



Communication for
integration : Social Diversity



C4I Final Report

**Do not feed
the rumor!**

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FINAL REPORT

AMADORA

26TH MAY, 2015

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1. Introduction

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

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

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

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

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

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

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

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

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

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



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



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<p>● Establishment of Local Networks</p>	<p>Since May 2014 to the end of the Project</p>	<p>Amadora project seeks to establish a positive dialogue with its community around the theme of cultural diversity. Thus, it was important to establish local anti rumors networks through:</p> <p>(a) The presentation and dissemination of the Project through the Local Council for Social Action (CLAS) and through the Social Network of Amadora;</p> <p>(b) A viral communication strategy, using the facebook, a proper website, several leaflets, street posters, badges, videos and other dissemination materials of the <i>Do not Feed the Rumor!</i> Campaign, causing a snowball effect;</p> <p>(c) The participation of the different elements of Amadora community into several workshops, creating the necessary proximity to the theme of cultural diversity (Initial workshops, in may; "Acting Together" workshops with the participation of several entities from the city; a Theatre-Debate Forum, opened to the community and Information sessions about the <i>Do not feed the rumor!</i> Campaign in schools of the Municipality, with the presence of teachers and other important members of the school community;</p> <p>(d) The Training of Anti Rumors Agents Trainers given by Daniel Torres;</p> <p>(e) The participation of citizens and city workers into several open to the community events like the National Comic Completion on the cultural diversity theme; <i>Blanca Rosita Barcelona</i> exposure by Miguel Gallardo; <i>Workshops for Diversity: What is the true color of the clouds?</i>; a Theatre-Debate Forum - <i>Pathways to Integration: The Value of Facts</i>; Information sessions about the <i>Do not Feed the Rumor!</i> Campaign in schools of the Municipality; a Flash mob promoted by a local organization on Amadora train station; a Show Schools Theatre, a collective exhibition of works (Senior Programme promoted by the Municipality), <i>Door to Door</i> volunteer initiative, <i>Amadora Walk</i> sports initiative, 1st Municipal Paper kites Contest of Amadora - <i>Giving Wings to Interculturalism</i> and a cultural visit (Senior Programme promoted by the Municipality) and <i>Do Not Feed the Rumour!</i> Campaign closing event.</p>	<ul style="list-style-type: none"> ● Municipal Executive; ● Special Projects Office; ● C4i Consultant Team (European Council) ● Press and Public Relations Office; ● Family Support Office; ● Associative Movement Support Office; ● Social Intervention Division; ● Educational Intervention Division; ● Cultural Intervention Division; ● Housing and Resettlement Division; ● Systems, Information and Communication Technology Division; ● Associative Movement of Amadora; ● School Community of Amadora; ● CIS.IUL (ISCTE); ● OLOGY – Entity responsible for the design of the Local Campaign; ● Local Media; ● Citizens and city workers, aware of the project through direct and contact with the research team. ● Other relevant entities for the establishment of local anti rumours networks, inside and outside the city.
<p>● Local Campaign</p>	<p>From 10th September, 2014 to the end of the Project</p>	<p>The <i>Do not Feed the Rumor!</i> Campaign search to contribute to the appreciation of cultural diversity and social cohesion through the deconstruction of stereotypes and rumours and to contribute to the change in perceptions, behaviours and attitudes towards immigrants and towards the city of Amadora through:</p> <ul style="list-style-type: none"> ● A participatory methodology, involving significant entities of the city; ● A positive dialogue about cultural diversity and about rumors and stereotypes; ● A viral communication strategy, using the facebook, a proper website, several leaflets, street posters, badges and other dissemination material of the <i>Do not Feed the Rumor!</i> Campaign and videos of the Campaign, causing a snowball effect on pass trough of the objectives and main theme of the project; ● A strong training of Anti Rumors Agents Trainers, capable of rich several elements from different areas of intervention in the Municipality such as education, social intervention, culture, sport, intercultural mediation, volunteering, citizenship and public security; ● A continuous and structured evaluation capable of measure the impact of the Campaign in the city (statistical information about the number of participants in the events, data about the dissemination of awareness material, feedback from the 	<ul style="list-style-type: none"> ● Municipal Executive; ● Special Projects Office; ● C4i Consultant Team (European Council) ● Press and Public Relations Office; ● Family Support Office; ● Associative Movement Support Office; ● Social Intervention Division; ● Educational Intervention Division; ● Cultural Intervention Division; ● Housing and Resettlement Division; ● Systems, Information and Communication Technology Division; ● Associative Movement of Amadora; ● School Community of Amadora; ● CIS.IUL (ISCTE); ● OLOGY – Entity responsible for the design of the Local Campaign;

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	<ul style="list-style-type: none"> several entities that participate in the activities): A constant assimilation and accommodation process which allowed to adapt the drafted activities to the real needs of the population of Amadora in the cultural diversity thematic (for example, it was necessary to rich schools truth awareness sessions about the <i>Do not feed the rumor!</i> Campaign and reflection on "Rumors" in the specific context of education and students peer relationships). 	<ul style="list-style-type: none"> Local Media; Citizens and city workers, aware of the project through direct and contact with the research team; Other relevant entities for the establishment of local anti rumours networks, inside and outside the city.
<ul style="list-style-type: none"> Launching Event 	<p>10th September, 2014</p> <p>The Launching Event integrated the celebrations of the 35th Anniversary of the Municipality. In order to promote awareness of the Campaign and its objectives for the target population of the project, it was organized a formal public presentation and dissemination of the project in September 10th, 2014. The participation of city prominently public names, creating a video for dissemination of the Campaign, was an essential step to the presentation of the project among citizens and local and national press.</p> <p>At a short term it intended to allow the population to receive statistic and official information on the socio-economic context of immigration; at a medium term, the Launching Event searched to improve the knowledge of the community about the socio-economic context of immigration and, at a long term, it intend to change the negative thoughts, behaviors and attitudes toward immigrants and toward the city negative perception.</p>	<ul style="list-style-type: none"> Municipal Executive; Special Projects Office; City prominently public names (Ana Bacalhau, Carla Chambel, Joaquim Franco and Nuno Delgado); Press and Public Relations Office; Family Support Office; Associative Movement Support Office; Social Intervention Division; Educational Intervention Division; Cultural Intervention Division; Housing and Resettlement Division; Systems, Information and Communication Technology Division; Associative Movement of Amadora; School Community of Amadora; CIS.IUL (ISCETE); LOGY – Entity responsible for the design of the Local Campaign; Local Media; Other relevant entities for the establishment of local anti rumours networks, inside and outside the city.
<ul style="list-style-type: none"> Awareness-raising Workshops 	<p>Amadora Local Campaign searched to involve the city community in a major positive dialogue about cultural diversity. By using a participatory and opened method of awareness-raising, it tried to stimulate the debate on the issue of rumours and their influence on the integration of immigrants, raise awareness of the importance of facts in perception, behaviours and attitudes toward immigrants and about the importance of perceptions, behaviours and attitudes in the integration of immigrants. Amadora tried to put people talking about the theme of cultural diversity and explore de the resources that the different entities of the Municipality already have on this issue. The awareness-raising occur in:</p> <ul style="list-style-type: none"> <u>Workshop I attended Project Consultants</u> - Identification of bodies/ professionals County Social Network to be involved in the campaign and Project Activities; <u>Workshop II</u> - First approach to the most frequent rumours in the city, with local stakeholders and municipal employees; <u>Acting Together Workshop (I)</u> - Working session with the participation of 25 representatives of institutions of the County Social Network. It brought new ideas and challenges to the <i>Do Not Feed the Rumor!</i> Campaign in order to develop activities for the community in issues of social inclusion and cultural diversity <u>Acting Together Workshop (II)</u>: Working session with the participation of 15 representatives of institutions of the County Social Network. It allowed the analysis 	<ul style="list-style-type: none"> Municipal Executive; Special Projects Office; C4I Consultant Team (European Council) Press and Public Relations Office; Family Support Office; Associative Movement Support Office; Social Intervention Division; Educational Intervention Division; Cultural Intervention Division; Housing and Resettlement Division; Systems, Information and Communication Technology Division; Associative Movement of Amadora; School Community of Amadora; CIS.IUL (ISCETE); Local Media; Other relevant entities for the establishment of local anti rumours networks, inside and outside the city.




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<ul style="list-style-type: none"> ● Training of Anti Rumours Agents Trainers 	<ul style="list-style-type: none"> ● 11th November, 2014 	<p>and reflection about the Training of Anti Rumours Trainers Agents held in November and (a) sharing of activities under the Project, (b) Activities Plan to develop in 2015 and (c) Brainstorming regarding the Campaign closing Event at the end of May 2015;</p> <ul style="list-style-type: none"> ● 7 <i>Building Bridges School Workshops</i> - Training and reflection sessions on "Rumors" and awareness rising about the <i>Do not feed the rumor!</i> Campaign and its main objectives and goals. <p>In order to guarantee an effective and regimented training, the selection of the participants tried to be the most comprehensive possible in regard to the main areas of intervention held in the city, namely: education, citizenship, social development, family support, associative movement, health and well being and public safety.</p> <p>The training session was conducted by Daniel Torres, Consultant of the European Council, under the theme of interculturalism, rumors and anti rumors. 28 individualities participated representing the several areas of intervention of the city in an open, positive and effective dialogue about the importance of do not feed the rumors, demystifying them continuously and in harmony with correct and concrete information about immigration and about the city of Amadora.</p>	<ul style="list-style-type: none"> ● Amadora City Council; ● Special Projects Office; ● C4i Consultant Team (European Council); ● Sports and Professions Intercultural School; ● Dr. Azevedo Neves Group of Schools ● Almeida Garrett Group of Schools; ● Pioneiros da Aviação Portuguesa Group of Schools; ● Amadora 3 Group of Schools; ● 2nd/3rd Grade Pedro D'Orey da Cunha School; ● 2nd/3rd Grade Miguel Torga School; ● Seomara Costa Primo Secondary School; ● Theatre and Film School; ● Crossing Theatre; ● Veneira Parish Council; ● Encosta do Sol Parish Council; ● 6th of May Social Center; ● AJPAS Association; ● Public Safety Police (PSP); ● Aga Khan Foundation; ● Workshops for Diversity Responsible.
<ul style="list-style-type: none"> ● Training of Anti Rumor Agents 	<ul style="list-style-type: none"> ● Along the school year ● 6th and 9th March ● 19th 23th February, 5th and 12th March ● 21th May 	<p>Awareness-raising and (in) formation workshops, took place in three schools of the city and a NGO, boosted by anti rumors agents who participated in the training of trainers. Teachers are working in several schools in Amadora enabling them to talk about the issues and express themselves through positive dialogue and art. While the Project targets children and teenagers and builds their skills, the idea was that these go on to influence their primary and secondary support networks - family, friends, colleagues, teachers and fellow pupils.</p> <p>Seomara da Costa Primo Secondary School initiative enables students to develop the theme of rumors and anti rumors through various artistic resources, including photography, singing, visual arts, and positive dialogue in classes, building their abilities as anti rumours agents.</p> <p>Almeida Garrett 2nd and 3rd Basic Cycle School, workshops were run with students of the 5th to 9th grade classes. The school curriculum includes an Education for Citizenship theme, including tolerance and social inclusion, and the C4i project materials has been integrated within that. The teacher who had received training developed the materials on the topic, using PowerPoint, and provide it to their colleagues. A total of 29 teachers and 622 pupils from 5th to 9th grade were involved. Here the Deputy Mayor and the Local Coordinator had the chance to boost three anti rumor sessions (March, 6th to 9th) involving directly 63 of the 622 students.</p> <p>Miguel Torga Basic School, four workshops were held with students of the 6th grade classes</p>	<ul style="list-style-type: none"> ● Almeida Garrett School ● Miguel Torga School ● Seomara da Costa primo School ● 6 of May Social Center

