

Nuremberg: God Practice Case Study 2

Luis Prada, Stadt Nürnberg

'Wheelie Bin' against Prejudices - "Entsorgungsstelle für Vorurteile"

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

Summary Description:

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

Background, Source of the Idea and Partners:

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

Specific Goal and Target:

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

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

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

Actions, Timescales and Resources:

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

The resources needed are: A wheelie bin, decoration for the wheelie bin, handouts where on one side it says "Write a prejudice you have heard against you" and on the other "Write a prejudice you have against a group



of people". Wherever we use it, we also include a roll-up display poster presenting an explanation of the action.

Challenges Encountered:

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

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

Outcomes:

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

Learning along the way:

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

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

The C4I wheelie bin + roll up with an explanation of the action may be borrowed.

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

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

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

And both: into the bin! Throw away your prejudices!"