C4i FINAL REPORT
LUBLIN
15 MAY 2015

Contents

1. Introduction

Short explanation of the steps done by the city regarding the C4i project, and the use of the funding in January 2014 – June 2015.

C4i in Lublin started in June, 2014, as soon as the Administrative Arrangement between the Municipality of Lublin and the Council of Europe was signed. From this moment, the Coordinator of the Local Network was employed and assigned directly to be in charge of coordinating all the C4i activities.

From June 2014 until June 2015 the following steps were made within the project:

1.1. Local Mapping and Research (Deliverable 1)

All the necessary information needed to begin antirumours activities were gathered by a carefully selected external employee cooperating with the Municipality of Lublin for the purpose of the C4i project. Mapping and selection of potential partners in order to build the Local Network was conducted as well.

Rumours identification as a three step process begun in July 2014. It consisted of:

(a) focused group interviews with 2 independent groups of Lublin citizens: experts (consisting of both "internal" and "external" profiles of participants, as explained by the "C4i Identifying Rumours Methodology" document provided by the Council of Europe) and "high street" sample (representatives of cultural organisations, universities, business owners, students, parents etc.).
(b) questionnaire interviews with 30 persons
(c) review of existing documentation and data (both statistical, provided by institutions, as well as research that was previously conducted by the Municipality of Lublin).

On the basis of the research, a list of rumours was created and data to counter them (or, in some cases, leave the matter open) was gathered.

1.2. Impact&Change Indicators: 1st Wave Survey and 2nd Wave Survey (Deliverable 2)

Two surveys were conducted within the project in Lublin:

(1) 1st Wave Survey in a form of questionnaire on-line in October 2014 (205 respondents)
(2) 2nd Wave Survey in a form of questionnaire on-line in March 2015 (150 respondents)

Both surveys were scheduled and designed by C4i Impact&Change Evaluator and were a part of a large survey created to compare C4i cities when it comes to rumours and stereotypes about migrants and foreigners. Local rumours identified in Lublin were added to the original questionnaire to see how wider audience would respond to them. Even though, as mentioned above, both surveys were a part of a research on a larger scale, additionally to the results provided in a form of template provided by the Impact&Change Evaluator, the research team hired to conduct the 1st Wave Survey also prepared a detailed report (attached).

1.3. Local Network (Deliverable 3)

Local Network (LN) in Lublin was established quite fast after the beginning of the C4i activities. Before the first LN meeting on the 7th of July, information about the network and the possibility of joining was spread throughout social networks, during many meetings with NGOs and institutions. The meetings were open and throughout the project there were always persons interested in joining the network to support the long term effort to create communication

strategy, develop ideas for events and activities both for the time of the realisation of the project as well as for the future. Detailed information on the LN are provided in the Narrative Report. LN held regular meetings until November 2014, since then the meetings were held when needed and in smaller groups (based on the activity organised within the project). A very important tool in the work of LN was Facebook group "Communication for Integration" which has been used by all LB members to share ideas and work out plans for joint activities.

1.4. Tools for communication and campaigning (Deliverable 4)

The work on communication strategy as well as campaign itself was a participatory process from the beginning until the end of the project, that was conducted with active involvement and help of the LN members. Thanks to this not only the draft strategy of local antirumours campaign was created and all the events were held, but it also fit into the scope of interest of the institutions and organisations involved.

It was decided at the very beginning that the strongest tool in the campaign is the involvement of representatives of institutions and organisations in the Local Network and through their participation and word of mouth (as intended in the C4i project) most of the activities and events will be promoted and organised. This is why the focus was made on social networks, both in reality and on-line. Facebook was used as one of the primary sources of information about the project, both through Lublin 4 All profile (facebook.com/Lublin4All) - a page created to show Lublin from intercultural perspective - and later on through Local Network Communication for Integration group and "Lublin Rumourseaters" - a page about "Lublin Rumourseaters" media workshops. Until the website of the project was created, the Facebook pages served as a primary tool of communication about project activities and events. All of the meetings, trainings and cultural events were promoted in a form of Facebook events, pictures from all of them always appeared on Facebook page first.

Another important communication tool is C4i website: www.stopplotkom.lublin.eu which gathers all the informations about the project, rumours, data & fact concerning migration processes in Lublin and serves as a resource centre to spread Anti-Rumours Agents training methodology, with manual and ppt. presentation for trainers available for everyone interested.

The strongest campaign tools were always meetings - CaféDialog as an idea to gather members of local communities and foreigners to talk and discuss, the meetings with authors, workshops, football game - all of the project's activities designed to create opportunities to meet, to talk, to engage in activities together were the most effective when it comes to spreading the campaign messages.

Communication campaign concentrated around two main slogans: Diversity enriches (**RÓŻNORODNOŚĆ WZBOGACA**) and We all are foreigners sometimes (**WSZYSCY BYWAMY OBCOKRAJOWCAMI**) and all of the activities were build to illustrate these two messages:
1) CaféDialog meetings in local communities
2) meetings with authors about their experience with living abroad
3) workshops building awareness
4) short videos prepared both by Lublin Rumourseaters media workshops participants and by filmmaker engaged to support the campaign
5) infographics with data created for the www.stopplotkom.lublin.eu website.