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	<ul style="list-style-type: none"> ● Ambassadors for Diversity 	<p>involving 23 students and their teacher, from 1^{0th} February to 12th of March.</p> <p><u>6 of May Social Center</u>: one workshop was held by the Social Center Social Worker, who has also participated on the Training of Trainers of Anti Rumor Agents. It was possible to involve in this workshop young people that are working in the neighborhood with other young people who are the target of rumors and prejudice.</p> <p>The main ambassadors of the project are the policy makers of the City. Their involvement and participation were fundamental to the planning and good execution of the planned activities. The commitment of the municipal executive with the project facilitated the execution of the actions and has overcome difficulties, unlock constraints and streamline procedures</p> <p>At this level also takes relevance public personalities that became the local and national face of the campaign "Do Not Feed the Rumor!", Giving it reliability and contributing to widening the campaign spread.</p> <p>At the operational level, the main ambassadors are the Anti rumors agents, who armed with new tools were able to create activities directed to the deconstruction of rumors and prejudices and enhancing cultural diversity</p>	<ul style="list-style-type: none"> ● Municipal Executive; ● Special Projects Office; ● City prominently public names (Ana Bacalhau, Carla Chambel, Joaquim Franco and Nuno Delgado); ● Anti rumor agents
<ul style="list-style-type: none"> ● Diversity Days/ Cultural Event 	<ul style="list-style-type: none"> ● October to November 2014 ● 5th December, 2014 ● March and April 2015 ● 18th May to 18th June ● 21th to 24th May 	<p>Event 1 – <i>The Workshops for Diversity: What is the true color of the clouds?</i> occurred during the 25th Comics Festival of Amadora; it offered the opportunity to explore the thoughts, feelings and attitudes of the participants toward the existing rumours in the city of Amadora. The description of others through the expression of art (use of <i>World/food</i>) enabled the expression of emotions, feelings, beliefs and attitudes toward immigrants and allowed to work on the veracity/ legitimacy of them;</p> <p>Event 2 (Cultural Event) - <i>Pathways to Integration: The value of the facts</i> Theatre-Debate: Forum was based on the <i>Theatre of the Oppressed</i> methodology; this event mainly aimed (a) to stimulate the debate on the subject of rumors and their influence on the integration of immigrants and (b) to raise awareness of the importance of events in perception and attitudes toward immigrants. The event agendas included three theater performances commented by experts in the main intervention areas in which the rumours where shown by the playes (employment, education and crime);</p> <p>Event 3 (Cultural Event) - <i>Proximity Dynamic: The integration Tree</i> and a flavors exhibition of food, coming from the ten countries with the highest number of residents in the Municipality brought together the various participants in the Forum in an informal and positive dialogue about interculturalism and cultural diversity in Amadora.</p> <p>Event 4 (Cultural Event) 25 Cartoon National Contest under the subject "<i>Cultural Diversity</i>";</p> <p>Event 5 (Cultural Event) "<i>Giving Wings to Interculturality</i>" 1st Municipal Kit Contest, involving 17 Schools and 37 classes;</p> <p>Event 6 – (Cultural Event) "We are Amadora" - photographer exhibition, a sample of over 40 nationalities that populate the city of Amadora;</p> <p>Event 6 – (Cultural Event) – exhibition of the 1st Municipal Kit Contest works.</p>	<ul style="list-style-type: none"> ● Municipal Executive; ● Special Projects Office; ● Press and Public Relations Office; ● Family Support Office; ● Associative Movement Support Office; ● Social Intervention Division; ● Educational Intervention Division; ● Cultural Intervention Division; ● Housing and Resettlement Division; ● Systems, Information and Communication Technology Division; ● Associative Movement of Amadora; ● School Community of Amadora; ● CIS.IUL (ISCETE); ● Local Media; ● Other relevant entities for the establishment of local anti rumours networks, inside and outside the city.
<ul style="list-style-type: none"> ● Dissemination 	<ul style="list-style-type: none"> ● Since 10th September, 2014 to the end of the Project 	<p>A viral communication strategy, using the facebook, a proper website, several leaflets, street postcards, roll ups, badges, videos and other dissemination materials of the <i>Do not Feed the Rumor!</i> Campaign was essential to the dissemination of the Campaign in Amadora, causing a snowball effect. The creation of an image to appear on all materials produced and in all the activities of the C4i Project was one of the cornerstones of Amadora Local Campaign, which</p>	<ul style="list-style-type: none"> ● Municipal Executive; ● Special Projects Office; ● C4i Team (European Council); ● European Website on Integration Team; ● European Forum for Urban Security Team;

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	<p>intend to create a sense of familiarity with the thematic, facilitating the correct perception about immigration and changing behaviors and attitudes towards them.</p> <p>Logo/ Slogans (in attached):</p>  <p>Website: http://www.cm-amadora.pt/naoalimenteorumor/; Facebook: https://www.facebook.com/naoalimenteorumor?fref=ts; Video Presentations of the Do Not Feed the Rumour! Campaign: (a) https://www.facebook.com/naoalimenteorumor/videos/vb.14668791069050_04/1537690329823881/?type=2&theater (b) https://vimeo.com/105399618;</p> <p>Leaflets and printed material: Initial Leaflet; <i>Did you know that...</i> Leaflet; Anti Rumours Agents Guide; <i>Do Not Feed the Rumour!</i> Posters and <i>Do Not Feed the Rumour!</i> Street Posters; <i>BDiversity</i> Comics Publication (in attached); Strategic Communication Plan (attached); T-shirts</p>  <p>Badges</p> 	<p>Press and Public Relations Office; Family Support Office; Associative Movement Support Office; Social Intervention Division; Educational Intervention Division; Cultural Intervention Division; Housing and Resettlement Division; Systems, Information and Communication Technology Division; Associative Movement of Amadora; School Community of Amadora; CIS.IUL (ISCITE); Local and National Media; Other relevant entities for the establishment of local anti rumours networks, inside and outside the city.</p>
	<p>Another documents created in order to systematize information about the Project to other entities [Ex.: European Website on Integration and European Forum for Urban Security (in attached)];</p>	

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<ul style="list-style-type: none"> Other Campaign Activities 	<ul style="list-style-type: none"> Since December 2014 until the end of the project 	<ul style="list-style-type: none"> Prezi Presentations about C4i Local creation and evolution (attached); Ppts Presentations created by the Schools (attached) <p>Amadora kept the course of the initial draft of the Campaign but, as the same has progressed, it become necessary to make adjustments to planned actions that contributed to the enrichment and sustainability of the Local project* </p>	<ul style="list-style-type: none"> Seomara da Costa Primo Secondary School; Amadora Oeste Group of Schools; Almeida Garrett Group of Schools; Cardoso Lopes Group of Schools; 6th of May Social Center; EB 2,3 José Cardoso Pires School; EB 1/ JI Alto dos Moinhos School; EB 2/ 3 Dom Francisco Manuel de Melo School; EB1 Venteira School; Pressley Ridge Association; EB1Artur Bual School.
<ul style="list-style-type: none"> 1st Wave Survey 	<ul style="list-style-type: none"> October 2014 	<p>The report focused on the C4i impact assessment and, more specifically, on Stage1 –pre campaign/pre intervention. For this purpose, a self administered survey was developed and implemented online through <i>Qualtrics</i> software and also in a paper and pencil version. The survey included 41 questions assessing attitudes of primarily native citizens who live or work in Amadora towards the immigrants who reside there. These questions were developed based on the guidelines provided by the Council of Europe, on the results of Report 1 (local mapping) and on existing measures in the scientific area of Social Psychology focusing on attitudes, prejudice and discrimination. 182 individuals participated in this study. This sample consisted of men and women of various ages and education levels who reside or work in several administrative areas in the city of Amadora. In addition, an analysis of social media was conducted, in particular Twitter, focusing on the discourse about the C4i project in Amadora. The results of the survey showed that, in general, participants tended to reject the more explicit attitude in al measures, such as the rumors about immigrants. The rumors related to the work sphere (“Immigrants steal jobs from the Portuguese”) and to education (“Immigrant children are trouble in schools”) received the highest levels of rejection. On the other hand, the rumors “Immigrants live on subsidies and other state support” and “Immigrants are linked to criminality” were somewhat more accepted, and participants had a higher degree of confidence in their truthfulness, based mainly on personal experiences and on media dissemination, specifically the rumor related to the link between immigrants and criminality. On the indirect attitudinal measures (ex: social distance, intergroup emotions), the results indicated some ambivalence: although there was no clear rejection in the social distance</p>	<ul style="list-style-type: none"> University Center Studies - CIS.IUL (ISCTE)

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		<p>measures, neither a high level of acceptance of different types of relationship/social interaction with immigrants (social distance) nor a high level of positive emotions towards immigrants emerged.</p> <p>The different contact measures included in the survey also revealed that, in spite of the moderate high contact frequency of participants with immigrants and the fact that seven in ten participants indicated having at least one immigrant friend, the assessment of the quality of this contact was not homogeneous.</p> <p>For example, the relationship between locals and people with migrant background was evaluated as "satisfactory" by 56% of participants and as "very poor" or "poor" by about 24% of the participants.</p> <p>The results thus show that, the apparent positivity of participants' attitudes, driven by low levels of explicit and blatant prejudice, less positive attitudes towards immigrants still persist and these mainly emerge in the indirect measures of prejudice. It is also important to note the importance of some socioeconomic variables and others, such as previous knowledge about the campaign, on the results.</p> <p>Indeed, we found that participants with less education (below university level) and those above the age of 45 displaying less positive attitudes towards immigrants; both on the explicit and the indirect prejudice measures. Previous knowledge about the campaign was also an important variable in relation to attitudes towards immigrants—participants who were familiar with the anti rumors campaign showed more positive attitudes towards immigrants.</p>	
<p>● 2nd Wave Survey</p>	<p>● January and February 2015</p>	<p>To develop participatory actions, raising awareness of cultural diversity and its potential. Drawing on the mapping of the "rumors" (stereotypes, social representations) about the immigrant groups that live and/or work in Amadora, which took place at the end of July 2014 (first Report), the City Hall developed and conducted an anti rumor campaign entitled <i>Do not feed the Rumor!</i>.</p> <p>The campaign officially started in September 2014 and continued until June 2015. The attitudes of the inhabitants and workers of Amadora regarding the immigrants that live and /or work in the municipality were analyzed by the CIS - IUL team before the beginning of the campaign (Phase 1 – pre intervention/pre campaign) (above).</p> <p>The same evaluation was conducted between January and February 2015, after some of the anti rumor campaign activities and events had been held (Phase 2– post intervention/post campaign).</p> <p>The current report presents the campaign impact assessment, focusing on the comparison of the results obtained in Phase 2 and in Phase 1. As in Phase 1, a self administered questionnaire was developed and delivered both online, through the <i>Qualtrics</i> software, and in a paper version.</p> <p>The questionnaire was composed of 48 questions, most of which identical to the ones used in Phase 1, assessing the attitudes of the local population of Amadora towards immigrants, using both blatant and subtle measures of prejudice, as in previous studies in this area.</p> <p>219 individuals participated in this study; this sample consisted of men and women of various</p>	<p>● University Center Studies - CIS.IUL (ISCTE)</p>

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

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

2.1. Presentation and Basic Information about Amadora

For several centuries, Amadora was the summer tourist resort of many wealthy families of Lisbon. The healthiness of the place, the proximity to the capital, the media and the wide area available were the main factors for the choice of Amadora from the richest families.

The current territory of Amadora was born from the breakup of the former parish of Benfica, in 1885-1886, becoming a parish in the municipality of Oeiras in April 17th, 1916, and a City in June 24th, 1937. Created on September 11th, 1979, the Municipality of Amadora extends over an area of 23.79 km². The Municipality of Amadora is integrated in the Lisbon Metropolitan Area (AML), making land borders with the municipalities of Lisbon, Oeiras, Odivelas and Sintra.

It was the first city to be created after the April 25th, 1974 and is currently composed of 6 parishes: *Águas Livres, Alfragide, Encosta do Sol, Falagueira-Venda Nova, Mina de Água and Venteira*.

Among his symbols are the *Águas Livres* Aqueduct and the old Airfield, important in the emergence of aviation in



Portugal. Today the Airfield is the Headquarters of the General Staff of the Portuguese Air Force (Alfragide).

The main economic activities of the region are the manufacturing industries, the activities of the tertiary sector, such as trade and services, and the construction industry. However, due to a restructuring of heavy industries, there was a considerable reduction in the weight of industrial employment in the Municipality.

The active population of Amadora is mainly composed of employees of the tertiary sector, which have a great impact on the economic structure of the region.

According to the final data from the 2011 *Census*, Amadora has 175 136 inhabitants, making it the fourth most populous city in Portugal and the city with the highest population density in the country.

Population of the Municipality of Amadora (1981 - 2011)			
1981	1991	2001	2011
163 878	181 774	175 872	175 136

The population with foreign citizenship has increased 33% in a decade and represents 10% of Amadora population in 2011. Amadora is a multicultural city with great attractiveness for many citizens around the World. Brazilian community has the largest increase between 2001 and 2011 (from 7% to 22%). 60% of the foreign population living in the city is from *PALOP* (African Countries where Portuguese is the Official Language), 7% of the foreign population are from other European Union Countries, 5% are from other countries in Europe, 4% are from other countries outside Europe and another 4% are from other African countries not integrated in *PALOPs*.

Women represent 52% of foreign residents in the City. The average age of the resident foreign population in Amadora is 33 years - younger than the Portuguese population.

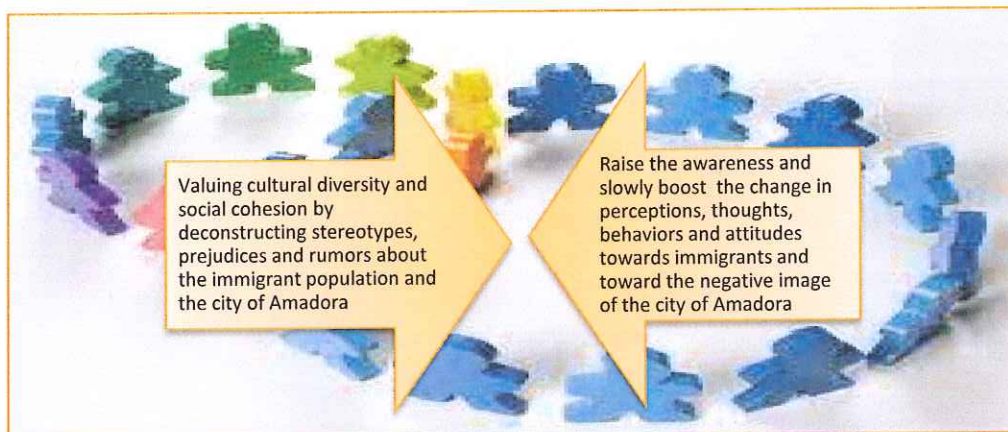


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2.2. Local Campaign

2.2.1. Basic Information about the Campaign

Specific Goals



Targets

The Communication for Integration Project constituted an opportunity to raise awareness relatively to the stigmatization of immigrant people, victim of stereotypes, prejudice, discriminatory attitudes and rumors which difficult her social integration, proximity and identification with the foster country/ city.

