# BOTKYRKA FREE OF PREJUDICE

# Contents

C4i
antirumours

# C4I INTERIM REPORT

# BOTKYRKA

## JANUARY 2014-MAY 2015

## NARRATIVE REPORT

# 1.Introduction

Research on rumours has shown that these cannot be understood outside the the social, cultural and economical context within which they circulate.[1] The rumours which are identified in Botkyrka are linked to the socioeconomic pattern which characterises Botkyrka as a municipality. We commissioned the Multicultural Centre to identify the perceptions and rumours which are circulating around the municipality. The first study by René León Rosales is based on an Internet questionnaire that was sent in digital form to the Botkyrka municipal authority's citizens panel which comprises approximately 650 Botkyrka citizens from all parts of the municipal district. The first study is therefore the base for the C4i campaign.

The question in the questionnaire was:

- *Do you know know any rumour about Botkyrka and its citizens?*

| Example of rumours |
|---|
| - "The majority of those living in northern Botkyrka are receiving grants, are unemployed and are criminals". |
| - "Botkyrka is a place where idiots live." |
| - "It is not safe to live in certain parts of the municipality." |
| - "Young people leave school and create a lot of problems such as graffiti and shoplifting." |
| - "Girls from other cultures don't play football or are not allowed to." |
| - "It is mostly uneducated persons who come here." |
| - "Immigrants do not want to learn the Swedish language." |
| - "The northern Botkyrka is a criminal region because a lot of immigrants live there". |

Botkyrka is the most resource-poor municipality in Greater Stockholm measured as income per capita and the third youngest population of all Sweden's municipal districts. During 2010, Botkyrka became the municipality whith the largest proportion of citizens with a foreign background, 53.2 percent, in the whole country.

Most of those with a non-western-country migration background live in the northern part of the municipality, usually called Northern Botkyrka. This geographical region is both geographically and symbolically separated from the southern part of the municipality. Southern Botkyrka has a longer urban history, while the greater part of northern Botkyrka has developed more recently within the framework of the so-called million programme.

The C4i Botkyrka project activities encompasses therefore all of the districts to emphasize the importance of the aim with the campaign.

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[1] Shibutani 1966:23 ff

To begin with, the intercultural strategy of Botkyrka have been crucial for the participation in the C4i project 2014-2015. On the 1990´s was the worst era of Botkyrka in terms of stigmatization in media. This perception of Botkyrka was not only negative for the self-image of the citizens and specially the youth, but also for Botkyrka as a place to grow in both economic and social terms. This was an on-going situation throughout the 90´s and around 1996 the youth in Botkyrka was fed up with the situation and started taking a proactive role to change this reality. At the turning point of the century the municipal authorities decided to take an ambitious lead to start a process of change this reality and challenging the current paradigm that would lead to the approval of its intercultural strategy on June 2010.

The political support is therefore a important perspective to emphasize in this reprt since the politicians are the decision makers and decides to adapt/implement new European projects or not.

### Impact of C4i activites

All steps and activities done in Botkyrka are described at "2.2.5 Antirumour campaign activities" in this report. *The budget* has mainly been used to rent locales, purchase of meals, fees for lectures and as pocket money for agents that helped during some activities and for two of the members in the local steering group.

To increase the number of visitors during these events/activities the project used channels as facebook and internal email (outlook) as a tool for invitations. The facebook page: www.facebook.com/antirykteskampanjenbotkyrka has 104 likes today and is getting more attentation for every new notification. The update that received the greatest "reachness" was the update about the first training of antirumour agents April 28 2015- that reached 355 people.

Discussions during and after established activities with both participants and the civil society has shown that questions as rumours, prejudices and stereotype statements requires spaces as dialogue plattforms. The arranged C4i activities indicates that questions like these have a high impact on people's mental understanding of complex issues. At the start, participants had difficulties expressing themselves about the concepts but the more they had to speak, the more comfortable they became with discussing the issues.

### Feedback- critique

At one point, the campaign was critisized by a columnist in the national newspaper "Expressen", where the article was a result of ignorance concerning the aim of the campaign. The columnist had not understand the role of civil society and the importance of engaging them in the project- which demonstrates that we must be better at reaching out to people through greater investment in social media.

## 2. Narrative report

### 2.1 Presentation

The Municipality of Botkyrka is the most ethnic and religious diverse municipality in Sweden. The inhabitants with foreign bakcgrounf encompass more than 160 different countries of origin. In addition to migration from Turkey, Syria, Lebanon and Iraq, other notable minority population in Botkyrka are Chileans, Colombians, Lebanese, Pakistans, Bangladeshis, Filipinos, Chinese, Afghans, Moroccans, Indians, Iranians and Ethiopians, as well as Poles, Bosnians and Russians.

This process started with the migration of workforce to Sweden in the 1960´, the migration of political refugees in the 1970' & 1980´ and the migration from civil war and armed internal conflicts in the 1990´and forward.

The majority of the citizens in Botkyrka with immigrant background are born in Sweden (including inhabitants with one parent born in another country). Around 70 % of the citizens live in a multilingual environment and the majority of the youth is trilingual. 55% of the citizens in Botkyrka have immigrant background (statistic term meaning born in another country or with two parents born in another country) and 25% of these persons have origin in a Middle East country. The total percentage of the citizens with a foreign background is 19 % in Sweden.

The segregation in Stockholm with a combination of poverty and visible diversity correlates and questions the Swedish self-image as anti-racist. Additionally, this is a situation inherited to the next generation. This context affects the intercultural interaction among certain groups in Botkyrka which can allow spreading of rumours and conflicts among the citizens.

The Municipal Committee gave the Municipal Head Office the mission to develop the Antirumours Campaign and the mission is operated by the Division for Democracy, Human Rights & Intercultural Development. The political support is cross political. The work is linked to the national platform for Human Rights and Intercultural development UNESCO LUCS, inaugurated in May 9, 2014 in Botkyrka. Unesco LUCS works through pilots developed in cooperation between the municipal administration, the local civil society and researcher. Key persons and researchers emphasize the important work through the Antirumours campaign.

The goal with the campaign is to identify indicators of social change, illuminate and counter rumors and prejudices that lead to social distance related to racism, discrimination and xenophobia in Botkyrka.

### General challenges in Botkyrka

- Poverty and visible diversity correlates and questions the Swedish self- image as anti-racist.
- The situation is inherited to the next generation.
- There are no big clashes; people from different backgrounds don't meet (isolation, alienation).
- Botkyrka Youth Council: "The new generation must be allowed to be proud of the family's history and identity and still be Swedes. Above all, we do not want to be considered "non- Swedes". This makes special demands as Sweden's most ethnically mixed municipality".

Botkyrka is not the country's most crime-burdened municipal district, nor are the citizens of Botkyrka the most severely subject to criminality in the country, and the level of criminality in the district has not increased dramatically during recent years. Nor is northern Botkyrka the most crime-burdened region in the country and the over-representation which nevertheless occurs can be explained by socio-economic, educational and demographic factors and by the fact that the police tend to concentrate their work to certain regions and to certain groups in society.

The municipal authority has adopted an *Intercultural strategy* which describes why an intercultural perspective is important for Botkyrka, and this indicates three areas to be given priority.[2] These are defined in the following way:

> **Anti-discrimination:** The municipal authority shall ensure that all the citizens, on equal terms and in an equal manner have access to power and influence in the municipality and are received well and offered good municipal service.

> **The municipality as a place:** Men and women, regardless of social and ethnic background or faith, have the same opportunities and conditions with regard to education and work. All the citizens in the municipality shall also, regardless of background, feel at home and trust each other and democracy

> **The municipal authority as organisation:** The distribution of managers and workers in the municipality shall in the long term reflect the proportions of men and women with different ethnic backgrounds among the citizens. The municipal authority shall also engage in a dialogue with the citizens and their associations in order to ensure that the municipal authority's funds are distributed in a just manner.