1.5. Awareness-raising campaign and outreach actions (Deliverable 5)

Lublin awareness-raising campaign concentrated on participatory activities and events. It was decided by the Local Network members that the best way to raise awareness about the rumours and stereotypes and engage people into counteracting them is to create opportunities to learn and work together. Simple anti discrimination trainings or workshops are not enough - they attract only those, who already are on board and fail to reach the people who are not interested or attracted to such activities. A set of workshops was designed in order to test the

idea of spreading the message "in the background" of the main activity. During the project, 3 types of workshops were organised:

1) Creative writing workshops (December 2014)
2) Media Workshops "Lublin Rumourseaters" (January/February 2015)
3) Stencils wokrshops (March 2015)

The observation of most members of the Local Network was that events directly aimed at raising awareness usually fail to attract those who need awareness-raising the most. Of course such meetings and events are very much needed and there were many of them throughout the project as well, but there was a need to try something different and test the possibility to crowdsource ideas for the campaign at the same time.

At the same time a series of meetings and events designed to target the communities defined by the Local Network was held:

1) **Rumours Exchange Shop** - For four days 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 (August 2014)

2) **"We - You - Them. Together or apart?"** - meeting organised entirely by the Local Network in a neighbourhood culture centre focused on refugees living in this area (November 2014)

3) **CaféDialog** - intercultural meetings organised in partnership with Public Municipal Library in Lublin in its local branches, where local communities members can join an open discussion with foreigners invited to share their stories. There were three editions of CaféDialog in two different locations and they turned out to be a very popular and effective way of engaging local communities into dialogue about our life together (February, March, April 2015)

4) **Meetings with authors in local libraries** - organised in partnership with Public Municipal Library in Lublin. Three meetings were held around three different books touching subject such as experience of being a foreigner working abroad, integration of Roma community in Wrocław and intercultural experience of a wife of a foreigner (February, March 2015)

5) **"Football is for All"** football game promoting diversity and integration organised together with amateur female football team "Lublin Pearls" and football representation of the Municipality of Lublin with (small) participation of local media representatives (March 2015)

6) **Intercultural walk around Lublin** organised in cooperation with T.E.A.M Teatrikon Foundation, active member of the Local Network, during which traces of historical multiculturalism and present interculturalism were discovered by high school students and university students from Poland and Ukraine (April 2015)

7) **Anti-rumours Agents trainings** were an opportunity to reach seniors community as well as students - two target groups defined as most important by the Local Network.

1.6. Knowledge transfer and dissemination

Basic tools used during the campaign were:

1) Social networks Internet platforms, such as Facebook, Twitter, YouTube, SlideShare, ISSUU

2) **www.stopplotkom.lublin.eu** - C4i official website

3) short videos promoting integration created during "Lublin Rumourseaters" Media Workshops and one created especially for the purpose of promoting Lublin as an open, friendly place for everyone

4) Infographic presenting the most important data and facts from research (including 1st&2nd Wave Surveys)

5) Photos from the events and photos sharing data about migration in Lublin to be shared via social networks platforms.

2. Narrative report

2.1. Presentation

Provide the information you have prepared for the website, with general information about your city and a photo.

Lublin's 700-year-long history abounds in events that changed Poland and Europe. Its historical heritage, its Renaissance tradition and its mosaic of nations, cultures and religions before the II WW have all contributed to the unique atmosphere that continues to pervade the city. All of them have also provided inspiration for culture, science and arts.

When asked in Lublin "What do people know about your city?", people usually say: "Nothing! They think we are the city in the middle of nowhere"! But when you ask the same question to our Ukrainian neighbours, the answer is quite different. "Lublin is where the adventure begins", they say. Being the city of young and active, with its 80 000 - strong student community, including over 3000 foreign students and vibrant cultural and social life, Lublin has transformed into a city people choose to come to study and – in many cases – stay longer.

As the only Polish member of Council of Europe's Intercultural Cities Network, Lublin works very hard to build a complex and sustainable system of diversity management. Our efforts already have been recognized: in September 2014, The Municipality of Lublin was awarded with 4 "Open City" prizes for migrants integration initiatives. Being the city of inspiration, we also try to engage other Polish cities in intercultural adventure.

2.2. Local campaign

1. Basic information about the campaign

Despite of examples of foreigners who choose to live and work in Lublin, students and refugees are the groups most rooted in the consciousness of Lublin citizens. Bothe these groups are thought to be in Lublin temporarily which makes the integration process more difficult for the hosting community ('Why should we make an effort if they leave Lublin anyway?'). This results in general indifference to migrants and their needs. According to research conducted in 2013, most Lublin citizens are not aware of the fact that there are foreigners living among them. For this reason, the social awareness campaign 'Lublin 4 All – Faces of Lublin' was launched in 2014, aiming at informing Lubliners about local diversity through portrait photography and interviews. The next step was the C4i campaign which continued with the positive message about benefits of diversity and integration, both for host community and the migrants.

Main goals of the campaign were:
- dismantling the widespread opinions (aka 'rumours'), including the one that foreigners do not want to integrate and mix with Lublin citizens.
- Presenting benefits of integration to the hosting community basing it on factual data and through events and initiatives organized in cooperation with local communities in neighbourhoods, different target groups and through general communication within the project
- distributing factual information about migration processes in the city regarding foreigners (website, infographics, videos, antirumours agents trainings, awareness-raising workshops, activities carried out in local communities etc.)
- creating opportunities for encounters and interactions between various ethnic groups living in Lublin and host community, focusing on neighbourhoods and organizations/institutions that have not have multicultural experiences before the C4i.