The *Do not Feed the Rumour!* Campaign tried to raise this awareness by mobilize the Local Associative Movement and the general Population of the city toward a slow and progressive process of change.

Based on the evidence, it is possible to point out the major target groups of the Campaign, namely:

- ✿ Citizens of Amadora, in general;
- ✿ Workers of Amadora, specifically:
 1. Workers of the Municipality, including the Municipal Executive;
 2. Elements belonging to the management charts, technical and operational staff of the entities belonging to the County Social Network, particularly those that belong to the Amadora Local Social Action Council;
 3. Elements belonging to the direction board of the twelve Schools Groups, teachers and another technical and operational staff belonging to the 1st, 2nd and 3rd cycle of basic education, secondary education and professional courses of the Municipality Schools;
- ✿ Beneficiaries and main users of the County Social Network, particularly those that belong to the Amadora Local Social Action Council;
- ✿ Parents and students of the 1st, 2nd and 3rd cycle of basic education, secondary education and professional courses of the Municipality Schools;
- ✿ Population residing outside of Amadora.

Specific rumors of the *Do not Feed the Rumour!* Campaign

According to the local mapping and investigation carried out by CIS.IUL (ISCTE), the five specific rumours the Campaign has focused on were:

Dimension	Thematic categories	Themes
Rumours	Perceived Rumors	<ol style="list-style-type: none"> 3. Immigrants do not want or like to work; 4. Immigrants live off of grants and other support from the state; 5. Immigrants are linked to crime; 6. The foreign children only bring problems to the schools; 7. Immigrants steal the work of the Portuguese people.

After the local mapping and investigation, made by CIS.IUL (ISCTE), it was possible to notice that the main identified rumours obtained with the study were close to the principal rumours existing in Portugal.

Research from the different Municipality departments showed that this five identified rumours not only weren't true but also that they could be demystified by concrete and correct information, using, for that matter, a smart communication strategy and communication tools effective enough to create a positive dialogue and a snowball effect around the theme of social integration and cultural diversity.

In a complex socioeconomic period, where the main intervention areas are subject to review and scrutiny, with several factors that influence the local stability arising (not always factors of social risk but, certainly, factors that end up taking this proportion) rumors worked by the *Do Not Feed the Rumour!* Campaign were essentially the main rumors CIS.IUL (ISCTE) identified regarding the areas of employment, social and public support, crime, education and citizenship.

After some meetings with specific Municipality departments, in order to discuss the necessary strategy to gather and analyze the existing official statistical information on immigrants, rumours in Amadora and concrete anti rumors information; after an exhaustive research about national and local data, capable of counter the specific rumours identified in the local mapping investigation [information from *Census 2011*, National Statistics Institute, 2012-2014, Social Development Plan (Amadora Social Network), Ministry of Economy Office of Strategy and Studies, Employment and Professional Training Institute, "XXI Amadora" (Geographic Information Division), Institute of Social Security, Foreigners and Borders Service, Ministry of Internal Affairs, High Commissioner for Migration and International Student Assessment Programme] and from Data Base of the Municipality thought the years; and after some brainstorming encounters about the best way of disseminating the collected anti rumour information, it was possible to be 100% certain that Amadora would focus on the five rumours described in the most positive and effective way possible.

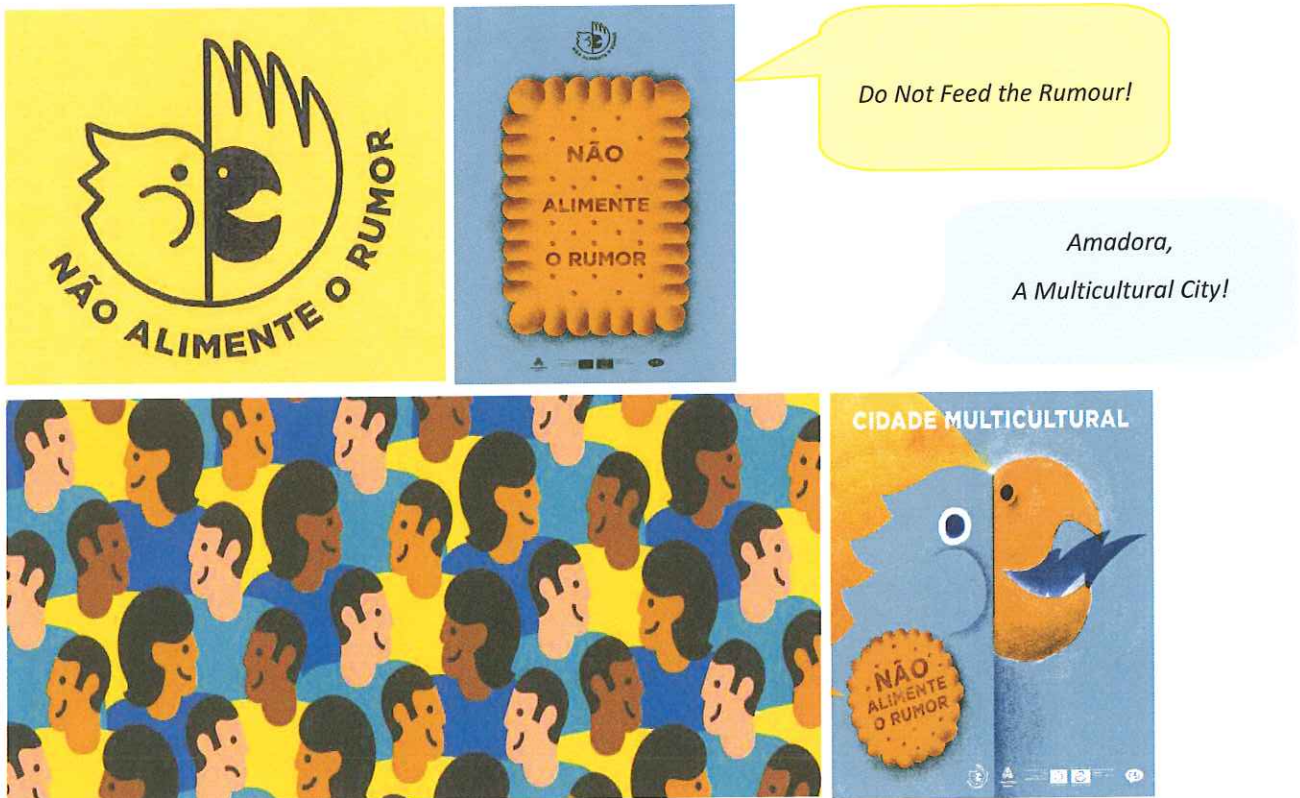
Aldo there were not delays in the design and/or implementation of the Campaign, *C4i* Local Team felt that the implementation timings were too short and there were not enough time to analyze and reflect about the results of the major activities of the Campaign. Drafting, put on the field and be able to meta-analyze the obtained results was too demanding and removed "quality time" to reflect about future possible actions of success in the valuing of cultural diversity and social cohesion and boost the change in perceptions, thoughts, behaviors and attitudes towards immigrants and toward the negative image of the city of Amadora.

2.2.2 Global Communication

Spreading out...

A viral communication strategy, using a proper image, a facebook webpage, a website, several leaflets, street postcards, badges, videos and other dissemination materials of the *Do not Feed the Rumor!* Campaign was essential to the dissemination of the *C4i* Project in Amadora, causing a snowball effect. The *Do not Feed the Rumor!* Campaign search to contribute to the appreciation of cultural diversity and social cohesion through the deconstruction of stereotypes and rumours about immigrants and about Amadora and to contribute to the change in perceptions, behaviours and attitudes towards immigrants and towards the city of Amadora.

The main messages that the *Do Not Feed the Rumour!* Campaign will keep spreading boil down to:



The creation of an image to appear on all materials produced and in all the activities of the *C4i* Project was one of the cornerstones of Amadora Local Campaign, which intend to create a sense of familiarity with the thematic, facilitating the correct perception about immigration and changing behaviors and attitudes towards them.

In order to give the best visibility possible to the *Do Not Feed the Rumour!* Campaign, Amadora used different kinds of communication tools, all of them characterize by a positive and colorful image, under the *Do Not Feed the Rumour!* and *Amadora, an Intercultural City* slogans. This visibility guarantees not only a mass dissemination of *C4i* project but also a snowball effect of the propagation of the *Do Not Feed the Rumour!* Campaign goals.



AMADORA
Câmara Municipal



Funded
by the European Union
and the Council of Europe



Implemented
by the Council of Europe

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Communication Tools

It was essential to build a graphical corporate image communication Campaign of anti rumors, which could be spread evenly across all media, amplifying its reputation and minimizing dispersed creative temptations that could disturb the reading and recognition Campaign. So the communication and dissemination tools were building under the same construct – a positive and innovative way of raise the awareness against stereotypes, prejudice, rumours and discriminatory attitudes toward immigrants.

Image of the Campaign



Website (<http://www.cm-amadora.pt/naoalimenteorumor/>):

The first major digital pillar of the *Do Not Feed the Rumour!* Campaign is its website.

Its creation, implementation and ongoing update fit in the corporate image of the modern and innovative matrix of the Campaign.

A confidence-building website, enhancing the transparency of processes and actions, facilitating all the necessary information about the Local project; it is the voice and the face of the virtual Campaign, stated by modernity and relevance of an empathic communication.

This site act as reliable tool and service operator, integrating a general scope of information, news, full-text publications and information on relevant contacts, ensuring speed of access to the various components of the project.



Facebook (<https://www.facebook.com/naoalimenteorumor?fref=ts>):

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The second major digital pillar of the *Do Not Feed the Rumour!* Campaign is its Facebook page.

Embody the attitude of the Campaign implies that any communication tool of the *C4i* project has to be immediately recognized as coming from a reliable and secure web and social network. This recognition begins in the certification of a single message and certified timbre personally. It is this custom certification profile that is expected to print to any exchange of information on the design of the Campaign, with the interlocutors expecting to hear the *Do Not Feed the Rumour!* Campaign security in uncertain routes.

By the middle of May, the Facebook webpage had 980 Likes, being update with material resulting from the Campaign activities, the last ones were related to the “Amadora Walk” initiative, the 1st Municipal Contest Paper Kites Ceremony Award and the Local Final Event but also being enriched by activities developed by other entities of the Municipality which joined the Campaign like the 6 of May Social Center, an NGO (“Saber +” Project), AJPAS Association (<https://www.youtube.com/watch?v=5HbqdsNe8X8>) and CineB6M (<https://www.youtube.com/watch?v=H7-E19LNAIE&list=PL3aAZWFUyP9iKI-XlbTAZo8ldD8CuRHN6>).

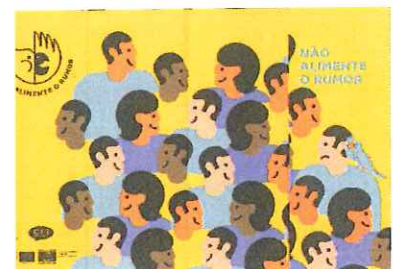


Video Presentations of the *Do Not Feed the Rumour!* Campaign

(<https://www.facebook.com/naoalimentoerumor/videos/vb.1466879106905004/1537690329823881/?type=2&theater>)
<https://vimeo.com/105399618>



Leaflets and printed material [(Initial Leaflet; *Did you know that...* Leaflet; Anti Rumours Agents Guide; Strategic Communication Plan; *Do Not Feed the Rumour!* Posters and *Do Not Feed the Rumour!* Street Postcards; Roll Ups, *BDiversity Comics* Publication, (in attached)]
The *Do Not Feed the Rumor!* Campaign promoted the creation of brochures and other paper material as important tools for raising awareness and giving information about the *C4i* Project. These materials are distributed in all events or occasions where their presence is requested, fostering the continuity of the



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Campaign image, objectives and main goals over the lifetime of the Project.

