informal and positive dialogue about interculturalism and cultural diversity in Amadora.</p> <p>Event 4 (Cultural Event) 25 Cartoon National Contest under the subject "Cultural Diversity";</p> <p>Event 5 (Cultural Event) "Giving Wings to Interculturality" 1st Municipal Kit Contest, involving 17 Schools and 37 classes;</p> <p>Event 6 – (Cultural Event) "We are Amadora" - photographer exhibition, a sample of over 40 nationalities that populate the city of Amadora;</p> <p>Event 6 – (Cultural Event) – exhibition of the 1st Municipal Kit Contest works.</p>	<ul style="list-style-type: none"> ◆ Municipal Executive; ◆ Special Projects Office; ◆ Press and Public Relations Office; ◆ Family Support Office; ◆ Associative Movement Support Office; ◆ Social Intervention Division; ◆ Educational Intervention Division; ◆ Cultural Intervention Division; ◆ Housing and Resettlement Division; ◆ Systems, Information and Communication Technology Division; ◆ Associative Movement of Amadora; ◆ School Community of Amadora; ◆ CIS.IUL (ISCTE); ◆ Local Media; ◆ Other relevant entities for the establishment of local anti rumours networks, inside and outside the city.
<ul style="list-style-type: none"> ◆ Dissemination 	<ul style="list-style-type: none"> ◆ Since 10th September, 2014 to the end of the Project 	<p>A viral communication strategy, using the facebook, a proper website, several leaflets, street postcards, roll ups, badges, videos and other dissemination materials of the <i>Do not Feed the Rumor!</i> Campaign was essential to the dissemination of the Campaign in Amadora, causing a snowball effect. The creation of an image to appear on all materials produced and in all the activities of the C41 Project was one of the cornerstones of Amadora Local Campaign, which intend to create a sense of familiarity with the thematic, facilitating the correct perception about</p>	<ul style="list-style-type: none"> ◆ Municipal Executive; ◆ Special Projects Office; ◆ C41 Team (European Council); ◆ European Website on Integration Team; ◆ European Forum for Urban Security Team; ◆ Press and Public Relations Office;

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	<p>immigration and changing behaviors and attitudes towards them.</p> <ul style="list-style-type: none"> ● Logo/ Slogans (in attached):    ● Website: http://www.cm-amadora.pt/naoalimenteorumor/; ● Facebook: https://www.facebook.com/naoalimenteorumor?ref=ts; ● Video Presentations of the <i>Do Not Feed the Rumour!</i> Campaign: <ul style="list-style-type: none"> (a) https://www.facebook.com/naoalimenteorumor/videos/vb.1466879106905004/1537690329823881/?type=2&theater; (b) https://vimeo.com/105399618; ● Leaflets and printed material: Initial Leaflet; <i>Did you know that...</i> Leaflet; Anti Rumours Agents Guide; <i>Do Not Feed the Rumour!</i> Posters and <i>Do Not Feed the Rumour!</i> Street Posters; <i>BDiversity</i> Comics Publication (in attached); Strategic Communication Plan (attached); ● T-shirts  ● Badges  	<ul style="list-style-type: none"> ● Family Support Office; ● Associative Movement Support Office; ● Social Intervention Division; ● Educational Intervention Division; ● Cultural Intervention Division; ● Housing and Resettlement Division; ● Systems, Information and Communication Technology Division; ● Associative Movement of Amadora; ● School Community of Amadora; ● CIS IUL (ISCITE); ● Local and National Media; ● Other relevant entities for the establishment of local anti rumours networks, inside and outside the city.
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C4J - COMMUNICATION FOR INTEGRATION