Target groups:
- **General population** – through the campaign carried out in the form of event, diversity days and viral campaign on-line, all designed to be a follow up and amplification of the Lublin 4 All – Faces of Lublin campaign.
- **Media and local stakeholders** – it is extremely important to have media and local stakeholders on board when it comes to all communication activities.
- **Local network representatives and local organizations/institutions working for the foreigners and migrants** – in order to create a unified message and spread it with one voice, it is essential not to neglect the ones that already deal with the issue – local institutions and organizations already working for and with migrants. Members of the LN on the other hand are the ones who otherwise would not be engaged in activities related to diversity or interculturalism.
- **Various target groups within local communities / neighbourhoods** – youth, students, seniors etc. - these are the groups engaged into various activities within the C4i. Thanks to LN, all the groups were easy to reach.

As C4i in Lublin started in June 2014 and not in January, as it was the case in other C4i cities, there was not enough time to proceed with all the activities planned within the project.
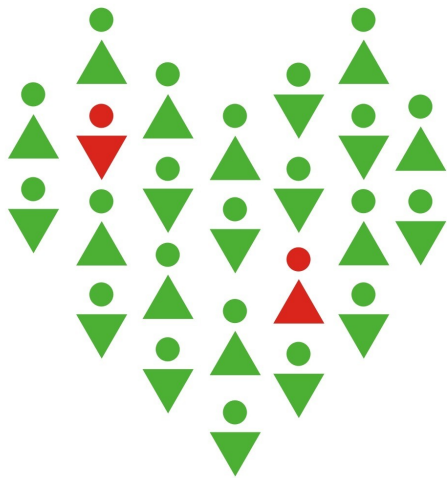
2. Global communication

There are two main messages spread by Lublin C4i campaign:
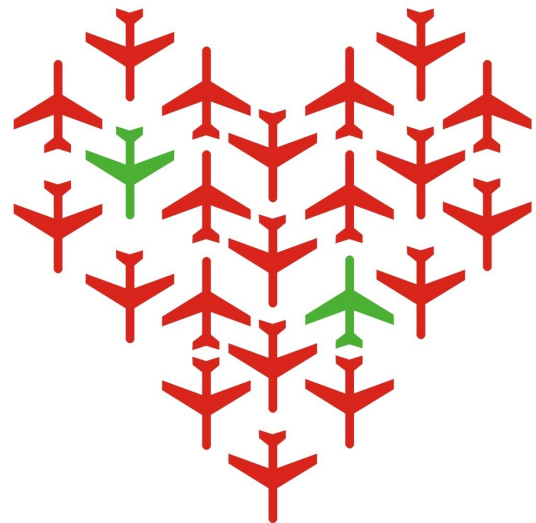
RÓŻNORODNOŚĆ WZBOGACA

and

WSZYSCY BYWAMY OBCOKRAJOWCAMI

which can be translated as DIVERSITY ENRICHES and WE ARE ALL FOREIGNERS SOMETIMES. Visually they are represented in logos of the entire C4i project as well as in their own graphics as shown below:

różnorodność
**wzbogaca**

www.**stopplotkom**.lublin.eu

wszyscy bywamy
obcokrajowcami

www.**stopplotkom**.lublin.eu

Communication for Integration logos and slogans

Communication and dissemination tools used within the projects are targeted directly at viral information spreading and use of social networks. The most important tool is the C4i website: **www.stopplotkom.lublin.eu.** The address means: 'stop the rumours' and it contains all the information on the project, on multicultural Lublin and intercultural integration, on rumours and anti-rumours, data and statistics regarding migration in Lublin as well as news and materials for the anti-rumours agents trainers. In order to make the website alive, it is not only updated with news regarding the C4i and intercultural activities, but also contains all the materials produced during the project, including short videos promoting integration. C4i Lublin website provides information on Local Network, its initiatives and members as well as a newsletter for those interested in obtaining news on their emails.
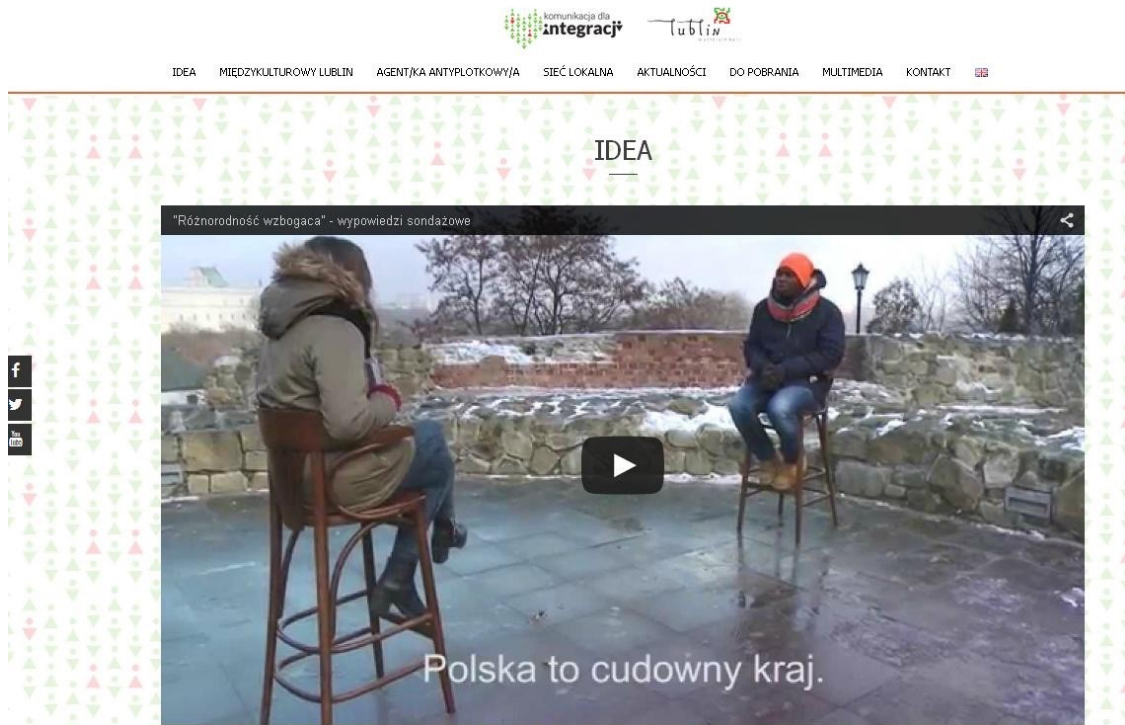