Roll ups



Participation Certificates



Muppies



Posters



Comics



Antirumor Agent Guide



T-Shirts



19

Badges



Other dissemination Materials of the *Do not Feed the Rumor!* Campaign



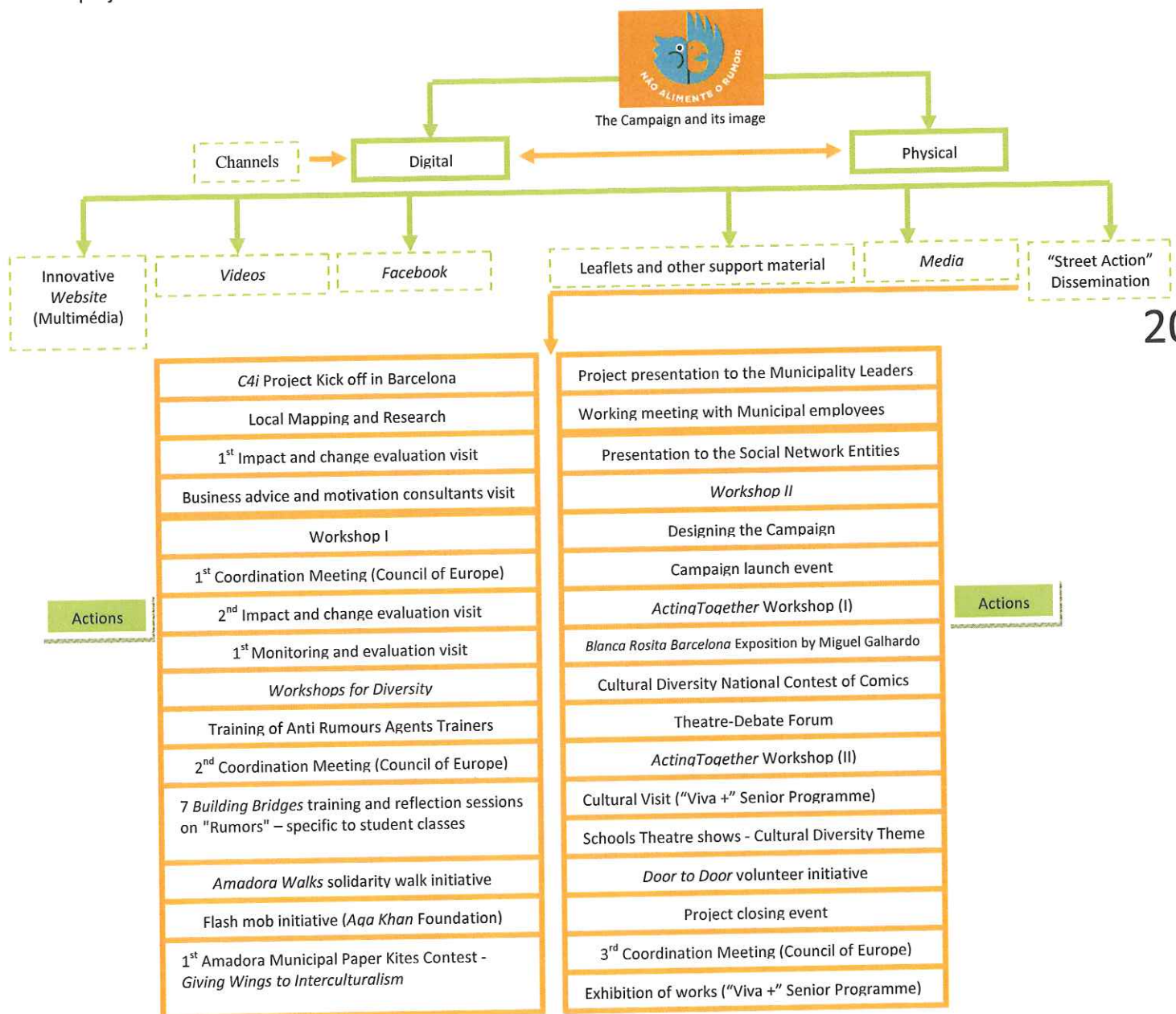
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Other documents created in order to systematize information about the Project to other entities [Ex.: European Website on Integration and European Forum for Urban Security (attached)]

Prezi Presentations about C4i Local creation and evolution (attached).

Main Communication Activities

In order to give the best visibility possible to the *Do Not Feed the Rumour!* Campaign, Amadora used different kinds of communication activities, all of them characterize by a positive and colorful image, under the *Do Not Feed the Rumour!* and *Amadora, an Intercultural City* slogans. This visibility guarantees not only a mass dissemination of C4i project but also a snowball effect of the propagation of the *Do Not Feed the Rumour!* Campaign goals.



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Do Not Feed the Rumour! Campaign - awareness and dissemination of Communication for Integration Project

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Most and less useful communication tools and actions

Considering the Amadora initial target groups, the communication strategy has been based on two pillars of communication, a more restricted and a more extended:

1st Communication Pillar - measures directed to the population residing and/or working in the County through local mapping, training anti-rumours agents and realization of workshops with the Social Network of Amadora;

2nd Communication Pillar - measures of broader scope, so intended for residents in the city and outside population through the creation of an image campaign, an website, a presentation video, graphic materials, the realization of “workshops for diversity” (part of the International Festival of Comics), a national contest of comics with the theme of Cultural Diversity, Miguel Gallardo and “We are Amadora” exhibitions and the “Pathways to Integration: The Value of the facts” Theater-Debate Forum.

The internet as a mean of communication common to both pillars has played an important role in disseminating information about the project.

Actually, the facebook proved to be a key tool in the dissemination of the project and the actions within it. As mentioned above by now it reached about 1000 likes, a number that increases every day. It is a tool that needs to be fed on a daily basis but very powerful for spreading information.

Up until now, the project site was probably the less useful communication tool. We need to improve the site attractiveness feeding it with news about projects from the City and also from the other partners.

Regarding the project actions, it was very important to raise awareness about the way about rumors and prejudice affects people’s live:

1. The training of trainers of anti-rumors agents was a very important action in order to raise the participants awareness and also to give them some useful tools for preparing and tools to develop actions with groups in their own organizations.
2. The Workshops “What is the true color of the clouds?”
3. The 1st Amadora Municipal Paper Kites Contest “Giving Wings to the Interculturalism”. The contest was an excellent opportunity to work the theme of diversity, prejudice and discrimination through art with the children and the older students as told by three teachers of a participant kindergarten:

The practice of citizenship is a process that calls for individual and collective reflection about the problems experienced by each one and by society.

It is important that this practice be started/ worked in Garden-of-childhood context. Human rights, including equal opportunity are reflected through attitudes and behaviors.

This activity allowed the children contact with diverse cultural level, which should be seen as strength in terms of teaching/ learning.

For implementing the activity was created a guideline script about the subject to be worked on. Awaken in children the acceptance of others, encourages respect due to the multiculturalism of contemporary societies.

Isabel Falcão, Sandra Cardoso and Ana Sofia Santos, Damaia kindergarten

New communication tools before the end of the project

One of the riches that Amadora identified in the first partners meeting that took place in the beginning of the project was the International Festival of Comics. The partners highlighted the importance of having the *C4i* project associated to the emblematic Festival, benefiting from the comics communication potential.

In this sense the theme of the 25th National Contest of Comics within the Festival, was the Cultural Diversity. The contest had the participation of 66 candidates that worked out the theme through Comics. Below it is possible to see some images of the works presented to the Contest. The quality of the winner work and the way the subject was handling and presented made the city decide to edit and publish it.

This publication is now being distributed among the schools of the municipality as a tool to stimulate the debate on the theme of social integration and cultural diversity. In other words, the *C4i* is ending in June, however the debates to raise awareness to tackle prejudice and discrimination will continue with this new tool. This means that teachers will continue to talk about the diversity and richness that immigration bring to Amadora.

For this very purpose, to the Anti Rumours Agents trained by the Council da Europe was prepared a Portuguese Guide to help on the organization and development of anti rumor sessions about rumors, prejudice stereotypes and discrimination.

Furthermore the image of the campaign is now spread all over, in the street, in the schools, at home, through posters, muppies, t-shirts, bags, pencils cases, keychains, wallets, microfiber cloth to clean eyeglasses and monitors.

2.2.3 Anti Rumour Network

Amadora project seeks to establish a positive dialogue with its community around the theme of cultural diversity. Thus, it was important to establish local anti rumors networks through various sources. The presentation and dissemination of the Project through the Local Council for Social Action (*CLAS*) and through the Social Network of Amadora; the viral communication strategy, using the facebook, a proper website, several leaflets, street postcards, badges, roll ups, videos and other dissemination materials; the participation of the different elements of Amadora community into several workshops, creating the necessary proximity to the theme of cultural diversity; the training of Anti Rumours Agents Trainers and the participation of citizens and city workers into several open to the community events allowed the solidification of Amadora anti rumour network.

About the composition of this anti rumour network it is mainly composed by the Social Network of Amadora, members of the Local Council for Social Action (*CLAS*), entities of the Associative Movement of the city and the School Community in general.

The Social Network is a forum for coordination and pooling of efforts underpinned by the adherence on the part of authorities and public or private entities with the objectives of eradication/ reduction of poverty and social exclusion and promotion of social development. It is intended to foster the formation of a collective consciousness of social problems and contribute to the activation of the response means and agents as well as the possible optimization of the means of action at the sites.

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What is proposed is that, in each community, create new forms of joint efforts, and make progress in setting priorities and plan, in an integrated and inclusive manner, the collective effort through the establishment of a new type of partnership between entities with public and private intervention in the same territories.

This partnership is based on equality between partners, reaching consensus on the objectives and the coordination of actions developed by different local agents.

The Social Network is within the context of affirmation of a new generation of active social policies, based on accountability and mobilization of the whole society and each individual for the effort to eradicate poverty and social exclusion in Portugal. It was established by the 197/97 of November 18, 1997 Resolution of the Council of Ministers and by the 10-O/ 98 Statement of Rectification. Later, the 8/2002 of 12 February Legislative Order and the 115/2006 of 14 June Law Decree was published.

The Municipality of Amadora joined the Social Network Programme in 2003, based on the recognition of the richness and diversity of the work of various institutions headquartered in the city and the experience acquired in partnership developing various programs and projects.

The Amadora Local Council for Social Action (CLAS) was established on February 21, 2003 and consists of 74 partners. Simultaneously was made the Executive Core and were also recorded eleven Social Commissions Parish. After 11 years of its formation, CLAS presents itself as a solid body of social consensus and its participation in the project is essential to the success of the *Do Not Feed the Rumour!* Campaign.

Therefore, the Anti Rumour Local Network was build based on the training of Trainers of Anti Rumours Agents, provided to representatives of entities of the Local Council of Social Action (CLAS), who want to actively integrate the design elements. The training of Trainers of Anti Rumours Agents was crucial to define, beyond the intercultural mediators in public services, other potential trainers in this area, such as social workers, teachers, psychologists, members of the six different parishes, elements of the school community, etc.

The network is becoming as solid as most of the citizens and workers of Amadora community become aware of the issue. These same ones may reach their target audiences and organizations with the necessary training for themselves and also form new agents within the community.

The Motivation Process

Any communication process involves the establishing of an empathetic relationship, managed in order to maximize the presence of approaching factors between the parties and to mitigate possible conflicts and communication errors, failures in the communication process.

The fact that Amadora has an Associative Movement with strong links nearby facilitated the structuring of the anti rumours network, which is settle on the social, school and associative network that already exists in the Council.

The closeness intervention that is being developed between the *C4i* project team and the different community actors quickly emerged as a "protection factor" to the motivational process. Either through formal, permanent and sustainable contacts, or through informal contacts, via phone and e-mail, it was possible to "feed" the relationship established with the different entities, although some of them have been more identified with the Campaign than others, and, therefore, has felt more motivated to work in partnership with the project.

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The established close relationship was made by conducting workshops like *Acting Together* workshops, by promoting a specific training of Anti Rumours Agents Trainers and by conducting other activities specifically targeted to these entities. This allowed the different stakeholders to feel an integral part of the Campaign, motivating them to collaborate and to develop their own motivational strategies to ensure an effective communication and a positive dialogue with the targets of their interventions.

A positive dialogue and a healthy approach to the social integration and cultural diversity was guaranteed by the closeness of the contacts and by the proximity of the developed activities to the real necessities of the different entities involved, creating an atmosphere of partnership and effective communication between the C4i team and the Anti Rumour Network.

For example, the strong link with schools and the interest raised by the Campaign have led some teachers to select the diversity as the subject of plays being prepared for the Amadora Annual Theatre Show taking place in May. This means that the teachers are working the diversity issues with the students through art. Teachers are working the subject with their students!

In Amadora, Seomara da Costa Primo has often been a target to rumor – being an inclusive school is seen by some as “less recommended” (...). That’s why our students embraced the anti rumour campaign as their own, feeling that they had to do something in order to change pre conceived ideas about the school. They even created a song explaining that “Rumor is a true lie” – and that’s easy to understand: in fact, a rumor, although beginning as a rumor, will eventually be seen as a truth – but this is a truth that we don’t want in Seomara da Costa Primo!

Elisa Moreira, Seomara da Costa Primo Teacher

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2.2.4 Anti Rumour Agents Training

The major pillar of the Anti Rumour Agents training was the Anti Rumours Agents Trainers training, conducted by European Council Consultant Daniel Torres, under the theme of interculturalism, rumors and anti rumours.

28 entities representatives had participate, representing the City Council, parish councils, schools, school groups, social centers, foundations, IPSS's, Public Security Police and other entities involved in *Do Not Feed the Rumor!*
Campaign actions:

- ✿ Amadora City Council;
- ✿ Special Projects Office;
- ✿ C4i Consultant Team (European Council);
- ✿ Sports and Professions Intercultural School;
- ✿ Dr. Azevedo Neves Group of Schools
- ✿ Almeida Garrett Group of Schools;
- ✿ Pioneiros da Aviação Portuguesa Group of Schools;

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- ✿ *Amadora 3* Group of Schools;
- ✿ 2nd/3rd Grade *Pedro D'Orey da Cunha* School;
- ✿ 2nd/3rd Grade *Miguel Torga* School;
- ✿ *Seomara Costa Primo* Secondary School;
- ✿ Theatre and Film School;
- ✿ Crossing Theatre;
- ✿ *Venteira* Parish Council;
- ✿ *Encosta do Sol* Parish Council;
- ✿ 6th of May Social Center;
- ✿ AJPAS Association;
- ✿ Public Safety Police (PSP);
- ✿ *Aga Khan* Foundation;
- ✿ *Workshops for Diversity* Responsible



In the exact moment that this 28 representatives received training about how to become an Anti Rumours Agent, they become aware of the necessary tools to disseminate the main goals of the *Do Not Feed the Rumour!* Campaign to other people and, in a sort of “chain of training” it was possible to help training other individuals to also become Anti Rumours Agents.