These three primary fields were used for identifying rumours that hinder the work of creating an intercultural Botkyrka and how to counter and dismantle them.

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[2] Botkyrka 2010

Botkyrka C4i campaign encompasses all the districts in the municipality (Tumba, Tullinge, Alby, Fittja Hallunda/Norsborg). The *target group* for the campaign is the **youth** between **18-25 years old** in Botkyrka since the municipality has a very young average age. The aim is to engage youth who actively want to contribute to nuance and/or dismantle rumours but also reach the general population.

Botkyrka is distinguished through its young population which is an important aspect to include in the project. The Youth Council of Botkyrka is a direct link between the project and the youths which is the engine for the C4i project. The key is to reach the majority of the young citizens through the *antirumours agents*.

**The results of the study about the common rumour themes in Botkyrka are:**

Theme 1: Criminality.

Theme 2: Incompatible cultures.

Theme 3: Unfair distribution of public resources.

Theme 4: The Swedish culture is threatened.

**Main goals with the campaign**

*General goals:*

- To dismantle rumours that creates hostility and/or conflict.

- Identify and develop indicators that follow social change in regard to the breakdown of rumours and prejudices that lead to racism, discrimination and xenophobia.

- To develop method of dialogue that enhances an equal share of knowledge and cooperation between researchers, civil society and municipal administration (mainly to secure the voice and knowledge of the civil society in equal terms).

- To design a number of intercultural activities within the frame of the training courses for the anti-rumour agents within the Botkyrka municipal administration.

- To learn new methods and creative ways of working with communication for integration.

- To exchange ideas and experiences with the cities included in the C4i project.

*Specific objectives and goals that have permeated the entire campaign are:*

- To integrate the campaign into the municipal administration in cooperation with the civil society, researchers and municipal authorities.

- Create sustainable development of the antirumours work through a working group who actively creates activities, events etc. (Yearly conference/s) that have the capacity to be an annually repeated activity).

- To counter challenges that counteracts an intercultural approach. (Through the surveys and the second report).

## Approach – What happened?

It was important to engage people with different origins- including majority swedes, since there are negative perceptions about immigrants in Botkyrka which has increased both on national and local levels in Sweden during last years.

*Challenges in developing an anti-rumours strategy identified in the beginning of the C4i campaign were:*

1. To work with different districts in Botkyrka. The south side is more challenging since the majority swedes is a bigger citizens group and less committed.

2. To engage more key persons and institutions – both national and international (associations, NGO: s etc.)

3. To include and work with media.

4. To involve different ethnic groups and make them collaborate- since they often don´t meet.

5. To change the citizens' self-image from not feeling as swedes to be proud of the family's history and identity and still be swedes.

Since each activity/event etc. were orginazied based on the identified rumour themes – the challenge regardarding citizens' self-image and to involve different ethnic groups was countered by the creation of long discussions and interesting aspects from the participants own lives during the activities. For instance through the antirumour cafés focusing on different topics and rumour themes. Focusing on issues/aspects on individuals stories and experiences created further steps within the campaign. The new steps included focus on finding solutioin and arguments to counter rumours.

The challenge to work with different districts remain since the main activities was arranged in Fittja and Hallunda/Norsborg (north side). When activities were held in the north side, it was only around 2-3 majority swedes attending. When the same acitivites were organized on the south side there was almost no participants from the north side. This is still a complex situation in Botkyrka and have its roots in the history.

The work with social media have developed on a positive aspect during the project time and the campign gets more attention every week.

The overall pattern is that the campaign was appreciated by the citizens but needs to develop a stronger media perspective to emphasize the main objectives, so the campaign wont be misunderstood or "wrong-angled".

## 2.2.2 Global communication

The main messages with the C4i Botkyrka campaign are to encourage young people to "Think twice before they act unwise", understand the negative effect of rumours, prejudices and stereotype statements and to be engaged in countering these issues/problems as antirumour agents.

The campaign logo was designed and sketched by the Youth council members in Botkyrka, October 2014. Their aim was to implement humour and seriousness in one logo.
The slogan "think twice before you act unwise" is therefore integrated within the logo. The colours for the campaign are dark green, pale blue and white, which are three of the common colours in the municipality:





Nowadays, the internet also functions as an ideal medium for rumours. In addition to the upcoming actions within the C4i campaign there are different communication tools as:

Facebook: www.facebook.com/antirykteskamp...botkyrka, www.botkyrka.se (local web), app in smart phones used during the Antirumour café's.

This type of information dissemination can be interpreted as a marginal phenomenon in a society which considers it to be modern and rational. It requires however considerable thought to realise that rumours are in many ways a central medium for the dissemination of information even in these societies.

The easiest way of reaching the target group and creating dialogue platforms was through the facebook page and the communication department in the municipality.

**Antirumours- appendix in Södra sidan**

One of the biggest dissemination tools was the creation of an "Antirumour- appendix" called "Bullshit in Botkyrka" (16 pages) within the local newspaper Södra Sidan- which was a collaboration between Botkyrkabyggen (communal housing corporation), C4i Botkyrka, Södra sidan and Mitt Alby (private housing corporation).

The aim with the appendix was to interview the citizens, key persons and youth in Botkyrka based on the four rumour themes- and to create awareness in the municipality. This was the biggest communication tool during the C4i project- which was released in May 2015. Since the local newspaper Södra sidan is free- we hope the citizens appreciates to "Read about something they have heard -- but not truly investigated".

The scientific support to the local work against rumours in Botkyrka was provided by the Multicultural centre. They prepared a report with a scientific overview about research on rumours since World War 2 (See 2.7 research and mapping).

**Steering group**

Until March 2015 Botkyrka has organized the Antirumours Campaign Botkyrka free of prejudge through a *steering group.* The Steering group has been working actively on the campaign to develop and disseminate the aim of the campaign. This network is composed by locally based researches and stakeholders from the civil society in Botkyrka, and of civil servants from the Municipal Head Office and from the Culture and Leisure Department.

The mission of the steering group was to find effective methods to dismantle or nuance rumours that counteract an intercultural Botkyrka. Another main goal for their work is to identify and develop indicators.

The Steering group had its purpose during the first phase of the campaign, but the experience of the representatives is that the mission is very time consuming and not the most effective use of resources. The plan until March 2015 was therefore to have steering group meetings during necessary periods and thereafter to use each one of them as advisors individually during the remaining part of the process.

Since the target group is youth in Botkyrka between 18 - 25, it is important to work with key persons that are bridges to the youth in the community. Therefore, the steering group supports with persons engaged in their organisations that have any kind of impact in the daily life or through their work. The Youth Council of Botkyrka is also a very important channel to youth in all the municipal districts.

**Working group composed by antirumour-agents**

The Botkyrka antirumours network is expanded with a working group as a result of the training of trainers in September 2014. This group of trainers meets the local coordinator once a month, sometimes more during periods of activities. They support the campaign, use their own networks and helps during the activities, events and collaborations. The working group members are engaged in different platforms, some of them in non-profit associations and some of them in different organizations within the municipality.