Screen shot of the C4i website: **www.stopplotkom.lublin.eu**

Until the website was created, the main tool used for communication purposes was Lublin 4 All Facebook page and Twitter #antirumours hashtag. As mentioned before, Local Network also created its own communications channel: C4i closed group on Facebook, through which all the communication was held during the project. It helped LN members to stay in touch, plan and organize activities together.

As workshops were a substantial part of the C4i in Lublin and there was one that lasted the entire month and engaged its participants in many activities outside of the 'classroom', another closed group was created for the use of participants and instructors of Media Workshops "Lublin Rumourseaters". The group was where the creative process took place between instructors and participants and ideas for videos were shared and discussed. Another Facebook page, Lublin Rumourseaters, was created in order to promote this form of building engagement and the products created during the workshops.

There is also a YouTube channel where all the visual materials created within the project are shared.
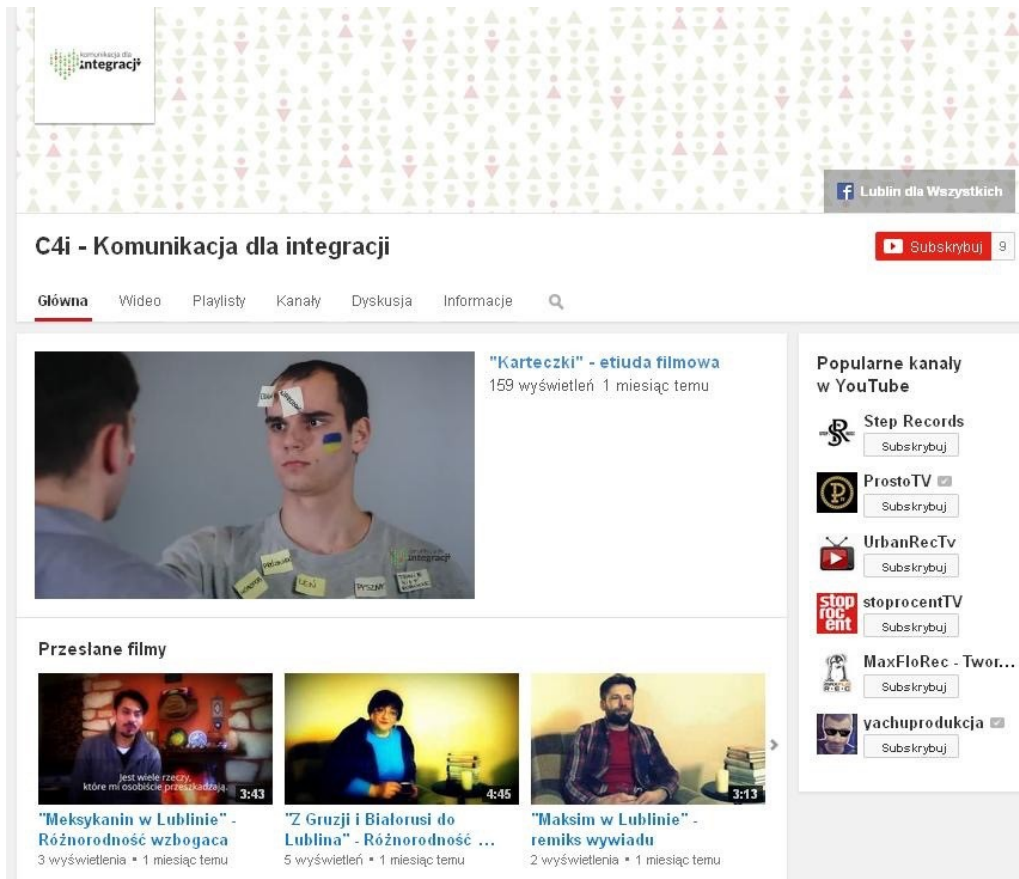
Screen shot of the C4i Lublin YouTube channel

The PowerPoint presentation for anti-rumours agents trainers is available through the SlideShare platform and the manual for trainers through ISSUU. The idea is to make it an easily accessible tool which can be used by anyone interested in the methodology. The materials are designed in a way that makes it possible for a trainer to choose how they want to approach their training, depending on the group they will work with and specific goals they have in mind. Both tools are available at Lublin C4i website: www.stopplotkom.lublin.eu.

KOMUNIKACJA DLA INTEGRACJI (C4i)
Różnorodność wzbogaca!

Warsztaty dla Agentów i Agentek Antyplotkowych

Screen shot of the C4i presentation for trainers of anti-rumours agents

Screen shot of the manual for the trainers of the anti-rumours agents

The most important tools of communication within the project are visual: short videos promoting integration created during Lublin Rumourseaters (Lubelskie Plotkojady) workshops by participants, whom recruited mostly from Lublin high-school students. There are 6 main videos produced during workshops – documents and fiction. Another video promoting Lublin for All – a place where everyone can live, create and grow, was ordered and is intended to be spread as a culmination of the campaign in June 2015.