All of this representatives were invited to develop their one Anti Rumours Agent training, adapting the formation to their one reality. The *C4i* team provides the means and the logistic support to the creation, by the already Trainers of Anti Rumours Agents, of the Anti Rumours Training in their one entities so that they have all the flexibility to define the training plan, the number of agents to be trained, their profiles and the best way to attract them.

It has been developed the *Anti Rumours Agents Guide* (attached) and it has been given information documents and links about the issues that were treated in the training of Trainers so that the positive dialogue and a healthy communication about cultural diversity, rumour and anti rumours can be continuously passed on, in a snowball effect proportion.

It follows some of the already Anti Rumours Agents training being made or in construction by “Anti Rumour Agents Entities” of the Municipality.

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Date	"Anti Rumour Agents Entities"	"Anti Rumours Agents Training" (Awareness-raising)
December 2014/ 2 nd school term	<i>Seomara da Costa Primo</i> Secondary School <i>Amadora Oeste</i> Group of Schools	<ul style="list-style-type: none"> ✿ Positive Dialogue and debate in the classroom; ✿ Expression trough art: Photography; ✿ Preparation of PPT's and badges production; ✿ Film Making / Video; ✿ News Publication about the project in <i>Amadora Oeste</i> Group of Schools Newsletter; ✿ Participation in <i>Futurália</i> (Education and Training Nationwide Fair) with the production and distribution of <i>Do Not Feed The Rumour!</i> Campaign badges; ✿ Diversity as the main theme of the Municipal Show Theatre of Schools - "Intensely Teenager" Play show different "taboo" issues around diversity such as homosexuality; domestic violence and abandonment; gender differences; Intergenerational conflicts, etc.
Throughout the school year	<i>Almeida Garrett</i> Group of Schools	<ul style="list-style-type: none"> ✿ Reflection on "Rumors" in the classroom, under the guidance of Civics teachers.
Throughout the school year	<i>Cardoso Lopes</i> Group of Schools	<ul style="list-style-type: none"> ✿ Article in the school newspaper Group of Schools; ✿ Presence on the teachers board of the 1st cycle and pre-school classes to raise awareness of actions with children about the thematic; ✿ <i>Ludoteca</i> activities; ✿ Diversity as the main theme of the Municipal Show Theatre of Schools - "The girl who came from the cold" - Story about a foreign girl who is victim of bullying about a small group of students that tries to help her wit alien support.
Since January 2015	6 th of May Social Center	<ul style="list-style-type: none"> ✿ <i>What future? Expectations for the future</i> Interview - Video production (https://www.youtube.com/watch?v=H7-E19LNAIE&list=PL3aAZWFUyP9iKl-XIbTAZo8ldD8CuRHNG); ✿ Leaflets and other Campaign material distribution; ✿ <i>Black and White</i> music production (fight against racism and discrimination); ✿ <i>I have a dream</i> project - personal and professional testimonies of African citizens; ✿ <i>The color in a child's eyes</i> Video-debate; ✿ Reflection on "Rumors" under the guidance of Social Center responsible.
Coming soon...	<i>Pressley Ridge</i> Association	<ul style="list-style-type: none"> ✿ <i>Cross-minds</i> project – <i>Form to Integrate Tuesdays</i> training actions (Training of Cultural Mediators : <i>Prejudices and stereotypes about immigrants</i> module)

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So, in short, the 28 participants in Daniel Torres training have promoted the messages in their daily work in Amadora! In January 2015 they were encouraged to run their own anti rumours agents training, targeting those they work with. A guide for Anti Rumours Agents has been produced to facilitate this and some other communication tools that revolve around *expression through positive dialogue and art* .There are indications of the beginnings of a *snowball effect!*

Teachers are still working in several schools in Amadora enabling the school



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community to talk about social diversity and immigration issues and express themselves through positive dialogue and art.

While the project targets children and teenagers and builds their skills, the idea was that these were going to influence their primary and secondary support networks i.e. family, friends, colleagues, teachers and fellow pupils.

For example, the *Seomara da Costa Primo* High School initiative enabled students to develop the theme of rumours and anti rumours through various artistic resources, including photography, singing, visual arts, and positive dialogue in classes, building their abilities as anti rumours agents.

The idea of promoting *expression through art* and *positive dialogue* arose spontaneously from teachers already trained as trainers, adapting the ideas to their daily practice. Schools thus function as both receivers of skills and further disseminators in a “viral” communication and dissemination process.

In *Almeida Garrett* 2nd and 3rd Basic Cycle School, workshops were run with students in 5th to 9th grade classes. The school curriculum includes an *Education for Citizenship* theme, including tolerance and social inclusion, and the *C4i* project material has been integrated within that.

The teachers who had received training developed the materials on the topic, using *PowerPoint*, and provide it to their colleagues. A total of 29 teachers and 622 pupils from 5th to 9th grade were involved.

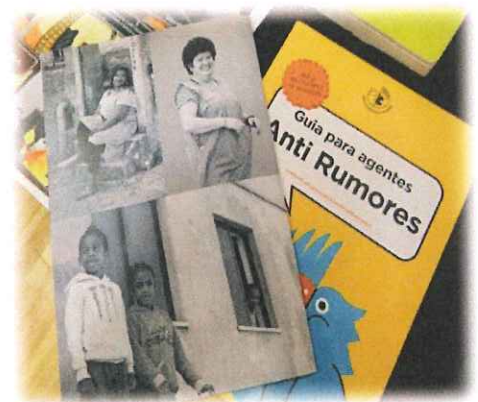
On the school's *Patron's Day*, the *Did you know that?...* Leaflets with information on immigrants were also distributed to parents and other members of the educative community. Thus the school was proactively using relevant school occasions to promote the *Do Not Feed the Rumour!* Campaign and encourage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

Ultimately the goal is to disseminate these sessions to other schools, creating a specific methodology to students of the 2nd and 3rd Basic Cycle and to Secondary Grade students. The *Do Not Feed the Rumour!* Campaign is also being adopted in 1st Basic Cycle Schools on the Pedagogical Council projects throughout the Municipal *Amadora Educa* Programme.

Teachers responsible for anti rumours information are provided resource to:

- ☀ Use the symbol of the *Do not Feed the Rumour!* Campaign in school stands;
- ☀ Stimulate anti rumour group sessions;
- ☀ Publicise the *C4i* project through the educative community;
- ☀ Provide visibility to the project, reinforcing the interest of the local authority in social inclusion.

The strong link with schools and the interest raised by the campaign have led some teachers to select the diversity as the subject of plays being prepared for the *Amadora Annual Theatre Show* taking place in May and June of 2015!



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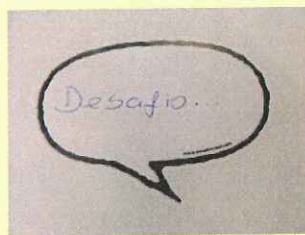
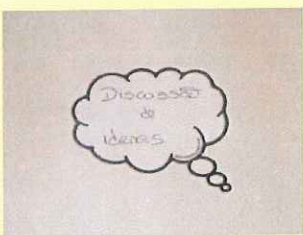
The Launching Event integrated the celebrations of the 35th Anniversary of the Municipality. In order to promote awareness of the Campaign and its objectives for the target population of the project, it was organized a formal public presentation and dissemination of the project in September 10th, 2014. The participation of city prominently public names, creating a video for dissemination of the Campaign, was an essential step to the presentation of the project among citizens and local and national press.

At a short term it intended to allow the population to receive statistic and official information on the socio-economic context of immigration; at a medium term, the Launching Event searched to improve the knowledge of the community about the socio-economic context of immigration and, at a long term, it intend to change the negative thoughts, behaviors and attitudes toward immigrants and toward the city negative perception.



Acting Together Workshops (I and II)

- ☀ Acting Together Workshop (I) - Working session with the participation of 25 representatives of institutions of the County Social Network. It brought new ideas and challenges to the *Do Not Feed the Rumor!* Campaign in order to develop activities for the community in issues of social inclusion and cultural diversity;
- ☀ Acting Together Workshop (II): Working session with the participation of 15 representatives of institutions of the County Social Network. It allowed the analysis and reflection about the Training of Anti Rumours Trainers Agents held in November and **(a)** sharing of activities under the Project, **(b)** Activities Plan to develop in 2015 and **(c)** Brainstorming regarding the Campaign closing Event at the end of May 2015.



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Training of Anti Rumours Agents

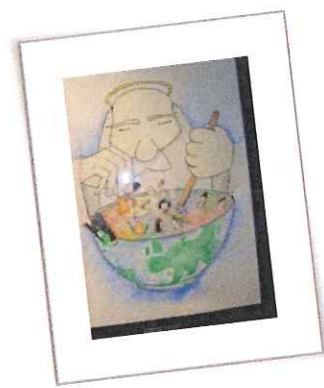
The Anti Rumors Agents Trainers training was conducted by European Council Consultant Daniel Torres, under the theme of interculturalism, rumors and anti rumours. 28 entities representatives had participate, representing the City Council, parish councils, schools, school groups, social centers, foundations, IPSS's, Public Security Police and other entities involved in *Do Not Feed the Rumor!* Campaign actions.



Cultural Diversity National Contest of Comics

The contest main goal was to raise awareness of **(a)** the importance of facts in perception, behavior and attitudes toward immigrants, **(b)** the importance of perceptions behaviors and attitudes in immigrant integration; **(c)** to facilitate communication of statistics and official information about the immigrant population through the use of creative tools; **(d)** to contribute to the deconstruction of the negative image of immigrants, and in this way promote the change of perceptions, behaviors and attitudes towards immigrants.

The comics winner of this contest was invited to publicize it in a Municipal Publication – *Bdiversity* – which is being distributed, together with other *Do Not Feed the Rumour!* Campaign materials and leaflets.



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Workshops for Diversity – What's the True Color of the Clouds?

With about 410 participants, the *Workshops for Diversity – What's the True Color of the Clouds?* can be described as “mind workshops” that use several tools in order to “read the World” without rumors, stereotypes, prejudices and discrimination “glasses”. These workshops made use of culinary diversity and some concepts of the comics language to generate individual and collective reflection about “Immigration” providing a shared, multi-sensory experience.

The main objectives of this workshops were (a) raise awareness of issues related to immigration; (b) familiarize participants with concepts, formats and less conventional languages; (c) be aware of the impact of emotions/ actions; (d) promote peaceful coexistence between man-man and man and nature; (e) raise awareness to the positively to improve the world through the pleasure of creating; (f) “being at the table” and promote sharing and dialogue; (g) promote the crossing of expressions and feelings; (h) encourage divergent thinking; (i) encourage experimentation and seeks individual aesthetics and respect for different results of the expression.



Blanca Rosita Barcelona Exposition by Miguel Galhardo and Amadora Somos Nós Exhibition

The two art expression exhibition looked to (a) raise awareness of the importance of the deconstruction of stereotypes rumors and prejudices about immigrants; (b) raise awareness of cultural diversity of the population that lives/ works in Amadora; (c) contribute to the deconstruction of the negative image of immigrants and to (d) promote the change of perceptions, behaviors and attitudes towards immigrants and towards the City of Amadora. Both of the presentations took place in the Theater and Cinema School, with the collaboration of students and of the School itself.

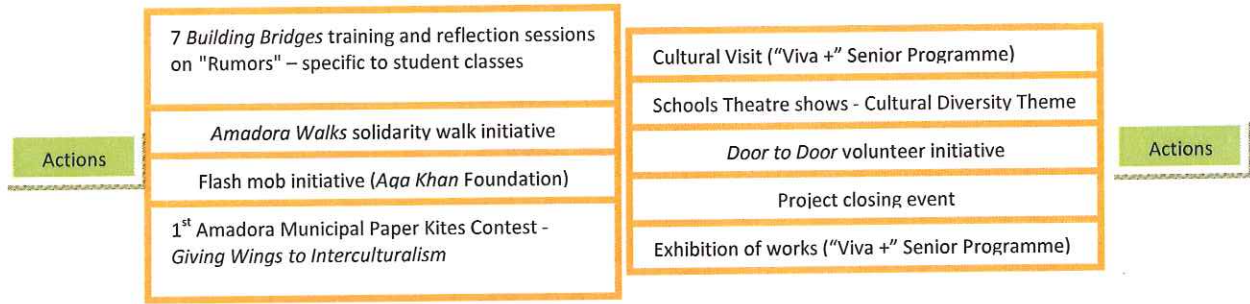
Pathways to Integration: The Value of the facts Theatre-Debate Forum

With 132 participants, the main objectives of this event were (a) to encourage the debate on the issue of rumors and their influence on the integration of immigrants; (b) raise awareness of the importance of events like these one in the change of perception, behavior and attitudes toward immigrants and raise awareness about the importance of perceptions, behaviors and attitudes in the integration of immigrants in Amadora.