<ul style="list-style-type: none"> Other Campaign Activities 	<ul style="list-style-type: none"> Since December 2014 until the end of the project 	<ul style="list-style-type: none"> Ppts Presentations created by the Schools (<i>attached</i>) <p>Amadora kept the course of the initial draft of the Campaign but, as the same has progressed, it became necessary to make adjustments to planned actions that contributed to the enrichment and sustainability of the Local project *</p>	<ul style="list-style-type: none"> Seomara da Costa Primo Secondary School; Amadora Oeste Group of Schools; Almeida Garrett Group of Schools; Cardoso Lopes Group of Schools; Cardoso Pires Group of Schools; 6th of May Social Center; EB 2/3 José Cardoso Pires School; EB 1/ JI Alto dos Moinhos School; EB 2/ 3 Dom Francisco Manuel de Melo School; EB1 Venteira School; Pressley Ridge Association; EB1Artur Bual School.
<ul style="list-style-type: none"> 1st Wave Survey 	<ul style="list-style-type: none"> October 2014 	<p>The report focused on the C4J impact assessment and, more specifically, on Stage1—pre campaign/pre intervention. For this purpose, a self administered survey was developed and implemented online through <i>Qualtrics</i> software and also in a paper and pencil version. The survey included 41 questions assessing attitudes of primarily native citizens who live or work in Amadora towards the immigrants who reside there. These questions were developed based on the guidelines provided by the Council of Europe, on the results of Report 1 (local mapping) and on existing measures in the scientific area of Social Psychology focusing on attitudes, prejudice and discrimination. 182 individuals participated in this study. This sample consisted of men and women of various ages and education levels who reside or work in several administrative areas in the city of Amadora. In addition, an analysis of social media was conducted, in particular Twitter, focusing on the discourse about the C4J project in Amadora. The results of the survey showed that, in general, participants tended to reject the more explicit attitude in all measures, such as the rumors about immigrants.</p> <p>The rumors related to the work sphere (“Immigrants steal jobs from the Portuguese”) and to education (“Immigrant children are trouble in schools”) received the highest levels of rejection.</p> <p>On the other hand, the rumors “Immigrants live on subsidies and other state support” and “Immigrants are linked to criminality” were somewhat more accepted, and participants had a higher degree of confidence in their truthfulness, based mainly on personal experiences and on media dissemination, specifically the rumor related to the link between immigrants and criminality.</p> <p>On the indirect attitudinal measures (ex: social distance, intergroup emotions), the results indicated some ambivalence: although there was no clear rejection in the social distance measures, neither a high level of acceptance of different types of relationship/social</p>	<ul style="list-style-type: none"> University Center Studies - CIS-IUL (ISCTE)

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	<p>interaction with immigrants (social distance) nor a high level of positive emotions towards immigrants emerged.</p> <p>The different contact measures included in the survey also revealed that, in spite of the moderate high contact frequency of participants with immigrants and the fact that seven in ten participants indicated having at least one immigrant friend, the assessment of the quality of this contact was not homogeneous.</p> <p>For example, the relationship between locals and people with migrant background was evaluated as “satisfactory” by 56% of participants and as “very poor” or “poor” by about 24% of the participants.</p> <p>The results thus show that, the apparent positivity of participants’ attitudes, driven by low levels of explicit and blatant prejudice, less positive attitudes towards immigrants still persist and these mainly emerge in the indirect measures of prejudice. It is also important to note the importance of some socioeconomic variables and others, such as previous knowledge about the campaign, on the results.</p> <p>Indeed, we found that participants with less education (below university level) and those above the age of 45 displaying less positive attitudes towards immigrants, both on the explicit and the indirect prejudice measures. Previous knowledge about the campaign was also an important variable in relation to attitudes towards immigrants—participants who were familiar with the anti rumors campaign showed more positive attitudes towards immigrants.</p>	
<p>● 2nd Wave Survey</p> <p>● January and February 2015</p>	<p>To develop participatory actions, raising awareness of cultural diversity and its potential. Drawing on the mapping of the “rumors” (stereotypes, social representations) about the immigrant groups that live and/or work in Amadora, which took place at the end of July 2014 (first Report), the City Hall developed and conducted an anti rumor campaign entitled <i>Do not feed the Rumor!</i>.</p> <p>The campaign officially started in September 2014 and continued until June 2015.</p> <p>The attitudes of the inhabitants and workers of Amadora regarding the immigrants that live and /or work in the municipality were analyzed by the CIS - IUL team before the beginning of the campaign (Phase 1 – pre intervention/pre campaign) (above).</p> <p>The same evaluation was conducted between January and February 2015, after some of the anti rumor campaign activities and events had been held (Phase 2 – post intervention/post campaign).</p> <p>The 2nd Wave Survey report presents the campaign impact assessment, focusing on the comparison of the results obtained in Phase 2 and in Phase 1. As in Phase 1, a self administered questionnaire was developed and delivered both online, through the <i>Qualtrics</i> software, and in a paper version.</p> <p>The questionnaire was composed of 48 questions, most of which identical to the ones used in Phase 1, assessing the attitudes of the local population of Amadora towards immigrants, using both blatant and subtle measures of prejudice, as in previous studies in this area.</p> <p>219 individuals participated in this study; this sample consisted of men and women of various ages and educational levels who reside or work in several administrative areas in the city of</p>	<p>● University Center Studies - CIS IUL (ISCTE)</p>