All the activities within the project were also documented by a photographer employed to work with us and the photos were used as a tool of promoting the project as well (our experience proves that pictures of real persons during real events are always the most popular in terms of likes, shares and comments on social networks platforms).

Unfortunately, due to lack of time, no dissemination materials were published. As the process of creating and designing the campaign took 6 months less than in other C4i cities, at least one additional month would be enough to proceed with printing of C4i coasters, material bags, bookmarks, stickers and badges. If it was possible – this is the tool that we would use in June as well.

3. Anti-rumour network

C4i Lublin Anti-Rumour Network (Local Network) was created in July 2014 and held regular, weekly meetings until November 2014, when creative work on the campaign was carried out by all the members. Since November 2014 the meetings regular meetings were ceased and replaced by *ad hoc* meetings with those out of the LN members involved directly into the activities designed and implemented together. Nevertheless the communication between LN members continues and regular meetings will be resumed to ensure sustainability of the project and design future activities.

Throughout the project the composition of the Local Network changed - increased and decreased according to needs of both the project (activities calendar) and organisations involved. The core of the Network is composed by the most active and engaged organisations:

1) Municipal Public Library in Lublin
2) T.E.A.M Teatrikon Foundation
3) Homo Faber Association
4) Centre of Volunteers Association
5) Rule of Law Institute
6) "Dla Ziemi" Association
7) Workshops of Culture
8) tu obok Foundation

As mentioned above, the composition of the Network changed throughout the project which was directly related to activities undertaken together. Some organisations chose to participate only in initiatives that were of importance to them, some were engaged all the time. This only proves the potential of such networks and the ability to meet the needs and expectations of different stakeholders. The motivation came from their own needs to organise an event or learn and did not need any specific means or measures to maintain the interest in Network activities.
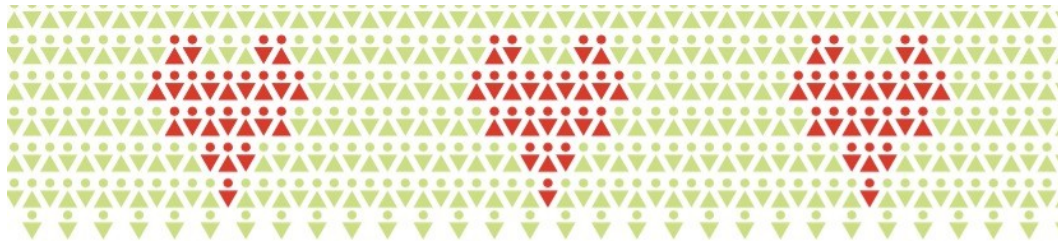
[NAZWA ORGANIZACJI / IMIĘ I NAZWISKO]

jest członkiem / członkinią

Sieci Lokalnej

zawiązanej w ramach projektu „Komunikacja dla Integracji" (C4i), której zadaniem jest wypracowanie metod przeciwdziałania plotkom na temat cudzoziemców i cudzoziemek mieszkających w Lublinie, budowanie kampanii społecznej promującej różnorodność oraz katalogu dobrych praktyk wspierających integrację międzykulturową w Lublinie.

Dziękujemy!

Projekt „Komunikacja dla Integracji" (C4i) realizowany był w okresie 06.2014 – 05.2015 przez Kancelarię Prezydenta Miasta Lublin we współpracy z siecią 10 europejskich miast i Radą Europy. Projekt finansowany był ze środków Unii Europejskiej i Rady Europy.

www.**stopplotkom**.lublin.eu

„Thank you diploma" for members of the Local Network

One of the outcomes of the project was Facebook "Communication for Integration" group, a tool used by LN members, that proved to be a very effective tool not only to discuss Network activities, but also to share and inspire one another on a daily basis. This simple, free and widely accessible tool shows the need to create outlets for easy communication and sharing and has helped LN members spread their own messages along the main theme of discussion. The bonds and network build thanks to this will, for certain, help in future cooperation and initiatives undertaken jointly.

Local Network members were actively involved in all activities undertaken within the project, including anti-rumours campaign, as presented below. Each member of the Local Network, both individually and as institution/organisation) will receive a "thank you" diploma that

can be hung on a wall to remind about the commitment to long-term actions against rumours and stereotypes and to build a more integrating, open communities in Lublin. The work of the Local Network will continue after ending of the project and regular meetings will be held.

61% Lublinian i Lublinianek uważa, żepozytywną stroną imigracji
jest wzrost atrakcyjności Polski
(spośród respondentów i respondentek badań prowadzonych
w ramach projektu „Lublin dla Wszystkich", UrządMiasta Lublin, 2013)

Około 200 uczniów i uczennic lubelskich szkół ponadgimnazjalnych
przyjechało do Lublina uczyć się z zagranicy

Local Network members presenting data on immigration in Lublin

4. Anti-rumours agents training

During the project a great amount of consideration was put into preparing anti-rumours agents training methodology in a way that would best suit the need of Lublin and Polish audience in general. Anti-rumours agents training is one of the most tangible outcomes of the project and through this short time the following steps were taken:

(1) **Anti-rumours agents ToT** held in Lublin in October 2014 was a starting point of developing Lublin anti-rumours agents training methodology

ToT of anti-rumours methodology in Lublin, 14 October 2014.

(2) **Building a scenario of anti-rumours agents training for various target group**s. The ambition was to create such scenario that could be used in many different circumstances and in many limited situations. The recommendation of Local Network members was that methods are truly valuable when they can be used in different situations and applied to different audiences. The methodology was based on Barcelona experiences and materials combined with training experience of the authors, with consultations with trainers chosen to run the trainings within the project. The result is a manual for trainers, available on the project website.