Aldo the Local project maintained the 1st draft of the Campaign other activities were included in order to correspond to Amadora entities solicitations:



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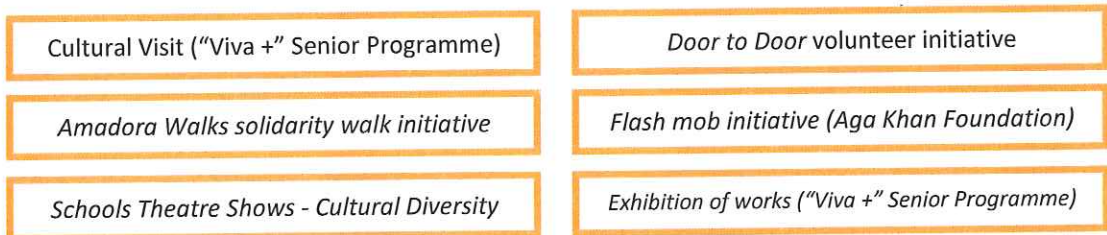
7 Building Bridges training and reflection sessions on "Rumors" – specific to student

With the collaboration of the Intercultural Mediators of Amadora, there were developed seven training sessions in two different schools of the Municipality in order to enable students to talk about the issues of social diversity and express themselves through positive dialogue and art. While this sessions targets children and teenagers and builds their skills, the idea is that these go on to influence their primary and secondary support networks i.e. family, friends, colleagues, teachers and fellow pupils. 86 students were covered.



With the development of the Campaign, it was possible to listen to the different departments of the Municipality of Amadora in order to understand the specific nature of the different intervention areas.

Both Social Intervention and Educational Intervention Division made their suggestions about possible events that could maximize the snowball effect of the Campaign and, for that matter, to positive influence different targets in order to enlarge the "viral" communication about social inclusion and social diversity.



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These activities are fundamental for the *Do Not Feed the Rumor!* Campaign to become viral and to contribute to disseminate the main goals of the Local Project far beyond the end of C4i European Project.

1st Amadora Municipal Paper Kites Contest - Giving Wings to Interculturalism

Associated to the Local project closing event is the *1st Amadora Municipal Paper Kites Contest - Giving Wings to Interculturalism*. The idea is literally give some wings to interculturalism and wrap up the Campaign in a innovative and effective way, showing the importance of a positive and creative dialogue, a healthy communication and a social integration perspective of community. The Ceremony award took place the Campaign closing event, on 22th of May. The contest took place between March 2 and April 30 and 37 classes from 17 schools took part of it and presented 44 kites.



The awards ceremony takes place next May 22 in *Recreios da Amadora*, and all works are being exhibited along the *República Avenue* from 21th May in order to celebrate the Cultural Diversity, Dialogue and Development World Day.

Despite being directed to schools, several Amadora institutions expressed their desire in participate with works carried out by their users, which demonstrates the scope of this project. 13 Kits were delivered, from various local institutions. These kits were not taken to the competition, but they will also be exhibited to the public.

The ceremony awards program includes an exhibition of *Flavors and Knowledge* (tasting of typical sweets from different countries), the presentation of two videos, with interviews with people from diverse backgrounds and the other with the campaign of the *Do Not Feed the Rumor!* Campaign memory, a musical moment and a visit to the Camilla Watson photographer exhibition "We are Amadora", a sample of over 40 nationalities that populate the city of Amadora.

The ceremony also marked the end of the C4i Project, promoted by the Council of Europe, a campaign that privileges the use of social networking and viral channels of information to pass on the correct information about immigration and diversity and combat myths and unfounded (but generalized), misconceptions which jeopardize social cohesion.



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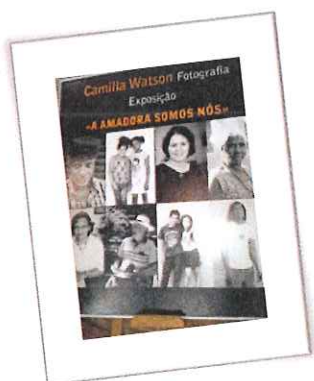
Project closing event

This event intended to promote the dissemination of the Project beyond its closure by presenting the main results of the Campaign and maintaining an open and positive dialogue on interculturalism and cultural diversity, with the expression through art of innovative and effective communication strategies to promote change in the way people see diversity and social inclusion (school theater show/ musical moments, project closing video with testimonies citizens of different nationalities).

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Program of the event:

- ☀ "We Are Amadora" Exhibition – From 18th May to 18th June
- ☀ 1st Amadora Municipal Paper Kit Exhibition – From 21th to 24th May
- ☀ Presentation of the "Memorial" Project Video
- ☀ 1st Amadora Municipal Paper Kit Paper Ceremony Award
- ☀ Presentation of a video with interviews with 25 Amadora immigrant resident/ workers
- ☀ *Flavors and Knowledge* Exhibition (tasting of typical sweets from different countries).
- ☀ Musical moment – *Bora Bombar* group: Children from the *Miguel Torga* Group of Schools



How are you evaluating the actions already conducted? (ex. level of participation, feedback etc.)

As a significant part of the activities were developed by the anti-rumours network organizations, through the anti rumour agents monitoring forms were created to evaluate the actions.

Below it's an example of an evaluation form used to evaluate the "What is the true colour of the clouds?" workshops

In order to monitor the project it was created an excel table that was sent to all the partners to fulfil.

Quantitative data submitted by the partners were brought together in a single table in order to control the total number of participants, as shown in the following table (in Portuguese).

Furthermore the anti rumour agents were asked to send to the local coordinator reports, pictures and testimonies of the participants and themselves in order to have an evaluation of the activities. Also, along the meetings and daily contacts by phone, by email it was possible to have feedback from the way the activities were developed.



What have been the actions that got more and less impact? And what do you think are the reasons for these differences?

As said before the dissemination through Facebook had a wider impact on the population as the number of likes show. Also the 1st Municipal Paper Kit Contest has revealed to be a useful tool to talk about immigration with the little ones from the kindergartener up to the older students.

On the other hand the training of trainers of anti rumour agents made possible to stimulate the participation of others due to the snowball effect. The example of Almeida Garrett School is paradigmatic: one teacher was able to mobilize about 29 other teachers to debate the subject of the project, with their students, about 622 students.

In the proper words of the Almeida Garrett Basic School:

"The wide response of the Almeida Garrett Basic School to C4i Project and training Anti rumour agents was favoured by factors of diverse nature, such as knowledge of the multicultural reality of Amadora, vector consciousness and goals of the educational project geared towards the full integration of students, dynamics and initiatives of Project within the "intercultural school" framework, sensitivity and responsiveness of the educational community under this theme.

The teacher Iolanda Carvalho was chosen to coordinate this project as anti rumour agent because of her profile relationship and interaction with the students, favoring an active and consequent motivation and still because it resides and works in the Municipality of Amadora.

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This process was developed in an inter- and transdisciplinary way in different classes from 5th to 9th grade, involving 622 students, Class Directors and teachers from different disciplines.

The methodology was based on the exploitation of a PowerPoint, conducted by the coordinator that provided moments of reflection, debate and sharing of experiences. The Class Directors integrated in Education classes for citizenship building small works in a context of their intercultural training.

This work was split into presentation cores in the different classes, with a multiplier communication effect reaching families with and surroundings.

At the same time some classes participated in awareness actions streamlined by the city of Amadora, attended by the Local coordinator and the Deputy Mayor.

The motivation for the project happened in an enthusiast and participatory manner, resulting in the participation of eleven Paper Kites presented to the contest sponsored by the city of Amadora and in numerous school activities, such as "Amadora Educa exhibition and "Amadora Theatre Show".

It is believed that was taken one step further towards communication without prejudices and acceptance of differences without limitation.

As some students mentioned... "You can now sign us in to next year."

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2.2.6 Lessons Learnt

At the beginning of the project it was important to have a Swot analysis to have a more clear idea of the strengths, weaknesses, opportunities and threats related to the project as shown below.

S.W.O.T

Strengths/Outcomes:

- Co-shared construction shares of Campaign with impact on different axes Community intervention (social, education, training, recreation);
- Identification and involvement of different entities of the Social Network of Amadora with the Campaign, through its active participation and contribution to the shares of the same;
- Information sharing and knowledge within the theme of immigration and social inclusion through participatory and dynamic methodologies concerted group;
- Viral dissemination of information, indispensable to the fight against stereotypes, prejudices, attitudes and discriminatory rumors and cascade effect associated with the speed and effectiveness of the message spread;
- Selfmanagement and ownership of the actions taken by each entity's Social Network Amadora, involved in the campaign - empowering organizations with regard to the strategies they use to promote communication for integration into their networks of influence

Opportunities / Challenges:

- Maximize the communication and relational dynamics between the entities that make up the Social Network of Amadora, around the theme of cultural diversity, immigration and social inclusion;
- Promote the sharing and dissemination of correct information regarding the themes of cultural diversity, immigration and social inclusion: are essential to combat stereotypes, prejudices, discriminatory attitudes and existing rumors in the City of Amadora - Modeling Prosocial;
- Promote the development of innovative and creative character methodologies (ex.: Workshops for Diversity, workshops developed by Intercultural Mediators) which are inherently positive effects within the educational community in particular and amadorense community.

Weaknesses:

- Timing reduced to joint planning, definition and implementation of the actions of the campaign, in particular those involving the active participation of multiple entities of the Social Network;
- Little spaced Schedule for the meeting with the entities of the County Social Network, given the time constraints of the project;
- Stimulus to permanent communication between the different entities of the Social Network. The team affects the Project has the added task of keeping the motivational and communication levels between you and partners and also between partners, ensuring synergies and group dynamics are stable overtime;
- Lengthy bureaucratic Aspects associated with the purchase of services by the Municipality.

Threats:

- Tight deadlines for the implementation of the Campaign;
- Delays and requirement of bureaucratic aspects associated with the purchase of services necessary to conduct the actions of the Campaign;
- Resistance to change, even if the Amateur Social Network has demonstrated good adhesion to the campaign, it is recognized that any change involves a degree of resistance that can be a risk factor for success is the same resistance increases over time;
- Reconciliation difficulties of different agencies of multiple entities involved in the campaign;
- Rumors that may result from the development of a campaign as the Do Not Feed the Rumor! (ex.: at the launch of the Campaign, the term "agents and rumors," used by the media, has given rise to the rumor that the Local Authority would put on City streets "agents" / authorities to deal with the issues of immigration);



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In fact, at the very beginning due to the concern about the rumours, prejudice, stereotypes about the immigrants living in Amadora and also about the rumours upon Amadora in general it was set some ambitious goals and a wider population target.

However as the project was going on it became a very hard task because perceptions and behaviours are very hard to change and are not changeable in a shorts period of time. Also, to focus on a wide target group, as it is the Amadora population, about 175 thousands of inhabitants. It would be a huge effort for weak results.

So, not forgetting the initial and main goals it was decided that the Campaign should focus on boosting the network, giving the anti rumour agents tools to develop their own actions and t on small groups that could easily been reach, as the teachers and trough them get the subject known by the students believing that the information will be transmitted by them to their own parents.

2.2.7 Calendar of Activities

ACTIVITY/ ACTION	MAIN OBJECTIVES	TARGET GROUP	EXPECTED OUTCOMES	INDICATORS	RESOURCES	TIMMING (Provisional)	ACTIVITY
Local Mapping na Research	Identify beliefs, stereotypes and rumors about immigrants and lifting existing official statistical information and data on immigrants, aiming counter the beliefs, rumors and stereotypes concrete statistical data	Members of local associations and other experts in the community; Technicians working directly with the population of the City; Residents of the Municipality of Amadora.	Identification of the main spread rumors about Amadora in the immigrant population	Number of interviews; Number of completed online questionnaires;	CIS.IUL (ISCTE)	Until the end of July	Reports of the impact of the C4i Project during its lifetime
Designing the campaign and creating its image	Create an image of the campaign easily appropriated by people	Population of the City.	The population appropriates itself of the campaign and positively accepts its messages	Number of produced material under the Graphic Universe of the Campaign	LOGY	Until the end of August	Creation and maintenance of the Graphic Universe of the Campaign; Image design and contente
Website/ Facebook	Facilitate communication of official statistics and information on the immigrant population, through the use of electronic platforms; Contribute to the deconstruction of the negative image of immigrants and in this way promote the change of perceptions, behaviors and attitudes towards immigrants and towards the city of Amadora.	Internet users.	Short term: the population receives statistics and official information on the socio-economic context of immigration; Medium term: the population improves knowledge about the socio-economic context of immigration; Long term: the population changes the negative behavior and attitude	Number of videos and documents published; Number of users.	Local coordinator; Technicians of the Municipality; CIS.IUL (ISCTE); LOGY Online questionnaire to collect data on impressions of the initiative;	From September to the end of the Project	Creation and maintenance of website / webpage/ Social Network Pages, feeding it, particularly with the works and documents produced under