Antirumours Network Botkyrka (January 2014- March 2015)

| Name | Organization |
|------|--------------|
| 1. Rene Leon Rosales | Multicultural centre |
| 2. Tobias Hübinette | Multicultural centre |
| 3. Carina Savborg | Culture and Leisure Department (Municipality of Botkyrka) |
| 4. Luis Lineo | Fanzingo |
| 5. Patricia Palma | Orten I Fokus (The district in focus) |
| 6. Fazal Hussein | Immigrants' National Association |
| 7. Gizem Tutuncu | Chairman- Youth Council of Botkyrka |
| 8. Selin Kayhan | Project Manager C4i Botkyrka (Municipality of Botkyrka) |
| 9. Helena Rojas | Director for Democracy, human rights and intercultural development (Municipality of Botkyrka) |

Antirumours working group (September 2014- May 2015)

| Name | Organization |
|------|--------------|
| 1. Aymen Alhasib | Student |
| 2. Mikail Uzunel | Student |
| 3. Bünyamin Uzunel | Student |
| 4. Daniela Stojkovic | Youth Council of Botkyrka |
| 5. Gizem Tutuncu | Youth Council of Botkyrka |
| 6. Burak Özdemirok | Youth Council of Botkyrka |

The civil society network is based on organizations/associations as: Fanzingo, Orten i Fokus, Botkyrkas röster, Youth Council of Botkyrka, Antirumours agents, IFK Tumba Fotboll and key persons in the Youth Centres.

On 25 September 2014, future trainers of anti-rumor agents were trained in Botkyrka. The majority of the participants, young people in their twenties, both students and community leaders with diverse educational backgrounds attended the training as somebody had recommended them. Networking thus emerged as a distinctive feature and a strength underlying the work of the C4i project team in Botkyrka.

Since the target group for the C4i project are youth between 18-25 years old, it was important to recruit key persons and young citizens with strong profiles and that would be an effort for the future agents.

The participants offered a pool of creative ideas as to how to address the most widespread rumours in Botkyrka, such as criminality among the immigrant population and the incompatibility of the Swedish and immigrant cultures, – through radio jingles, adverts inside pizza boxes or on ice-cream packages.

During the visit, Christina Baglai, C4i project manager, and Daniel de Torres, C4i campaign and engagement consultant, provided advice on adjusting the focus of Botkyrka's campaign on youth and setting short mid-term goals, to complement long-term objectives.

The interest to become an antirumour agent increased after the first training in September 2014. The city representative and the local coordinator started therefore collaboration with experts in Fanzingo to develop structures and manuals for the future trainings of antirumours agents- including for instance:

- What an antirumours agent do?
- Expectations about the trainings?
- How to teach or be a role- model?
- And *"A practical guide for anti-rumour agents"* by C4i- within the setup for the two trainings.

There were 24 participants during the first training and 20 participants on the second one. The trainings were appreciated by the attendance and the next step is to organize a third training in autumn 2015- to train trainers after a recruitment process since it's important to have strong profiles. The goal with the *third training* is to build a strategy to identify which training areas we should focus on – for instance officials in the municipality, youth organizations etc.

*The first part of the training included:*

- Rewiev of the C4i campaign in Botkyrka and the antirumours work in the municipality.
- Review of the words/concepts: rumour, prejudice, stereotype and racism.
- Common problems in antirumour discussions.
- Review of the four rumour-themes in Botkyrka and the main features of the reports about rumours produced by the Multicultural centre.
- Discussions about the concepts: power, privilege and standards/norms.

*The second part of the training included:*

- Basic social psychology: How do we receive messages? How do we change attitudes, values and actions?
- Review of how to express criticism in an efficient way?
- Strategies to counter and stop rumours in different environments: for instance in social media, at work, school and/or with neighbours and family.
- Review of arguments against the most common rumours today.
- How can I act as an antirumour agent in daily life and on a professional level?
- How to counter rumours in different environments?

**The communication department in the municipality emphasized the trainings on their own newspaper which is handed out to all citizens in Botkyrka:**

Main activities:

| January 2014- June 2015 | Date/period |
|---|---|
| • **First Antirumours café-introducing the campaign** <br> We had a brainstorm-dialogue to identify any kind of rumour in Botkyrka with local key persons and citizens. <br><br> • **The Antirumours network participated at the exhibition about rumours and prejudices outside of and within Botkyrka, called "Rumours goes".** | January 2014 |
| • **Antirumours café-** <br> Samian citizens. | March 2014 |
| • **Antirumours café-** <br> Roma citizens. | April 2014 |
| • **Seminar with Lilian Thuram** <br> In cooperation with the Multicultural centre and three local sports clubs (IFK Tumba, Konyaspor and Newroz) at the library of Alby. | May 2014 |
| • **Forum discussion-** <br> *"A division of the municipality-good or bad"?* <br> In cooperation with Botkyrkas röster at the library of Tullinge. | August 2014 |
| • **Autumn- launching:** <br> *Antirumours café-* <br> *"Criminality in Botkyrka" at the library of Hallunda.* <br><br> The new concept within the cafés from September is to include | September 2014 |

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|---|---|---|
| smart phones as a communication tool and focus on the four common rumour themes in the municipality. Earlier cafés focused on general perceptions of rumours. | | |
| • **Training of the trainers with Daniel de Torres (25/9)** <br><br> 13 youths were trained during this day. | September 2014 | |
| • **Media including session part 1- Youth in Botkyrka-cooperation with the Film director, Emil Jonsvik.** <br><br> We have now started a dialogue with youth and the national film director which we see as the main engine for the PR of the campaign. With short movies including the common rumours we'll create touching media inputs. | October 2014 | |
| • **Media including session part 2- Youth in Botkyrka-cooperation with the Film director, Emil Jonsvik.** <br><br> Second step: writing stories for film production. | November 2014 | |
| • **Youth Conference in Fittja Youth centre .** <br><br> A full day conference- between 13:00-20:00. Lectures by experts and inspirer in antirasicm and global peace. The local coordinator Selin Kayhan held two workshops about "How to illustrate rumours". The conference was attended by youth and key persons from the municipality. | February 2015 | |
| • **Lecture with Behrang Miri** <br><br> The first activity by the antirumour agents. Behrang Miri is a Swedish rapper, songwriter and actor of Iranian origin. On | April 2015 | |

September 25. 2012, Miri used his position as Artistic director to demand removal of a number of books to another department in the library- which he deemed deemed objectionable (racist, homophobic, etc.)- including his suggestion to transfer the Tintin series from the children's section of the library at Kulturhuset (Culture House).

This created a big debate in Swedish media

His campaign backfired and was widely criticized prompting him to announce his withdrawal from responsibilities as artistic director. He is one of the most famous persons in Sweden giving lectures in antiracism.



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|---|---|
| • **Training in how to counter rumours, prejudices and stereotype statements in daily life and on social media- part 1**<br><br>The first part of the training includes:<br>    ○ Rewiev of the C4i campaign in Botkyrka and the antirumours work in the municipality.<br>    ○ Review of the words/concepts: rumour, prejudice, stereotype and racism.<br>    ○ Common problems in antirumour discussions.<br>    ○ Review of the four rumour-themes in Botkyrka and the main features of the reports about rumours produced by the Multicultural centre.<br>    ○ Discussions about the | April 2015 |

| | |
|---|---|
| concepts: power, privilege and standards/norms. | |
| • **Training in how to counter rumours, prejudices and stereotype statements in daily life and on social media- part 2**<br><br>The second part of the training includes:<br> ○ Basic social psychology: How do we receive messages? How do we change attitudes, values and actions?<br> ○ Review of how to express criticism in an efficient way?<br> ○ Strategies to counter and stop rumours in different environments: for instance in social media, at work, school and/or with neighbours and family.<br> ○ Review of arguments against the most common rumours today.<br> ○ How can I act as a antirumours agent in daily life and on a professional level? | May 2015 |
| • **Campaign movie**<br><br>The aim with the campaign movie is to sum up the C4i Botkyrka project activities. The movie will be spread on a local and national level.<br>This will be delivered in May 2015.<br>In cooperation with Fanzingo. | May 2015 |
| • **Workshop about the negative effect of rumours on the annual "School- meeting 2015"- organized by the Youth Council of Botkyrka.**<br><br>The local coordinator Selin Kayhan held a workshop about "Why discussions about antirumours are important in schools and how the school councils can react/work." | May 2015 |