(3) **Conducting pilot anti-rumours agents training** on the basis of created methodology and designing a powerpoint presentation to be used for future trainings

(4) **Conducting two trainings** with different target groups.

These steps enabled us to become comfortable with using the method and so, after the project is finished, anti-rumours agents trainings will become a standard activity within the Municipality of Lublin, as one of many efforts to prepare the 'receiving community' for challenges faced with increased migration processes across Poland.

The manual and powerpoint presentation are attached to the Report.

5. Anti-rumour campaign activities

The main anti-rumours activities, besides all the events and meetings held during the project, turned out to be:

1) Rumours Exchange Shop
2) "Football is for All" football game
3) "Lublin Rumourseaters" Media Workshops

together with all the information activities carried out within the project. The reason for choosing these 3 main anti-rumours activities is because they are the ones that attracted the attention of local (and national) media the most.

Rumours Exchange Shop was the first public initiative undertaken within the project. Inspired by a Local Network member, it was intended to turn Lubliners' eyes on the problem of rumours existing in public space. For four days outside of Centre of Culture, blank sides of banners was displayed along with markers for passers-by to fill them with rumours they had heard about foreigners. The activity attracted not only Lublin residents (around 200 of them stopped to write, read or share the rumours), but also local and national media and was covered by all newspapers, radio and TV stations and internet portals in Lublin and a few nationwide. This experience, besides unique material gathered during these days, proved that rumours, stereotypes and prejudice is a topic people want to address and discuss and bringing them out to the public not only inspires conversations, but also gives people the outlet to voice messages they fear to speak. An event helping people talk about their own feelings towards foreigners was a perfect beginning of anti-rumours campaign.

Rumours Exchange Shop

"Football is for All" football game was an initiative of amateur female football team "Lublin Pears" leader who contacted C4i Local Network with this idea. Sports has amazing power when it comes to bringing people together and dividing them at the same time and "Lublin Pearls" wanted to engage in activity with positive message. Having faced many prejudices themselves as female football players, the girls felt even more compelled to include other groups so often excluded from mainstream sports emotions. To organise this event some

preparations were needed. Finding other players turned out to be easy, as the Municipality of Lublin has its own football representation. City Hall employees were very happy to join the initiative which helped C4i team spread the message across the Municipality as well. Moreover, such event could not pass without the attention of the media. Journalists and reporters were invited to play, too, but most of them chose to cover the story, once again bringing public attention to the project.

"Football is for All" football game promoting diversity in Lublin

Lubelskie Plotkojady

In effort to create opportunities for people to learn and work together and spread the C4i message at the same time, **"Lublin Rumourseaters" Media Worskhops** were invented. Over a month of work of high school students and adults in three workshop groups not only resulted in excellent short videos promoting diversity and integration, but also helped reach wider audiences.

The campaign proposed at the beginning of the project was modified in many ways and it proved to be the best outcome of the project after all. Engagement of so many different people and institutions resulted in ideas that were not possible to come up with at the beginning of planning the activities and so most of the plans had to be changed and adjusted to current situation. As positive as it is in terms of outcomes of the project, it was also extremely difficult to manage in terms of project requirement and municipal procedures. Building a campaign based on active participation of Local Network members rules out the initial planning which can jeopardise the whole project in terms of deliverables and outcomes but. On the other hand, it creates a real opportunity to build engagement and invent initiatives that had never been tried before.

6. Lessons learnt

The main complexity is introducing innovative methods in a structure of a project. C4i was constructed in a very flexible way that allowed much freedom when it comes to developing initiatives and still time constraints made it difficult to work in a participatory, involving collective thinking and implementing, manner. On top of it there are local procedures of institutions involved in the project. This is why many of project activities were carried out without any financial contribution, as this always requires more time than it is possible to spend.

Unfortunately, due to time limits (C4i in Lublin started in June 2014, which means 6 months less to invent&implement), there was no possibility of using ideas from other C4i cities. Luckily, as it turns out, many of them were quite similar! Another difficulty when it comes to ideas sharing was limited resources - language barriers, time and lack of hands to work on it all contributed to limited cooperation between Lublin and other cities. We tried to follow developments in other cities as close as possible, though!

Main lessons learnt during the project and tips for future C4i heros:
1) It is impossible to create a good, comprehensive campaign that will reach more than one carefully chosen target group. It is much better to allocate all the resources to work with one/two target groups, than try to do many different activities for many different groups
2) Workshops work magic. Integration happens through real interaction and creating opportunities for people to experience working together is what intercultural cities are all about! Giving power of creating campaign videos to high school students was scary, but it turned out to be the best idea in the end!
3) Rumours and fear of accidentally spreading them can seriously block the creative process and initiatives. Public events asking people to share the rumours, such as Rumours Exchange Shop, may have a positive effect not only on the general public, but also on the project team.

When it comes to expectations from the participation in C4i, the main ones were to learn a new methodology of counteracting stereotypes and prejudices and to test different approaches to the matter. Both of them were fully met during the project. Another one was to meet other cities teams and see how the project is implemented in the C4i network. This one was met to some extent - the experience of getting to know all the persons involved in the project across Europe was without a doubt valuable, but something was missing when it comes to sharing and exchanging ideas. Was it because we were all too preoccupied with creating and implementing to be able to share our own experiences? Maybe there was not enough time to concentrate on providing valuable material for others to profit from it? This, certainly, was one of the biggest challenges outside of implementing the project itself.