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				towards immigrants and the City of Amadora perception.			the Project
<p>Videos with references to local realities and perceptions</p> <ul style="list-style-type: none"> - Presentation Video; - Memorial Video; - Closing Video 	<p>Facilitate communication of official statistics and information on the immigrant population through the use of creative tools;</p> <p>Contribute to the deconstruction of the negative image of immigrants, and in this way, promote the change of perceptions, behaviors and attitudes towards immigrants and towards the city of Amadora</p>	<p>Internet users.</p>	<p>Short term: the population receives statistics and official information on the socio-economic context of immigration;</p> <p>Medium term: the population improves knowledge about the socio-economic context of immigration;</p> <p>Long term: the population changes the negative behavior and attitude towards immigrants and the city of Amadora perception.</p>	<p>Number of videos and documents published;</p> <p>Number of users.</p>	<p>Local coordinator;</p> <p>Technicians of the Municipality;</p> <p>CIS.IUL (ISCTE);</p> <p>LOGY;</p> <p>TV AMADORA;</p> <p>Local Organizations;</p> <p>Schools.</p>	<p>From September to the end of the Project</p>	<p>Collection of audio and video images.</p>
<p>Dissemination of the Project in Amadora</p>	<p>Promote the dissemination of the project;</p> <p>Facilitate the communication of information and official statistics on the immigrant population through the use of creative tools;</p> <p>Contribute to the deconstruction of the negative image of immigrants and in this way promote the change of perceptions, behaviors and attitudes towards immigrants and towards the city of Amadora.</p>	<p>Population of the City.</p>	<p>Short term: the population receives statistics and official information on the socio-economic context of immigration;</p> <p>Medium term: the population improves knowledge about the socio-economic context of immigration;</p> <p>Long term: the population changes the negative behavior and attitude towards immigrants and the city of Amadora perception.</p>	<p>Number of issues;</p> <p>Number of leaflets distributed.</p>	<p>Local coordinator</p> <p>Technicians of the Municipality;</p> <p>CIS.IUL (ISCTE);</p> <p>LOGY.</p>	<p>From September to the end of the Project</p>	<p>Image design and content</p>
<p>Lunching event</p>	<p>Promote the dissemination of the Project</p> <p>- presentation to the community</p>	<p>Population of the City.</p>	<p>Short term: the population receives statistics and official information on the socio-economic context of immigration;</p> <p>Medium term: the population improves knowledge about the socio-economic context of immigration;</p> <p>Long term: the population changes the negative behavior and attitude towards immigrants and the city of Amadora perception.</p>	<p>Number of participating organizations;</p> <p>Number of participants.</p>	<p>Local coordinator;</p> <p>Technicians of the Municipality;</p> <p>Anti-rumor Agents;</p> <p>CIS.IUL (ISCTE);</p> <p>LOGY;</p> <p>TV AMADORA;</p> <p>Local organizations.</p>	<p>September 10th</p>	<p>Presentation of the Local Campaign</p>
<p>Acting Together Workshops (I and II)</p>	<p>Promote the dissemination of the project and partnership working;</p> <p>Encourage the participation of entities in the social network activities to be undertaken under the campaign</p>	<p>Members of local associations and other experts in the community;</p> <p>Technicians working directly with the population of the City;</p>	<p>Participants became aware of the campaign and respective evolution until now;</p> <p>Participants develop a joint work and identify possible activities to be undertaken under the campaign</p>	<p>Number of participating organizations;</p> <p>Number of participants;</p> <p>Number of shared ideas.</p>	<p>Local coordinator;</p> <p>Technicians of the Municipality;</p> <p>Anti-rumor Agents;</p> <p>CIS.IUL (ISCTE);</p> <p>TV AMADORA;</p> <p>Local organizations.</p>	<p>October 7th, 2014 and January 12, 2015</p>	<p>Working session with the participation of 25 representatives of the institutions of the County Social Network.</p> <p>Working session with the participation of 15 representatives of the institutions of the</p>

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<p>Training for trainers of anti rumors agents</p>	<p>To promote the capacity of local key stakeholders to raise awareness of diversity, migration and integration issues</p>	<p>Members of local associations and other experts from the community; Technicians working directly with the population of the City; Intercultural Mediators in Public Services.</p>	<p>Participants acquire tools that allow them to dismantle rumors, functioning as agents of dissemination of accurate information about immigrants</p>	<p>Number of participating organizations; Number of participants.</p>	<p>Consultant of the project (Daniel Torres); Local coordinator; Technicians of the Municipality; Local organizations.</p>	<p>November (activity forecast for October but changed upon European Council Adviser request)</p>	<p>County Social Network. The training session under the themes of interculturalism, rumors and anti rumors. 28 individualities</p>
<p>National Competition of Comics on the Theme of Cultural Diversity (FIBDA)</p>	<p>Raising awareness of the importance of facts in perception, behavior and attitudes toward immigrants; Aware of the importance of perceptions behaviors and attitudes in immigrant integration; Facilitate communication of statistics and official information about the immigrant population through the use of creative tools; Contribute to the deconstruction of the negative image of immigrants, and in this way promote the change of perceptions, behaviors and attitudes towards immigrants.</p>	<p>Participants enrolled in the National Competition of Comics on the Theme of Cultural Diversity.</p>	<p>Short-term: recognize prevailing rumors about immigrants; Receive correct information on their socio-economic situation; Actively participate in creative activities. Medium improve knowledge about the socio-economic context of immigration; Long term: change negative perceptions, behavior and attitude towards immigrants.</p>	<p>Number of participants; Number of works produced.</p>	<p>Local coordinator; Technicians of the Municipality.</p>	<p>From 24 October to 9 November (International Festival of Comics)</p>	<p>Conception of artistic material of comics under the thematic.</p>
<p>Workshops for Diversity – What’s the True Color of the Clouds? - as part of the International Festival of Comics (FIBDA)</p>	<p>Raise awareness of the importance of facts in perception, behavior and attitudes toward immigrants; Raise awareness of the importance of perceptions behaviors and attitudes in immigrant integration; Facilitate communication of statistics and official information about the immigrant population through the use of creative tools; Contribute to the deconstruction of the negative image of immigrants and, in this way, promote the change of perceptions, behaviors and attitudes towards immigrants.</p>	<p>Visitors of the International Comics Festival.</p>	<p>Short-term - Participants at the International Festival of Comics that are able to: Recognize prevailing rumors about immigrants; Receive correct information about their situation; Create artwork that contributes to the deconstruction of stereotypes and rumors.</p>	<p>Number of participants; Number of works produced.</p>	<p>Local coordinator; Technicians of the Municipality; Monitor/ Proactive external to the Project</p>	<p>From 24 October to 9 November (International Festival of Comics)</p>	<p>Workshops in various creative fields with the use of information about rumored to produce artwork on the theme.</p>
<p>Miguel Gallardo Exhibition of Works</p>	<p>Raise awareness of the importance that the deconstruction of stereotypes rumors and prejudices about immigrants.</p>	<p>Visitors of the International Comics Festival.</p>	<p>Visitors become aware of the importance of combating rumors and stereotypes in promoting social cohesion.</p>	<p>Number of participants.</p>	<p>Local coordinator; Technicians of the Municipality.</p>	<p>From 24 October to 9 November (International Festival of Comics)</p>	<p>Dissemination of Good Practice under the influence of the</p>

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									Comics)	Project (Barcelona Project)
Amadora Somos Nós Exhibition	Raising awareness of cultural diversity of the population that lives and / or works in Amadora; Contribute to the deconstruction of the negative image of immigrants; Promote the change of perceptions, behaviors and attitudes towards immigrants and towards the City of Amadora	Visitors of the exhibition.	Visitors become aware of the importance of the wealth of cultural diversity.	Number of visitors.	Local coordinator; Technicians of the Municipality.	November 2014 and May 2015	Collection of photography and painting images.			
Diversity Days ; Pathways to Integration - The Value of the "facts" Theatre-Debate Forum	Stimulate the debate on the issue of rumors and their influence on the integration of immigrants; Raise awareness of the importance of facts in perception, behavior and attitudes toward immigrants; Aware of the importance of perceptions behaviors and attitudes in immigrant integration.	Local authorities; Non-governmental organizations; Schools, universities, social partners; Citizens of Amadora.	Short-term: Recognize the importance of reflecting on the problem and its impact on immigrant integration; Participants respond to the assessment questionnaire; Medium and long term: Altering negative behavior, attitude and perception towards immigrants become anti-rumors agents.	Number of participating organizations; Number of participants.	Local coordinator; Technicians of the Municipality; Anti-rumor Agents; Local organizations; CIS.IUL (ISCTE).	December (activity forecast for November but changed upon space and logistical imperatives)	Carrying out various activities throughout a day.			
Building Bridges training and reflection sessions on "Rumors" - specific to student	Stimulate the debate on the issue of rumors and their influence on the integration of immigrants; Raise awareness of the importance of facts in perception, behavior and attitudes toward immigrants; Aware of the importance of perceptions behaviors and attitudes in immigrant integration, specifically in the school context.	Students; School community in general.	Participants became aware of the campaign and respective evolution until now; Participants acquire tools that allow them to dismantle rumors, functioning as agents of dissemination of accurate information about immigrants.	Number of participating schools; Number of students involved; Number of teachers and other school staff involved.	Local coordinator; Technicians of the Municipality; School Teachers; Students.	February and March 2015	Training sessions in schools of the Municipality in order to enable students to talk about the issues of social diversity and express themselves through positive dialogue and art.			
Participation in AmaSénior Program initiative + Viva Cultural Visit	Raising awareness of cultural diversity of the population that lives and / or works in Amadora; Contribute to the deconstruction of the negative image of immigrants; Promote the change of perceptions, behaviors and attitudes towards immigrants and towards the City of Amadora.	Seniors involved in the city Support Program for Seniors - AmaSénior.	Participants became aware of the campaign and respective evolution until now; Participants acquire tools that allow them to dismantle rumors, functioning as agents of dissemination of accurate information about immigrants.	Number of senior involved in the initiative; Number of Campaign dissemination material distributed.	Local coordinator; Technicians of the Municipality; Seniors involved in the city Support Program for Seniors - AmaSénior.	April 30 th , 2015	Cultural Visit with the dissemination of the <i>Do Not Feed the Rumour!</i> Campaign through its visitors.			
Schools Theatre Shows - Cultural Diversity Theme	Raising awareness of cultural diversity of the population that lives and / or works in Amadora; Contribute to the deconstruction of the negative image of immigrants; Promote the change of perceptions, behaviors and attitudes towards	Students of the pre-school and 1 st cycle of Basic Educations involved in the plays of the <i>Schools Theatre Shows</i> ; People involved and	Participants became aware of the campaign and respective evolution until now; Participants acquire tools that allow them to dismantle rumors, functioning as agents of dissemination of accurate	Number of participating schools; Number of students involved; Number of teachers and other school	Local coordinator; Technicians of the Municipality; School Teachers; Students; Primary and Secondary children	From April 30 th , 2015 to 2 nd July, 2015.	Cultural Diversity Plays integrated in the <i>Schools Theatre Shows</i> , 2015			

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	immigrants and towards the City of Amadora through art.	audience.	information about immigrants.	staff involved.	support network.	
Participation in Amadora Solidarity Walk initiative	Raising awareness of cultural diversity of the population that lives and / or works in Amadora; Contribute to the deconstruction of the negative image of immigrants; Promote the change of perceptions, behaviors and attitudes towards immigrants and towards the City of Amadora.	Population of the City.	Participants became aware of the campaign and respective evolution until now; Participants acquire tools that allow them to dismantle rumors, functioning as agents of dissemination of accurate information about immigrants.	Number of participants involved in the initiative; Number of Campaign dissemination material distributed.	Local coordinator; Technicians of the Municipality; TV AMADORA; Local organizations; Amadora citizens and workers inscribed on the walk.	Solidarity and sport event with the dissemination of the <i>Do Not Feed the Rumour!</i> Campaign through its participants.
Flash mob in Amadora CP Train station	Raising awareness of cultural diversity of the population that lives and / or works in Amadora; Contribute to the deconstruction of the negative image of immigrants; Promote the change of perceptions, behaviors and attitudes towards immigrants and towards the City of Amadora.	Population of the City.	Participants and passers became aware of the Campaign.	Number of participants involved in the initiative;	Local coordinator; Technicians of the Municipality; Amadora passers in the train station, at the Flash Mob moment.	Flash Mob awareness moment to passers in Amadora Train Station.
1st Amadora Municipal Paper Kites Contest - Giving Wings to Interculturalism	Raising awareness of the importance of facts in perception, behavior and attitudes towards immigrants; Aware of the importance of perceptions behaviors and attitudes in immigrant integration; Facilitate communication of statistics and official information about the immigrant population through the use of creative tools; Contribute to the deconstruction of the negative image of immigrants, and in this way promote the change of perceptions, behaviors and attitudes towards immigrants.	Participants enrolled in 1 st Amadora Municipal Paper Kites Contest - Giving Wings to Interculturalism On the Theme of Cultural Diversity; Population and visitors of the city, in general.	Short-term: recognize prevailing rumors about immigrants; Receive correct information on their socio-economic situation; Actively participate in creative activities. Medium improve knowledge about the socio-economic context of immigration; Long term: change negative perceptions, behavior and attitude towards immigrants.	Number of participants; Number of works produced.	Local coordinator; Technicians of the Municipality; Schools and Group of Schools involved; "Extra contest" participants (Local Organizations)	Conception of artistic material (paper kites) under the thematic.
Door to Door Volunteer initiative	Raising awareness of cultural diversity of the population that lives and / or works in Amadora; Contribute to the deconstruction of the negative image of immigrants; Promote the change of perceptions, behaviors and attitudes towards immigrants and towards the City of Amadora.	Volunteers of the Door to Door; Seniors and primary and secondary support network.	Participants became aware of the campaign and respective evolution until now; Participants acquire tools that allow them to dismantle rumors, functioning as agents of dissemination of accurate information about immigrants	Number of Volunteers and seniors involved in the initiative; Number of Campaign dissemination material distributed.	Local coordinator; Technicians of the Municipality; Volunteers, seniors involved in the Door to Door Municipal Program.	Door to door awareness visits to seniors that integrate the Door to Door Municipal Program about Municipality actions.
Closing Event	Promote the dissemination of the Project beyond its closure by presenting the main results of the Campaign and maintaining an open and positive dialogue on interculturalism and cultural diversity, with the expression through art of innovative and effective communication strategies to promote change in the way people see diversity and social inclusion	Population of the City.	Short term: the population receives statistics and official information on the socio-economic context of immigration; Medium term: the population improves knowledge about the socio-economic context of immigration; Long term: the population changes	Number of participating organizations; Number of participants.	Local coordinator; Technicians of the Municipality; Anti-rumor Agents and other relevant personalities involved in the Local project; TV AMADORA; Local organizations.	Closing of the Local Campaign