## ANTIRUMOURS CAFÉ -- A good practice

### 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.
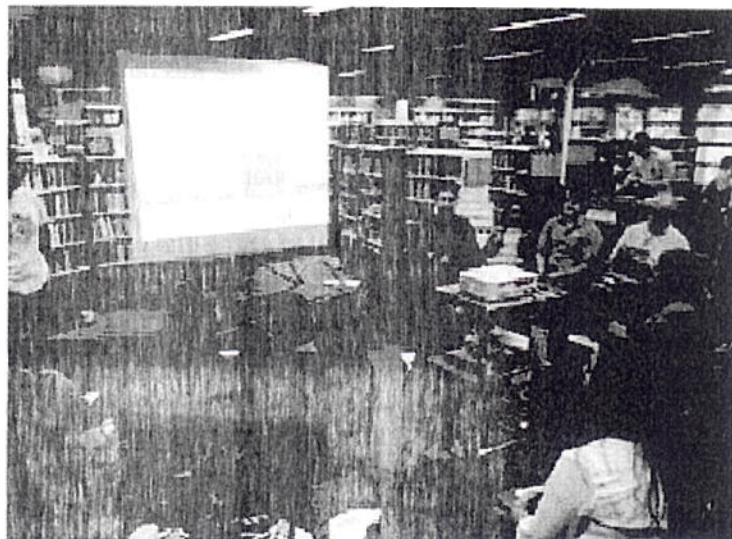
The session was organised electronically, mainly through smartphones, by downloading a QR reader enabled participants to vote on different choices, such as "I agree", "I don't agree" and "I don't know". The main purpose was to enable voting results to be viewed on a screen and to discuss the outcome. 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

The number of attendants for each café was between 20 and 30 and varied according to the theme. The theme attracting most participants was "Swedish culture is under threat" where the web-based tool was used. There were a total of four cafés arranged between January-September 2014 and ca 100 attendances.

Evaluation forms were distributed at the end of every event to measure the outcome. 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.

All activities have been evaluated by surveys (questionnaires).
These forms were distributed at the end of every event to measure the outcome and summarized the general views of the participants and provided ideas for future refinements and additions.

The evaluations shows that 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 leads to depression and that the need of dialogue is huge.

The level of participation varied depending on where the activities were held. Since the north side of Botkyrka (Fittja, Alby and Norsborg/Hallunda) is more affected by the rumours- the participants decided  not to attend beacuse of their afraidness

## 2.2.6 Lessons learnt

Main complexities identified during the project are:

- "Expression- afraidness"

  People are afraid to talk/express themselves about questions as racism, ethnicity, rumours, prejudices, stereotype statements etc. The main reason for this is that people are afraid to say something that might be perceived racialist.  Solutions we found to counter this was to create dialogue platforms during the activities which increased the participants' involvement. For instance by workshops concerning what a rumour is and its effect on the citizens in Botkyrka.

- **The set of the collaboration between the civil society, researchers and the community.**

  The collaboration between these three stakeholders was a central goal for the project as whole- which also is a Unesco-LUCS pilot. All the pilots have as a fundamental demand that all three stakeholders should have an equal impact in planning activities and the implementation process. The challenge was to find working methods to make the idea possible. It was easy to create the steering group because of the interest for the campaign but during the process- the need to clarify the roles of each stakeholder was something that created some frictions. We solve this through a more distinct delimitation of the roles.

Tips to other cities
- Be patient! Create network with everyone from colleagues, creative citizens to students.
- Use both steering group and working group- model for long termed responsibilities.
- Prepare activities close to political events/meetings/activities.

Our biggest expectation was to receive tools to counter rumours in Botkyrka and to create a network with engaged citizens, organizations and key persons- which we experience as accomplished. The campaign received positive feedback from lots of citizens and organizations, both local and national.

We were less delighted with the administration by the C4i team regarding deadlines (which we experienced as too short), there was too much focus on administrative expectations as writing case studies etc.- which counteracted the focus on main C4i activities. We would have wished more forward planning from the C4i team concerning these issues.

## 2.2.7 Calendar of activities

C4i Botkyrka CAMPAIGN

| ACTIVITY/ACTION | MAIN OBJECTIVES | TARGET GROUP | EXPECTED OUTCOMES | INDICATORS | RESOURCES | TIMMING | C4I ACTIVITY |
|---|---|---|---|---|---|---|---|
| Present Research Outcomes | To inform, develop statistics and choose rumours | Inhabitants, NGO's and partners included in the campaign | Spread the research outcomes, debate through dialogue, film, arts etc. | Inhabitants are informed about the outcomes through web site and local news paper. | MKC - (Multicultural centre) | May 2014 | Awareness raising |
| Local mapping, Research and data collection | Identify rumours through cooperation with researchers in the Multicultural centre. | General inhabitants living in Botkyrka. | Identify rumours, perceptions, prejudices and steretypes. Collection of statistics | Collection of information: Main rumours and rumour themes. Public perceptions. | MKC (Multicultural centre) | January-May 2014 | Local Mapping and Research |
| Establish activities within the campaign | To create timetable for all the coming activities in autumn 2014 | Inhabitants NGO's, civil servants and the steering committee | 4 antirumour-cafés 5 training sessions A range of activities | X of inhabitants trained and included in the campaign X activities created | Steering committee | June 2014 | Awareness raising |
| Workshop/Meeting with media | To create awareness in the media and different networks about the 4 rumours and stereotypes | Local media | Participants of local media, radio, TV and newspapers, story telling lab. | X of participants X of news related to the antirumours campaign | City council networks (local media, experts..) | Jun-Aug 2014 | Workshops to raise the awareness |
| Youth Council in Botkyrka | To invite and cooperate with the local youth council about | Youngsters in Botkyrka | 20 youth trained and educated 5 training sessions with youth | X of youngsters included in the campaign X of youngsters | Youth in Botkyrka | Jul-Dec 2014 | Botkyrka City Council in cooperation with the Antirumour Network finance this |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | rumours and how to "combat" them. Educate and promote antirumours workshop with youth | | | cooperating with minimum 2 municipalities (Youth councils) | | | activity |
| **Anti-rumour cafés** | To present the four rumours in the municipality and talk about each of them in different periods | Inhabitants, participants in the network. | identify perceptions and possible approaches 4 cafés (4 rumours) | Inhabitant perceptions | Steering committee (Local Anti-rumour Network) | Sept-Dec 2014 | Communication campaign Awareness raising dialogues |
| **Trainer of trainers with Daniel de Torres** | To train citizens and civil servants about rumours and build a antirumours agents working group | Inhabitants, civil servants | 1 half day | X of inhabitants and civil servants trained | Trainers | September 2014 | Training of trainers |
| **Media including session part 1 and 2.** | Emphasize the importance of social media and how to spread information by viedos etc. | Youth living in Botkyrka- from different associations | Create better understanding for the role of media . | X youth have greater understanding for the role of media in discussions of rumours. | City council | November 2014 | Awareness raising |
| Communication | Story telling | Inhabitants from different districts in Botkyrka | Create a positive feeling of engaging the antirumours network | X articles in newspapers. X times the word Anitrumour has been mentioned in media | Cooperate with the local social media and partners | Jun-Dec 2014 | Powerpoints, Facebook, Instagram etc |

| Youth Conference in Fittja Youth centre-cooperation with the Youth Council | Awareness raising | Inhabitants from different districts in Botkyrka | Reach officials, youth/visitor of the Youth centre | X youth understand the negative effect of rumours, prejudices and stereotype statements | Working group | February 2015 | Awareness raising |
|---|---|---|---|---|---|---|---|
| Antirumours agents training with Fanzingo<br><br>Part 1 and 2. "How to counter rumours, prejudices and stereotype statements in daily life and on social media". | Educate new agents in how to counter rumours, prejudices, and stereotype statements in daily life and in social media. | Youth living in Botkyrka-from different association s | 24 new antirumour agents | 24 new youths in the network | Antirumour s network | April-May 2015 | Awareness raising |
| Camapaign movie | To summarize the C4i project and spread it in local channels. | Inhabitants in Botkyrka | Rise knowledge about the existence of the campaign. | X inhabitants have knowledge about the campaign | Antirumour s network | May 2015 | Awareness raising |
| Workshops about the negative effect of rumours on the annual "School meeting 205" organized by the Youth Council of Botkyrka. | To emphasize the negative effects of rumours to the school council members. | School council chairman and secretary. | Rise knowledge about the existence of the campaign. | X chairman and secretary of the scool councils have knowledge about the campaign and the negative effect of rumours | Antirumour s network | May 2015 | Awareness raising |