7. Calendar of activities
Please update your campaign calendar for the period of January 2014 to June 2015

C4i - COMMUNICATION FOR INTEGRATION

C4i LUBLIN CAMPAIGN

ACTIVITY/ ACTION	MAIN OBJECTIVES	TARGET GROUP	EXPECTED OUTCOMES	INDICATORS	RESOURCES	TIMING	C4i ACTIVITY
Mapping & Research	Identifying rumours and perceptions / Research and data collection / Establishing communication networks / Designing draft campaign and communication strategy / Conducting First Wave Survey /	Existing networks of cooperation / local experts on integration matters / Lublin Municipality / general public	Identification of rumours / Potential partners identified and Local Network established / 1st Wave Survey Report	Meetings / workshops / group focus interviews / questionnaire interviews / report on existing data and rumours / list of Local Network participating organizations and/or institutions / First Wave Survey results report	C4i team / l researchers / Lublin4All support group &team	June – July 2014 October 2014	Mapping and Research 1st Wave Survey Awareness Raising Strategy (communication campaign)
Development of Campaign Materials	Online tool / video / social media campaign / leaflets and factual data presenting materials (such as ppt presentations, app and such)	General population of Lublin Media Stakeholders campaign target group (through specific social media)	A set of materials to directly address rumours, easily accessible and available to the general public (including cooperating institutions/or ganizations directing and	Website Videos Anti-rumours publications (ppt, infographics etc.) Smartphone app Social networking internet channels	C4i team / local network / graphic designers / online tool maintaining	by the end of May 2015	Campaign Material + online tool + online resources

C4i - COMMUNICATION FOR INTEGRATION

			redirecting to the official C4i materials)	established (Facebook, Twitter) Cooperation with main internet sources of information in order to direct to the official C4i campaign Number of viral messages spread (ie. Short videos, mems, pictures)	perso n		
Trainings / PROJECT ACTIVITIES	Training of the trainers (ToT): antirumour methodology Anti-rumours agents trainings	Local Network participants, Anti-rumours agents identified with the help of LN (according to main target groups defined within the project)	2 ToT workshops 2 multiplication workshops (and 1 pilot)	Number of trainers who can multiplicate Number of Antir-Rumours Agents	CoE Consultants C4i team Local Network members	ToT: October 2014 Multiplication: February/March 2015	Training of Trainers Anti-rumours agents training
C4I CAMPAIGN / PROJEC ACTIVITIES	Diversity Days Awareness-raising workshops Initiatives on local level	Target groups listed above	Positive perception of the campaign throughout Lublin Raising positive attitude towards diversity Engaging more target groups	Diversity Days (e.g. CafeDialog, meetings with authors in local libraries) Cultural Event(s) - Grand Finale of Lublin Rumourseaters Workshops,	C4i team Local Networking Local media	December 2014 - June 2015	Diversity Days Cultural Events Awareness raising workshops

		into diversity discourse Engagement and support of local media Reducing number of rumours	Football Game "Football is for All" Awareness-raising workshops (Creative writing workshops, "Lublin Rumourseaters" Media Workshops, Stencils Workshops)			
MAPPING & RESEARCH 2nd Wave Survey	Survey to measure impact	Target groups listed above	Evidence of impact of C4i campaign	Survey template of Impact&Change Evaluator filled with data from the research	C4i team	March 2015	2nd Wave Survey

2.3. C4i local team

2.3.1. Name and bio of the City representative, in case of change

There was no change of the City representative – from the beginning of the project, Lublin has been represented by Mr Piotr Choroś, Head of Division for Cooperation with NGOs and Public Participation.

Piotr Choroś is a political scientist, head of division for cooperation with NGOs and social participation of the Municipality of Lublin. Specialist in the field of cooperation with local government, intercultural competence and anti-discrimiation policies. Founder of the Homo Faber Association, NGO dealing with human rights protection and monitoring of the activities of public authorities. Associate and expert in Polish non-governmental organizations working in the area of public cooperation with civil society and anti-discrimination. Member of the advisory bodies to the President of Lublin in charg of social policy, public order and safety. Responsible for the use and development of new technologies in communication with Lublin residents. Member of the think-tank Centre for Eastern Competences, where he is responsible for "Civil Society" programme area.

2.3.2. Name and bio of the local network coordinator, in case of change

There was no change of the local network coordinator – from the beginning of the project the position of local network coordinator has been held by Anna Szadkowska-Ciężka, senior specialist in the Division for Cooperation with NGOs and Public Participation.

Anna Szadkowska-Ciężka Is a psychologist, trainer, social integration, intercultural dialogue and equal opportunities expert. From 2010-2013 coordinated Social Economy Regional Centre in Lublin for United Nations Development Programme (UNDP), building a sustainable and efficient system of social economy support in three regions of Eastern Poland. Member of think-tank Centre for Eastern Competences programme board and programme area "Social Innovation" leader. Co-creator of system of diversity management in Lublin within "Lublin 4 All" project. At the Municipality of Lublin, responsible for minorities and migrants integration.

2.4. Visibility information

Include all other elements you have done for the project (logo, slogans, news on the website, dates of anti-rumour agents' training, significant events).