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		<p>Amadora.</p> <p>In addition, an analysis of social media was conducted, in particular Twitter and Facebook, focusing on the discourse about the <i>C4i</i> project in Amadora.</p> <p>Analysis of the campaign's impact was conducted in two steps. First, participants' attitudes in Phase 1 and Phase 2 were compared; second, using only the participants in Phase 2, attitudes were compared between those individuals who did not know about the campaign, those that heard about the campaign and those that participated in events/activities of the campaign. The results showed that, globally, there were no systematic differences in the attitudes of participants in Phase 1 and Phase 2 towards immigrants.</p> <p>Participants' attitudes were characterized by a low level of blatant and explicit prejudice, but also by the persistence of less positive attitudes towards immigrants, which emerged mainly in more indirect and subtle measures (e.g. emotions).</p> <p>The results also revealed the importance of participants' educational level in the results, thus, those participants with more education tended to express more positive attitudes towards immigrants than did participants with less education. This result was apparent both in Phase 1 and Phase 2.</p> <p>On the other hand, the pattern of results of participants in Phase 2 as a function of their knowledge and involvement in the campaign revealed a more relevant pattern of results to understand the campaign effects.</p> <p>In general, participants who took part in at least one event/activity in the campaign showed more positive attitudes towards immigrants than participants who only heard about the campaign or those that did not know about the campaign at all.</p> <p>Although the <i>C4i</i> campaign in Amadora is ongoing, there is already some indication of the benefits brought about by the campaign in terms of raising the population awareness on the topic of immigration.</p>	
<p>◆ Visibility</p> <p>◆ Since 10th September, 2014 to the end of the Project</p>	<p>◆ In order to give the best visibility possible to the <i>Do Not Feed the Rumour!</i> Campaign, Amadora used different kinds of communication tools, all of them characterize by a positive and colorful image, under the <i>Do Not Feed the Rumour!</i> and <i>Amadora, an Intercultural City</i> slogans. This visibility guarantees not only a mass dissemination of <i>C4i</i> project but also a snowball effect of the propagation of the <i>Do Not Feed the Rumour!</i> Campaign goals:</p> <ul style="list-style-type: none"> ◆ Initial Leaflets about the project; ◆ <i>Did you know that?...</i> Leaflets, with the identification of rumors and anti rumors; ◆ Anti Rumours Agents Guide; ◆ Placards, posted on the street to publicize the project; ◆ Posters distributed to Local Associative Movement so that they could influence the respective public, disseminating the project and giving accurate information about immigrants and the city of Amadora; ◆ T-shirts to several municipal initiatives, including a <i>Solidarity Walk</i>, which involves hundreds of citizens that publicize the Campaign by wearing them and by knowing the information given in <i>C4i</i> Local Leaflets; ◆ Publication of Comics (<i>BDiversity</i>), based on the award-winning work of the National Competition of Comics, with the theme of Cultural Diversity. This 	<p>◆ Municipal Executive;</p> <p>◆ Special Projects Office;</p> <p>◆ <i>C4i</i> Team (European Council);</p> <p>◆ Press and Public Relations Office;</p> <p>◆ Family Support Office;</p> <p>◆ Associative Movement Support Office;</p> <p>◆ Social Intervention Division;</p> <p>◆ Educational Intervention Division;</p> <p>◆ Cultural Intervention Division;</p> <p>◆ Housing and Resettlement Division;</p> <p>◆ Systems, Information and Communication Technology Division;</p> <p>◆ Associative Movement of Amadora;</p> <p>◆ School Community of Amadora;</p> <p>◆ CIS.IUL (ISCETE);</p> <p>◆ Local and National Media;</p> <p>◆ Other relevant entities for the establishment of local anti rumours networks, inside and outside the city.</p>	

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	<p>publication is distributed to the Schools of the Municipality as a tool to stimulate the debate on the theme of social integration and cultural diversity;</p> <p>Backpacks, tape key chains, mouse pads, key chains, wipes and pencil cases, all of them with the logos of the project and the image of the <i>Do Not Feed the Rumor!</i> Campaign;</p> <p>Production of three videos: (a) the <i>Presentation Video</i>, (b) the <i>Memory Video</i> of the project and (c) the <i>Closing Up Video</i> with interviews with Amadora citizens from different parts of the world. The interviews are based on a script and aims to show and enhance the cultural diversity of Amadora.</p> <p>Local and National propaganda:</p> <ul style="list-style-type: none"> ◆ http://www.em-amadora.pt/noticias-solidariedade/1280-campanha-contr-o-preconceito-ja-esta-na-rua; ◆ http://aviagemdosirgonauias.net/2014/09/23/nao-alimente-o-rumor-campanha-contr-o-preconceito-na-amadora-por-clara-castilho/; ◆ http://observador.pt/2014/08/31/amadora-lanca-campanha-para-combater-preconceitos-em-relacao-imigrantes/; ◆ http://noticias.sapo.pt/nacional/artigo/amadora-lanca-campanha-para-desfazer-preconceitos-contr-o-imigrantes_18177399.html; ◆ http://www.igfse.pt/news.asp?start=1&categoryID=281&newsID=4291; ◆ http://regiao-online.webnode.pt/products/amadora-figuras-publicas-em-campanha-contr-o-preconceito; ◆ http://www.acidi.gov.pt/noticias/visualizar-noticia/5422d1f69c2e7/amadora-lanca-campanha-contr-o-preconceito; ◆ http://www.rtp.pt/programa/iv/p30615/e41; <p>Journal and other paper publications.</p>	
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