## 2.3 C4i local team

### 2.3.1 C4i Local team

**City representative**
**Helena Rojas** is the Director of the Department for Democracy, Human Rights and Intercultural Development in the municipality of Botkyrka. BA in Social Psychology and Social Anthropology.

**Local Network Coordinators**
From January 2014- middle of April 2014
**Vanja Möller**
Was the Project manager for the campaign and went on sick leave. Vanja holds a Bachelor's Degree in Studies of Religion.

**From** middle of April 2014- June 2015
**Selin Kayhan**
Current Project manager for the Antirumours campaign at the Department for Democracy, Human Rights and Intercultural Development in the municipality of Botkyrka.
She holds a BA degree in Political science and Labour economics from the University of Stockholm. Selin has eight years background in the organization- field and has worked with both national and international projects around topics like school- development, how to counter racism in daily life and sustainable development. Selin has been engaged in developing recommendations to counter racism within the youth section in the European Coalition of Cities Against Racism in 2008 in Bologna.

### 2.3.2 Local networks

Unesco LUCS centre, Youth Council of Botkyrka, the Interreligious board, the Council for disabled, Fanzingo, The immigration association, Botkyrkas roster, Orten i fokus and IFK Tumba Fotboll.

## 2.4 C4i sustainability

The main objective for the campaign is to integrate the antirumour work and project as a part of the annual activities of the Municipal Head Office as a priority within the framework of democracy, human rights and intercultural development. The plan is to continue with the same concept of activities and events with focus on the long termed commitment of local stakeholders.

The work will be one of the priorities within ordinary budget of the department for democracy, human rights and intercultural development. Of course with less funding than during the C4i campaign. The Antirumour Campaign Botkyrka prejudge free is Botkyrka´s first Unesco LUCS pilot. Unesco LUCS is a national platform founded by cities/municipalities to go from words to action concerning intercultural development and human rights (in Fittja, Botkyrka). The aim of all the Unesco-pilots is to handle a complex intercultural/human rights challenge of today and then, through the Unesco LUCS platform, disseminate the learnings and the techniques to other cities in Sweden and collaborate with more cities in Sweden to encourage them to start same kind of campaigns.

It is mandatory for the pilots to be developed in equal terms between the civil society, the local administration, and researcher with focus on the local level.

The city partner that we will continue co-operation with will for sure be Barcelona as they are the ones that we have collaborated with before. Beyond Barcelona, we would like to keep a dialogue with the cities that will continue to do an active work against rumours.

We will maintain the work together with the engaged stakeholders of the civil society.

## 2.5 Basic information of the municipality of Botkyrka

DEMOGRAPHICS

**2013- Local register for the whole municipality** – (All the districts: Tullinge, Tumba, Alby, Fittja, Hallunda/Norsborg)

*What is the population size of the city (and the district or other administrative unit relevant for this project)?*

| 2013 | Gender | | |
| --- | --- | --- | --- |
| | Total | Male | Female |
| Total | 87.580 | 44.495 | 43.085 |
| 0-14 years old | 9.165 | 8.542 | 17.707 |
| 15-64 years old | 29.830 | 28.232 | 58.062 |
| 65+ years old | 5.500 | 6.311 | 11.811 |

*What is the percentage of the following categories of residents in the city's overall population?*

   a.  Non-nationals

| 2013 | Gender | | |
| --- | --- | --- | --- |
| | Total | Male | Female |
| Total | 15.089 | 8.022 | 7.067 |
| 0-14 years old | 2.288 | 1.171 | 1.117 |
| 15-64 years old | 11.756 | 6.385 | 5.371 |
| 65+ years old | 1.045 | 466 | 579 |

   b.  Foreign-born nationals

| 2013 | Gender | | |
| --- | --- | --- | --- |
| | Total | Male | Female |
| Total | 34.451 | 17.486 | 16.965 |
| 0-14 years old | 1.746 | 900 | 846 |
| 15-64 years old | 28.377 | 14.651 | 13.726 |
| 65+ years old | 4.328 | 1.935 | 2.393 |

   c.  Nationals with foreign-born parents

| 2013 | Gender | | |
| --- | --- | --- | --- |
| | Total | Male | Female |
| Total | 48.567 | 24.703 | 23.864 |
| 0-14 years old | 4.359 | 4.202 | 8.561 |
| 15-64 years old | 35.658 | 18.399 | 17.259 |
| 65+ years old | 4.348 | 1.945 | 2.403 |

*What are the majority ethnic groups in the city and what percentage of the city population do they represent?*

The municipal authority is uncomfortable with the group definitions used in this template as too narrow minded. The diversity challenges in Botkyrka are not shown by these categories. An everyday reality to us is the diversity within these groups. A significant part of the citizens with country origin in Turkey and Iraq –for instance with Kurdish and Christian background - will feel uncomfortable being defined as Turkish or Iraqian as part of an *ethnic group*. Our suggestion is that you change the title to *"Largest groups by country of origin"*.
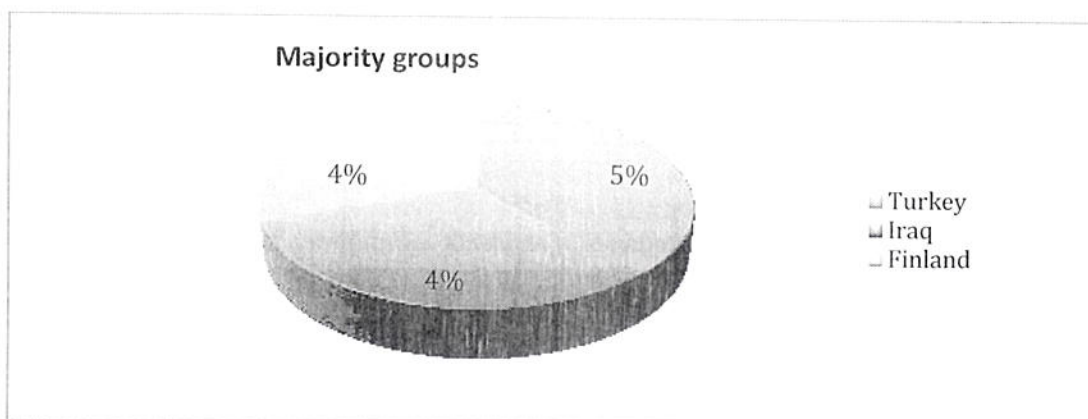


Majority groups

| | Turkey | Iraq | Finland |
|---|---|---|---|
| Non-nationals | 1.056 | 488 | 1.762 |
| Foreign-born nationals | 4.548 | 3128 | 3.079 |