1. „Communication for Integration" logo
2. C4i slogan: „Diversity enriches" logo
3. C4i slogan: „We are all foreigners sometimes" logo
4. „Diversity enriches" sticker
5. „We are all foreigners sometimes" sticker
6. „Diversity enriches" bookmark
7. „We are all foreigners sometimes" bookmark
8. „Diversity enriches" coaster
9. „We are all foreigners sometimes" coaster
10. „Diversity enriches" bag
11. „We are all foreigners sometimes" bag
12. CaféDialog poster
13. CaféDialog poster
14. Rumours Exchange Shop poster
15. „Lublin Rumourseaters" Media Workshop visivility materials
16. Inforgaphics: Education
17. Infographics: Diversity enriches
18. Infographics: Rumours
19. Infographics: Residence register
20. Data presentation: photography
21. Posters stencil
22. Certificates of completing the Antirumours Agents Training
23. „Thank you diplomas" for members of the Local Networking
24. Manual for trainers: Antirumours Agents
25. Ppt presentation for trainings for Antirumours agents

2.5. C4i sustainability
Please respond to the following questions

2.5.1. Anti-rumours activities

Anti-rumours activities will be permanently included into calendar of activities after the end of the project. Local Network member institutions and organizations are very interested in organizing anti-rumours agents trainings and CafeDialog meetings after the project is over. There is still interested in organizing other form of activities, such as football game promoting diversity.

As integration activities are not part of local governments / municipal tasks set, there is no budget allocated for such activities. All of anti-rumours activities will be included in a framework of Lublin for All activities, increasing potential and methodology of actions.

2.5.2. Anti-rumours network

Local Network proved to be a very important advisory body for division of public participation of the Mayor's Office and there will be effort to maintain this form of communication with organizations and institutions interested of supporting activities to increase integration and promote diversity in Lublin.

There are three main ways of maintaining the network:
(1)   regular meetings on a monthly or quarterly basis
(2)   LN newsletter
(3)   regular contacts via LN facebook group.

Members of the Local Network will also be invited to coorganize events and activities for migrants, foreigners and receiving community, such as anti-rumours agents trainings and others.

2.5.3.   C4i cities and future cooperation

As a city quite unique on the C4i network map, with relatively little experience with migration and building intercultural strategies, Lublin is interested in cooperation with all C4i partner cities. Each of them has unique competences and capacities to be shared. We would also be happy to share our ideas and experience with others.

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3. Administrative and Financial report

3.1. Proof of payment

A copy of the credit advice slip for the second payment received

3.2. Statement of the payments (signed, sealed and dated)
(Appendix II in the Administrative Agreements)

3.3. Procurement documents
Where applicable, the procurement referred in article 9
(originals of three tenders received)

There were no services or products purchased for more than 2000 EUR.
All the intelectual services within the project costed less than 5000 EUR.

3.4. Attendance register
Copy of attendance register (for each activity)

3.4.1. Copies of attendance registers from Local Network Meetings

(1) Information meeting, 04/07/2014
(2) LN meeting, 12/07/2014
(3) LN meeting, 16/07/2014
(4) LN – universities representatives, 30/07/2014
(5) LN meeting – 19/08/2014
(6) LN meeting – 26/08/2014
(7) LN meeting – 02/09/2014
(8) LN meeting – 09/09/2014
(9) LN meeting (refugee committee) – 23/09/2014
(10) Information meeting promoting Local Network – 30/09/2014
(11) LN meeting (refugees committee) – 08/10/2014
(12) LN meeting – 08/10/2014
(13) LN meeting – 21/10/2014

3.4.2. Copies of attendance registers from Focus Group Interviews

(14) Focus group interview, 07/07/2014
(15) Focus group interview, Expert Group, 10/07/2014

3.4.3. Copies of attendance registers from workshops

(16) Creative writing workshop attendance register – 06-07/12/2014
(17) Media workshops "Lublin Rumourseaters" - 14/01/2015
(18) Media workshops "Lublin Rumourseaters" - 19/01/2015
(19) Media workshops "Lublin Rumourseaters" - 21/01/2015
(20) Media workshops "Lublin Rumourseaters" - 25/01/2015
(21) Media workshops "Lublin Rumourseaters" - 26/01/2015
(22) Media workshops "Lublin Rumourseaters" - 27/01/2015
(23) Media workshops "Lublin Rumourseaters" - 28/01/2015
(24) Media workshops "Lublin Rumourseaters" - 31/01/2015
(25) Media workshops "Lublin Rumourseaters" - 2/02/2015 (group A)
(26) Media workshops "Lublin Rumourseaters" - 2/02/2015 (group B)
(27) Media workshops "Lublin Rumourseaters" - 2/02/2015 (group C)
(28) Media workshops "Lublin Rumourseaters" - 4/02/2015
(29) Media workshops "Lublin Rumourseaters" - 7/02/2015
(30) Media workshops "Lublin Rumourseaters" - 9/02/2015

(31) Media workshops "Lublin Rumourseaters" - 11/02/2015
(32) Media workshops "Lublin Rumourseaters" - 13/02/2015
(33) Media workshops "Lublin Rumourseaters" - 14/02/2015
(34) Media workshops "Lublin Rumourseaters" - 18/02/2015
(35) Media workshops "Lublin Rumourseaters" - 21/02/2015
(36) Stencils workshops – 27/03/2015

3.4.4. Copies of attendance registers from ToT – antirumours methodology

(37) ToT – antirumours methodology, 14/10/2014

3.4.5. Copies of attendance registers from trainings for antirumours agents

(38) Pilot trainiNG for antirumours agents, 27/03/2015
(39) Training for antirumours agents, 16/04/2015
(40) Training for antirumours agents, 21/04/2015

3.5. Timesheets

Timesheets signed by an authorised official certifying the hours spent by the staff paid for through the AA on the implementation of the C4i activities.

Salary slips for the period of September 2014 to May 2015 that proves the information included in the timesheet

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