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<p>Participation in <i>Amasénior</i> Program initiative + <i>Viva Collective exposure of art works</i> (soon)</p>	<p>(school theater show / musical moments, project closing video with testimonies citizens of different nationalities). Raising awareness of cultural diversity of the population that lives and / or works in Amadora; Contribute to the deconstruction of the negative image of immigrants; Promote the change of perceptions, behaviors and attitudes towards immigrants and towards the City of Amadora.</p>	<p>Seniors involved in the city Support Program for Seniors – <i>Amasénior</i>.</p>	<p>the negative behavior and attitude towards immigrants and the city of Amadora perception. Participants became aware of the campaign and respective evolution; Participants acquire tools that allow them to dismantle rumors, functioning as agents of dissemination of accurate information about immigrants.</p>	<p>Number of senior involved in the initiative; Number of Campaign dissemination material distributed.</p>	<p>Local coordinator; Technicians of the Municipality; Seniors involved in the city Support Program for Seniors – <i>Amasénior</i>.</p>	<p>June 6, 2015</p>	<p><i>Collective exposure of art works</i> with the dissemination of the <i>Do Not Feed the Rumour!</i> Campaign through its visitors.</p>
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Calendar of Activities from “Anti Rumour Agents Entities”*

Date	“Anti Rumour Agents Entities”	Activities
December 2014/ 2 nd school term	Seomara da Costa Primo Secondary School Amadora Oeste Group of Schools	<ul style="list-style-type: none"> ✿ Positive Dialogue and debate in the classroom; ✿ Expression trough art: Photography; ✿ Preparation of PPT’s and badges production; ✿ Film Making / Video; ✿ News Publication about the project in <i>Amadora Oeste</i> Group of Schools Newsletter; ✿ Participation in <i>Futurália</i> (Education and Training Nationwide Fair) with the production and distribution of <i>Do Not Feed The Rumour!</i> Campaign badges; ✿ Diversity as the main theme of the Municipal Show Theatre of Schools - "Intensely Teenager" Play show different “taboo” issues around diversity such as homosexuality; domestic violence and abandonment; gender differences; Intergenerational conflicts, etc.
Throughout the school year	Almeida Garrett Group of Schools	<ul style="list-style-type: none"> ✿ Reflection on "Rumors" in the classroom, under the guidance of Civics teachers.
Throughout the school year	Cardoso Lopes Group of Schools	<ul style="list-style-type: none"> ✿ Article in the school newspaper Group of Schools; ✿ Presence on the teachers board of the 1st cycle and pre-school classes to raise awareness of actions with children about the thematic; ✿ <i>Ludoteca</i> activities. ✿ Diversity as the main theme of the Municipal Show Theatre of Schools - "The girl who came from the cold" - Story about a foreign girl who is victim of bullying about a small group of students that tries to help her wit alien support.
Since January 2015	6 th of May Social Center	<ul style="list-style-type: none"> ✿ <i>What future? Expectations for the future</i> Interview - Video production (https://www.youtube.com/watch?v=H7-E19LNAIE&list=PL3aAZWFUyP9iKl-XIbTAZo8ldD8CuRHN6); ✿ Leaflets and other Campaign material distribution; ✿ <i>Black and White</i> music production (fight against racism and discrimination); ✿ <i>I have a dream</i> project - personal and professional testimonies of African citizens; ✿ <i>The color in a child's eyes</i> Video-debate; ✿ Reflection on "Rumors" under the guidance of Social Center responsible.
5 th May, 2015	EB 2,3 José Cardoso Pires School	<ul style="list-style-type: none"> ✿ Diversity as the main theme of the Municipal Show Theatre of Schools - "Am I right or am I wrong?" - Figures society in alternate dimension, leading people think what is a right or a wrong behavior of each one. Is has the goal of making smile, exposing the prejudices that lead to discrimination.
18 th May, 2015	EB1/JI do Alto dos Moinhos School	<ul style="list-style-type: none"> ✿ Diversity as the main theme of the Municipal Show Theatre of Schools - More are the voices than the nuts"- ... Love ... Who we are, what we do, where we are from: these are the starting points for a reflection on the reality.
Coming soon...	Pressley Ridge Association	<ul style="list-style-type: none"> ✿ <i>Cross-minds</i> project – <i>Form to Integrate Tuesdays training actions</i> (Training of Cultural Mediators : <i>Prejudices and stereotypes about immigrants module</i>)



Date	"Anti Rumour Agents Entities"	"Anti Rumours Agents Training" (Awareness-raising)
22 th May, 2015	EB 2/ 3 Dom Francisco Manuel de Melo School and EB1 Venteira School	<ul style="list-style-type: none"> ✿ Diversity as the main theme of the Municipal Show Theatre of Schools – "The yellow turban Boy" - Stories told in the "City of Enchantment and Arabian Nights": a relationship between two young people convicted by the difference in social classes.
29 th May, 2015	EB1 Artur Bual School	<ul style="list-style-type: none"> ✿ Diversity as the main theme of the Municipal Show Theatre of Schools – From the Wagon to the Ferrari" - Meeting between two children, a story that mirrors a world of different cultures and traditions.
Throughout the school year	Cardoso Lopes Group of Schools	<ul style="list-style-type: none"> ✿ Article in the school newspaper Group of Schools; ✿ Presence on the teachers board of the 1st cycle and pre-school classes to raise awareness of actions with children about the thematic; ✿ Ludoteca activities. ✿ Diversity as the main theme of the Municipal Show Theatre of Schools - "The girl who came from the cold" - Story about a foreign girl who is victim of bullying about a small group of students that tries to help her wit alien support.

2.3. Communication for Integration Local Team

Profile of the City Representative

The representation of the Communication for Integration Project in Amadora is in charge of Councilwoman Cristina Farinha, responsible for the areas of Social Action, Sport and Youth, Education, Associative Movement and Health. The Representative joined the Civil Service in 1989, having developed tasks while Assistant Secretary of State for Labour from 2002 to 2004. From 2004 to 2005 she was Head of the Office of Secretary of State and Labour having joined the Institute of Management European Social Fund from 2005 to 2007 by coordinating the team of Communication Project Management Institute of the European Social Fund 2007-2008 and the Team Project of the European Social Fund (POATFSE) Operational Programme Technical Assistance 2008-2010.

Was Technical Secretary of the European Social Fund (POATFSE) from 2009 to 2013, the year Operational Programme Technical Assistance from which she was elected Councillorwoman of the areas of Social Action, Sport and Youth, Education, Associative Movement and Health in Amadora.

She graduated in Social Policy with a specialization in Social Protection from the Social and Political Sciences Superior Institute (ISCSP).

Local Coordinator of the Project

Coordination of Communication for Integration Project in Amadora is in charge of Higher Technical Ana Paula Tomás, frames belonging to the Municipality since 2003.

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The selection process for the Technical Coordination Project in Amadora derived from his experience of about 16 years working with and for the community as well as her know-how relating to the theme of migration and work with the immigrant population in Portugal.

In 1997 she worked with the immigrant community, in particular as coordinator of the training and vocational area for youth and adults. She was part of Team Health Center, working directly with the community in terms of its key vulnerabilities. Since 2003 she develops her work in the Office of Special Projects at City of Amadora, specifically to the development of projects that contribute to the personal, professional and social integration of citizens at a disadvantage level. (CV attached).

2.4. Visibility information

In order to give the best visibility possible to the *Do Not Feed the Rumour!* Campaign, Amadora used different kinds of communication tools, all of them characterize by a positive and colorful image, under the *Do Not Feed the Rumour!* and Amadora, an Intercultural City slogans.

This visibility guarantees not only a mass dissemination of *C4i* project but also a snowball effect of the *Do Not Feed the Rumour!* Campaign goals.

Key Elements of the Local Project

- ☀ Initial Leaflets about the project;
- ☀ *Did you know that?...* Leaflets, with the identification of rumors and anti rumors;
- ☀ Anti Rumours Agents Guide;
- ☀ Placards, posted on the streets to publicize the project;
- ☀ Posters distributed to Local Associative Movement so that they could influence the respective public, disseminating the project and giving accurate information about immigrants and the city of Amadora;
- ☀ T-shirts to several municipal initiatives, including a *Solidarity Walk*, which involves hundreds of citizens that publicize the Campaign by wearing them and by knowing the information given in *C4i* Local Leaflets;
- ☀ Publication of Comics (*BDiversity*), based on the award-winning work of the National Competition of Comics, with the theme of Cultural Diversity. This publication is distributed to the Schools of the Municipality as a tool to stimulate the debate on the theme of social integration and cultural diversity;



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- ☀ Backpacks, tape key chains, mouse pads, key chains, wipes and pencil cases, all of them with the logos of the project and the image of the *Do Not Feed the Rumor!* Campaign;
- ☀ Production of three videos: (a) the *Presentation Video*, (b) the *Memory Video* of the project and (c) the *Closing Video* with interviews with Amadora citizens from different parts of the world. The interviews are based on a script and aims to show and enhance the cultural diversity of Amadora.
- ☀ Local and National propaganda:
 - <http://www.cm-amadora.pt/noticias-solidaria/1280-campanha-contr-o-preconceito-ja-esta-na-rua>;
 - <http://aviagemdosargonautas.net/2014/09/23/nao-alimente-o-rumor-campanha-contr-o-preconceito-na-amadora-por-clara-castilho/>;
 - <http://observador.pt/2014/08/31/amadora-lanca-campanha-para-combater-preconceitos-em-relacao-imigrantes/>;
 - http://noticias.sapo.pt/nacional/artigo/amadora-lanca-campanha-para-desfazer-preconceitos-contr-o-imigrantes_18177399.html;
 - <http://www.igfse.pt/news.asp?startAt=1&categoryID=281&newsID=4291>;
 - <http://jregiao-online.webnode.pt/products/amadora-figuras-publicas-em-campanha-contr-o-preconceito>;
 - <http://www.acidi.gov.pt/noticias/visualizar-noticia/5422d1f69c2e7/amadora-lanca-campanha-contr-o-preconceito>;
 - <http://www.rtp.pt/programa/tv/p30615/e41>;
- ☀ Journal and other paper publications (attached).

2.5. C4i Sustainability

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Please describe how the results of the C4i project will be used or further developed

Amadora has a wide experience working with immigrants (10% of its population comes from other countries), with regard to their welcome and integration through support in health, housing, employment education and social support, contributing to improve the quality of life of those who choose the city to live.

Reducing inequalities and promote social justice, ensuring the population decent living conditions has guided Amadora social intervention.

To point out, one of the values that guide the Municipality intervention is precisely the social inclusion, considering that *The main wealth of Amadora is the population in their ethnic, cultural, religious, gender and age diversity. Amadora values the difference as a source of creativity, innovation and competitiveness. This diversity that can establish itself as an innovation factor in the social, educational and cultural policies, by removing barriers to equal opportunities in access to standards worthy quality of life for all.*

In this context the C4i is an opportunity to address directly one of the major city's concerns, the promotion of equal opportunities in access to standards worthy quality of life for all. Reducing discrimination is important to achieve this goal, and the resulting experience from the implementation of the project designed and produced materials and methodology, the close relationship established with key people, are added values that will contribute to this goal, namely the implementation of the *Municipal Plan for Integration of Immigrants*.

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Does your city plan to continue anti-rumour activities after the end of the project? Has a framework (strategy, action plan, etc.) and/or budget been adopted to this end?

Considering the diversity present in the Municipality and the need to improve the welcome and integration of immigrants, for human reasons and because their presence must be seen rather than a threat as an opportunity to stimulate the economy and the cultural and social enrichment of the city it is now being drawn up the *Municipal Plan for Immigrant Integration* that will integrate some of the actions initiated with the *C4i*.

How will you maintain and engage the anti-rumour network after the end of the project?

Amadora has a new tool from the *C4i*. "*Bdiversity*" is a Comic publication born from the National Comics Contest and, by now, there are being distributed ten thousand copies among the local schools in order to maintain the debate around the issue. In order to do so at the beginning of the next school year within the traditional *Amadora welcome to the educative community meeting* an intervention on the issue will be done in order to stimulate the teachers to use the tool for debates with the students.

Furthermore, the Municipality intend to carry one with the Municipal Paper Kit Contest widen it to other local institutions.

Which *C4i* city partner would you like to cooperate with after the end of the project? Why?

Amadora would like to have the chance to work with all the partners. Above all, Amadora would like to have the chance to learn more from the Barcelona experience, as the two cities have similar immigrant population and because, among the Spanish immigrants there are a significant number of Portuguese immigrants. For that purpose it would be very important to have the opportunity to go to Barcelona and work there with the Catalan team for some days to get the in local experience.