4.The most important minority group in the municipality is: Turkish citizens with 5%

LABOUR MARKET

*What is the size of the active population?*

| 2012 | Gender | | |
|---|---|---|---|
| | Total | Male | Female |
| **Active population** | 38.960 | 20.942 | 18.018 |
| 0-15 years old | 0 | 0 | 0 |
| 16-64 years old | 37775 | 20201 | 17574 |
| 65+ years old | 1185 | 741 | 444 |

What is the percentage of the following categories of residents in the active population?

| 2012 | Gender | | |
|---|---|---|---|
| | Total | Male | Female |
| % of non-nationals in the active population | 16 | 18 | 13 |
| % of foreign-born nationals in the active population | 44 | 46 | 41 |
| % of nationals with foreign-born parent(s) in the active population | No statistics available | | |

*General Unemployement rate*

| | Gender | | |
|---|---|---|---|
| | Total | Male | Female |
| Unemployment rate | 5,3 | 5,6 | 5,0 |

## EDUCATION

*What is the share of the following categories of residents with tertiary, secondary and primary or less than primary education, out of the overall population in the municipality?*

a) Nationals Age 16+,

| 2013 | Gender | | |
|---|---|---|---|
| | Total | Male | Female |
| Tertiary education | 17 | 24 | 29 |
| Secondary education | 44 | 45 | 43 |
| Primary or less than primary education | 27 | 28 | 26 |
| Eduacational level not known | 2 | 2 | 2 |

b) Non-nationals Age 16+,

| 2013 | Gender | | |
|---|---|---|---|
| | Total | Male | Female |
| Tertiary education | 28 | 27 | 28 |
| Secondary education | 30 | 30 | 30 |
| Primary or less than primary education | 25 | 25 | 24 |
| Eduacational level not known | 19 | 21 | 17 |

c) Foreign-born nationals Age 16+,

| 2013 | Gender | | |
|---|---|---|---|
| | Total | Male | Female |
| Tertiary education | 25 | 24 | 25 |
| Secondary education | 39 | 40 | 38 |

| Primary or less than primary education | 33 | 33 | 34 |
|---|---|---|---|
| Eduacational level not known | 3 | 3 | 3 |

## ECONOMY

*What is the GDP per capita in the city?*

2012: 238 900 SEK – (The statistics refer to income), but there are big income differences between the richest and the poorest part of Botkyrka.

## ORGANIZATION

### Which are the competences, at local level, in migrants' integration?

Again, we are uncomfortable with the words used. Migrant's integration is only a small part of our intercultural commitment. The majority of the citizens with immigrant background are born in Sweden (counting also citizens with one parent born in another country). It is risky and counters the intercultural project to talk more about migration than of community building between citizens of different origins on equal terms as the normal state. Migration and discrimination/racism must be separated or at least we need to be aware of the risk of talking of migration as problematic, and as the reason that there are rumours. It is our understanding that there would be rumours regardless of migration and to uncritically making a connection between migration and rumours. With this said, we answer the question:

A precondition is to involve the civil society – associations and enthusiasts – from the start, in order to identify the correct challenges. This is a joint challenge for the whole Municipal Authority, but The Municipal Head Office has assigned to the Division for Democracy, Human Rights & Intercultural Development as the strategic unit to develop a strong connection and cooperation with the civil society, with key persons, youth and researchers. This is manifested among other things through the cooperation with different associations but also through the cooperation with Youth Council, the Interreligious Council and the Council for disabled people. This set up makes the work and ambition to develop the intercultural perspective – realistic. The local competence is therefore focused on promoting interculturalism.

### Which is the city department with leading responsibility for intercultural integration?

The municipal Head Office through the Division for Democracy, Human Rights & Intercultural Development.

The strategy is to integrate the perspective in the aministration as a whole. It is impossible to suceed with big society changing goals only from one unit/department in the municipality and as a part of general political goals (annual and multi annual goals), as well as in the activities of the various administrations. These goals are used to emphasize good and concrete examples. The activities are also used to identify dilemmas – everyday challenges – and to discuss how to solve them.

There is a strong commitment to this approach at the political level and within the framework of our intercultural strategy and our strategy for democracy and participation. The strategy states that migration is seen as a desirable phenomenon. There is a large party-political unity behind the intercultural strategy and the goals.

*Has the city adopted an intercultural/integration action plan?*

The municipal authority in Botkyrka has adopted an *Intercultural strategy* which describes why an intercultural perspective is important for Botkyrka, and this indicates three areas to be given priority: Anti- discrimination, The municipality as a place, The municipal authoiry as a organization.

## CHALLENGES

*Which are the main challenges that your city will face up in developing an anti-rumours strategy?*

6. To work with different districts in Botkyrka. The south side is more challenging since the majority swedes is a bigger citizens group and less committed.
7. To engage more key persons and institutions – both national and international (associations, NGO: s etc.)
8. To include and work with media.
9. To involve different ethnic groups and make them collaborate- since they often don´t meet.
10. To change the citizens' self-image from not feeling as swedes to be proud of the family's history and identity and still be swedes.

*Which are the main strengths in your city to develop an anti-rumours strategy?*

Botkyrka has worked with the Antirumours project since 2013. The intercultural aspect and work has high priority in the municipality and the future implementation is a strategy already being prepared. Botkyrka has local organizations working with stereotypes, antidiscrimination and antiracism which make it easier to reach the target group.

## 2.6 Research and Mapping

At the request of the Botkyrka municipal authority, the Multicultural Centre prepared a report: *"Challenging the rumours in Botkyrka- facts and argumentation"* by Tobias Hübinette, as a contribution to the Antirumours campaign, and as a complement to René León Rosales' report: *Rumours in Botkyrka – a preliminary study of the common rumours which are a hindrance to an intercultural Botkyrka.* Amongst other things, the first report contains a definition and an analysis of the rumour concept.

The second report is instead a collection of facts and figures, discussions and arguments which deal with and meet the four rumour themes which the previous report identified as being those which are the most widespread in Botkyrka; viz. criminality (rumour theme 1), incompatible cultures (rumour theme 2), unjust distribution of public resources (rumour theme 3), and the threat to Swedish culture (rumour theme 4). The report also contains suggestion for finding facts and argumentation on the Internet, and it has been prepared and written for use as a basis for the training of antirumours agents and as a general aid to the antirumours campaign. The anti-rumour campaign is in turn a pilot study within the LUCS Unesco Centre.

### Rumour theme 1- Criminality

A common view of northern Botkyrka as a place and of its citizens as a group is that it is a place and a population which are characterised by an exceptionally high criminality. The truth is, however, that Botkyrka is not the country's most criminally burdened municipal district, nor has the level of criminality in the municipality increased dramatically during recent years.

The persons in the community most strongly believed to be linked to criminality are youths and young adults with a foreign background, often referred to as "immigrant youths" or merely as "immigrants". This is a well established belief with regard to northern Botkyrka and its population which flourishes not only within the municipality but also in Greater Stockholm in general and in the rest of the country, even though the mainstream media have tended recently to focus less on criminality and more on the positive sides of Botkyrka in accordance with the municipal authority's own media analysis[3]. It is also a picture which is more or less conveyed in novels such as Anders Roslund's and Börge Hellström's *Två soldater* (2012), in comic strip albums such as Jens Lapidus' and Peter Bergting's *Gängkrig 145* (2010) and in films such as Harald Hamrell's *Vinterviken* (1996), Ylva Gustavsson's and Catti Edfeldt's *Förortsungar* (2006) and Djengo Esmer's *Shoo bre* (2012), all of which take place in northern Botkyrka, and in a number of other similar cultural productions which claim to talk about "the suburbs" and "immigrants".

In various forums on the Internet and in discussions in the social media, places such as Fittja, Alby, Halunda and Norsborg are strongly linked to criminality and are rumoured to be dangerous and violent. On Sweden's largest forum, Flashback, which in March 2014 had almost 850 000 members, hundreds of discussion topics can for example be found with thousands of contributions which refer to northern Botkyrka and which have criminality and "immigrants" as more or less the only main theme[4].

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[3] See the municipal authority's own home page at http://www.botkyrka.se/Nyheter/Sidor/Fler-positiva-nyheter-i-media-om-Botkyrka.aspx.
[4] See for example: https://www.flashback.org/sok/botkyrka and https://www.flashback.org/sok/norsborg

According to the Swedish National Council for Crime Prevention, which is responsible for and continually presents the Swedish crime statistics, the number of crimes reported in the country in the year 2012 was 1 402 588, which was 13 692 fewer than in the previous year (Swedish National Council for Crime Prevention 2013). Since the figures for 2013 are still only preliminary and since they show roughly the same level as in 2012 with perhaps a slight reduction, the data for 2012 are presented here as the latest available figures which can be considered to be fully reliable (Swedish National Council for Crime Prevention 2014). 2012's figure of 14 654 reported crimes per 100 000 citizens in Botkyrka can also be compared with earlier figures: 13 943 in 2011, 13 664 in 2010, 14 820 in 2009, 14 212 in 2008, 14 494 in 2007, 13 640 in 2006, 13 949 in 2005, 13 668 in 2004, 14 793 in 2003, 15 009 in 2002, 14 919 in 2001 and 15 273 in 2000. The criminality in Botkyrka in proportion to the number of citizens has thus remained at a relatively uniform level since the year 2000. In other words, Botkyrka is not an extremely crime-burdened municipality. Nor are the citizenss of Botkyrka the most exposed to crime either in comparison with other municipal districts in Greater Stockholm or in relation to the citizens of the country as a whole.

The rumours concerning criminality in northern Botkyrka include the belief that this criminality is linked to youths and young adults with a foreign background. Apart from gender and age, i.e. that young men are strongly over-represented both as criminals and as victims, a decisive factor leading to criminality is the socio-economic level in a given region or within a given group. The poorer the region, the higher the criminality, and this is particularly the case in northern Botkyrka which is ranked as one of the poorest districts in Greater-Stockholm. As far as criminality among citizens with a foreign background is concerned, the socio-economic situation is therefore a decisive factor.

There are at the same time large differences between origin and between age on arrival in Sweden for those who have immigrated. For example, those with a background in western Asia were over-represented to a greater extent than those with a background in eastern Asia, and those who immigrated to Sweden before starting school were registered as being suspected of crime to a lesser extent than the group of school age and particularly those who were in their late teens on arrival in Sweden. At the same time, between 88 and 95 % of those in the investigated groups were not registered as criminals at all. The fact that children of immigrants are registered for crime to a lesser extent than those who have themselves immigrated is unusual in an international perspective, where the opposite is often the case (Peterson & Åkerström 2013).

Rumour theme 2 – **Incompatible cultures**

In the continuously ongoing discussion of international relations and globalisation, migration and integration, "Swedishness" and "Immigrants and Swedes", the notion that different cultures are incompatible with each other and may perhaps never meet is always present. In the worst case, according to this widespread belief, certain cultures are so antagonistic to each other that it can only result in conflict if they are forced to live side by side in the same place at the same time, and in extreme cases such antagonism is expected to lead to violence and perhaps even war. That certain cultures are incompatible with each other is however a viewpoint and idea which first developed in the nineteenth century during the rise of nationalism and colonialism, even if it still prevails strongly in modern society.

The cultures which are primarily considered to be in opposition to each other according to this ingrained way of thought and in the public discussion are the western culture and in practice all the other cultures in the world; everything from the Latin-American "macho culture" and the Islamic "honour culture" to the African and Asian "clan cultures". The recently deceased

British culture researcher Stuart Hall (1992) has given this notion the name "West and the Rest" or "West against the Rest", building on the thought that the western world always adopts an antagonistic and hostile relation towards the non-western world.

The idea that the western culture in particular is totally incompatible with all other cultures in the world is intimately linked to the view of the western culture as being totally unique and absolutely superior to all other cultures, including not only those which exist today but also those which have previously existed in human history. It is only the western culture which is said to stand up for the individual, for human rights and equality, and also for anti-racism and tolerance according to the view of the west at the centre which arose under colonialism in the nineteenth and twentieth centuries; and the western model of society is considered to be not only the most optimal, rational and humanistic but also in practice the absolutely final stage in the whole of human and terrestrial history.

Critical research has in the first place established that there are in fact no original, homogeneous and pure cultures. All cultures are in fact a mixture of many cultures, they are all hybrids, since it is never possible to say exactly when a certain culture grew up and since a given culture is always in contact with other cultures. It is another matter that states create and maintain the idea that a certain culture, often the dominant majority culture, is the original, unique, pure and uncontaminated by, for example, devoting to it an abundance of museums, cultural heritage institutes, monuments and memorials (Ehn, Frykman & Löfgren 1993). The British sociologist Paul Gilroy (1993) has expressed it by saying that cultures lack roots but always have routes. i.e. that they are continually changing and mixing, and the Norwegian anthropologist Thomas Hylland Eriksen (2004) has been inspired by this to say that cultures have feet but lack roots.

Nowadays, it is primarily Moslems and other non-western minority groups in the Swedish society together with Romanis who are considered to be the most incompatible with the Swedish majority culture. It is however a fact that the cultures of the minority groups are progressively become "Swedish" in accordance with an other fundamental principle within the research which says that all minorities always adapt to the prevailing dominant culture in the long run in order to be able to survive. Islamologists and students of religion can therefore nowadays study how a Swedish variety of Islamism is developing and how a Moslem feminism and a Swedish Moslem identity are developing, which claim to be both Swedish and Islamic without thereby being less Swedish, and this applies also to other minority cultures.

Rumour theme 3 – **Unfair distribution of public resources**

Ever since the non-European refugee immigration began to replace the work force migration within Europe during the second half of the 1970s, and even more during the 1980s and 1990s, the question "what do they cost?" has been repeatedly asked, not only in extremely reactionary political contexts but also increasingly also in the general public discussion of multiplicity, migration, integration and Swedishness. The parliamentary investigative service, national economists and other researchers, as well as journalists and a variety of debaters have repeatedly tried to calculate "how much they cost" and have asked themselves "how much immigration can Sweden tolerate?", as Sweden's Television's (SVT) prestige-filled social program Agenda expressed it in 2013.

In Botkyrka, the question "how much do they cost?" has been on the agenda in the political world since the Botkyrka Party already in the 1990s began to contend that the municipality should be divided into a northern and southern part. The Botkyrka Party has now been joined

by the Sweden Democrats, whose *raison d´être* builds on the belief that "they cost us too much" on a municipal as well as a regional and national level, and by the Tullinge Party which bases its party programme and the demand that Tullinge, a district in southern Botkyrka, shall be a separate municipal district on the argument that the mainly non-European minority population in northern Botkyrka costs too much for the primarily Swedish majority population in the southern part of the municipality, who they say pay for this through an extremely high taxation rate and an unjust distribution of public funds.

The rumour theme "unjust distribution of public funds" which clearly could just as well be called "they cost us too much" has in other words made its presence felt in Botkyrka as a result of the fact that the Botkyrka Party has had seats on the Municipal Council since the 1990s, that the Sweden Democrats gained three seats in the municipal elections in 2010 and that the Tullinge Party became the third largest party in the municipality with a total of six seats in the same election and received almost half of all the votes cast in the electoral wards in the Tullinge district. So how can we meet the rumour that says that the distribution of public resources is unjust because an excessively large part of the taxes paid by the citizens in southern Botkyrka is said to go to the citizens in the northern parts of the municipality? The truth is in fact that the citizens of Botkyrka do not pay very much extra tax because the population in the northern districts cost more than the citizens in the southern districts since the greater part of the extra costs are compensated for by the system by which the economics of the municipal districts are evened out in Sweden.

Botkyrka is in fact the poorest municipality in Greater Stockholm with an average annual income from employment of SEK 236 800 (which can be compared with an average income of SEK 476 400 in Danderyd) and the municipal district which together with Södertälje taxes its citizens to the highest extent – a taxation rate of 32.23 %, of which 20.13 % is municipal tax and 12.10 % is county tax (Statistics Sweden 2013)[5]. There are, however many municipal authorities in the country which take out tax at a higher rate, and the mean taxation rate for the country as a whole lies at 31.86 %, while rich municipalities such as Danderyd have a taxation rate of 29.45 %, which means in other words that there are only small differences.

In total, the citizens of Botkyrka do not pay very much extra in tax because the citizens in the northern part cost more than the citizens in the southern part of the municipality, since the greater part of the extra costs is compensated for through the municipal economy levelling out system, which means in fact that the citizens of other richer municipalities cover the expenses. Even if Botkyrka reports relatively high costs per citizens for schools, care and welfare, these extra expenses – which are for example due to a large number of newly-arrived pupils affecting the schools budget and a large number of persons with functional disabilities affecting the care and welfare budget – are compensated for from special funds and through grants from the state and other municipalities.

In general, it is also so in practice that all the municipalities in the country with a large number of children and young people always report high education costs. In the final analysis, it is more important to focus on the completeness and quality of the public services than on the costs. The very idea that human beings shall be given a price and be cost-analysed is problematic, just as it is to compare different groups in the society such as those with a Swedish and those with a foreign background with each other on the basis of what they cost,

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[5] For a survey of the taxation rates in the country's municipal districts, see http://www.scb.se.sv_ /Hittastatisitk/Statistik-after-ämne/Offentlig-eknomi-/Finanser-for-den-kommunalasektorn/ kommunalskatterna/11849/11856/67873

since it is very difficult if not impossible to calculate the total costs for each individual on the basis of a life-expectancy perspective.

Rumour theme 4 – **The threatened Swedish culture**

In recent times, many strong voices have been raised and have in a more or less alarming manner declared that the Swedish culture and Swedishness are under threat and are perhaps beginning to disappear for ever. Often, this talk of the threatened Swedishness is 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. Within the wealth of rumours which are gathered under the heading of the threatened Swedish culture, it is sometimes mentioned that end-of-term school celebrations are no longer being held in the church as they were before, that school lunches are no longer always offering traditional Swedish cooking, or that when Lucia is celebrated Lucia herself no longer looks as she always did before.

Sometimes, however, this comment is made without any concrete example being given of what it is that is being threatened. Instead that which is expressed is rather a sort of worrying concern that it just is the case that the Swedish culture and Swedishness are gradually disappearing. The belief that a given culture is pure, unchanging and shall be preserved at all costs is however a notion which developed only with the rise of nationalism in the nineteenth and twentieth centuries, when the state and the elite decided and created what should be included in the Swedish culture and Swedish traditions.

This rumour theme is clearly related to rumour theme 2 concerning incompatible cultures, with the difference that in this case it is the majority culture which is at the centre and which is felt to be threatened by globalisation, migration and the presence of various minority groups within the country's borders. The starting point and the arguments are the same, based on a view of culture as being original and real, pure and unmixed, and eternal and unchanging with time. According to this viewpoint, the Swedish culture and Swedishness are something which exist in their own right, and it is up to those who call themselves and are counted as Swedes to initiate and live according to the Swedish culture, at the same time as the Swedish state shall do its utmost to preserve it at all costs and to spread it to coming generations and also to those who have immigrated to Sweden, and also demonstrate it in different contexts to the rest of the world.

The belief that a given culture is pure and unchangeable and that it shall be preserved at all costs is an idea that developed first with the rise of nationalism in the nineteenth and twentieth centuries, when the state and the elite decided and created that which should comprise the Swedish culture. Traditions come and go. That which was valid a century ago is not valid today and vice versa, and that which is considered to be Swedish culture and an integral part of Swedishness has always been undergoing change and will continue to do so in the future.

Launching of the
Antirumours café (with new concept)-
3 September
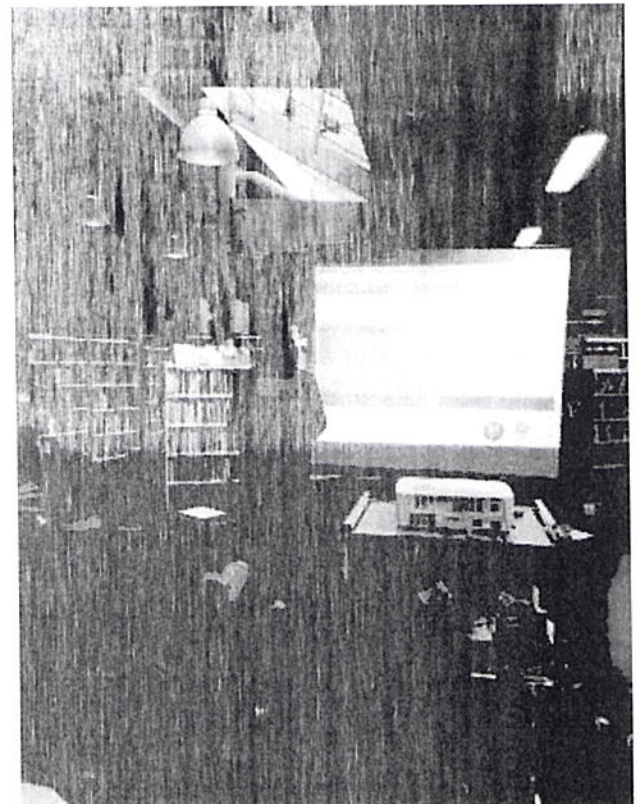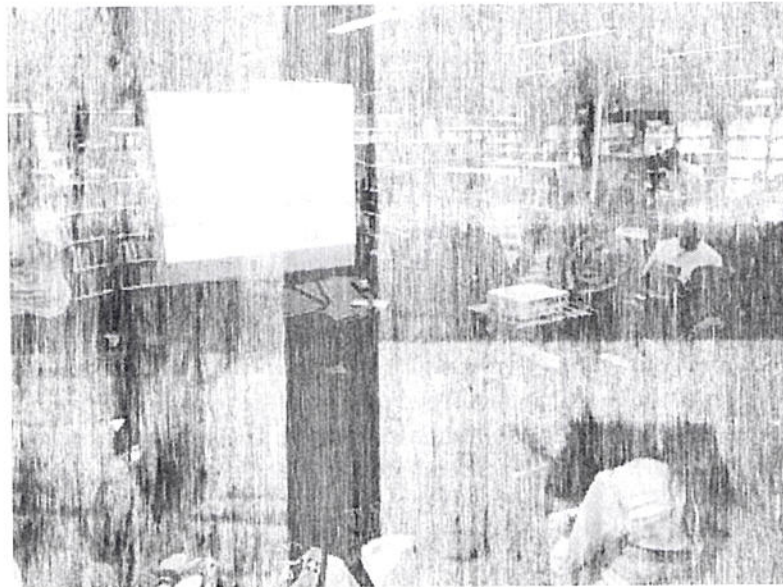
## Youth Conference- 11 February 2015

Lecture with Behrang Miri 7/4 2015

Trainings with Fanzingo 28/4 and 5/5 2015