

BILBAO: GOOD PRACTICE CASE STUDY 1

Youth Video Workshops

Summary

Since 2014 and during 2015, Your Centres are running Workshops to produce micri-videos, using a participate methodology, to highlight and help to understand the issues of rumours in their neighbourhoods.

Background, Source of the Idea and Partners:

In 2013, an initiative was developed by the *Department of Equality, Cooperation and Citizenship* of Bilbao Council with young people from the Rekalde neighbourhood, with the community work organisation *Gazteleku*. This involved educational and practical workshops tailored to the interests and needs of young people, using various methodologies that are attractive to them, such as comics and videos.

The proposal was to implement the initiative in four of the Council's *Gaztegunes* (youth venues) within the framework of the C4I anti-rumour strategy, with participation from the Bilbao Council's *Youth Department*. The initiative was offered to regular users of these centres.

The intervention has become a participatory social communication project aimed at educating young people through the workshops in content creation on the importance of the messages on foreigners and immigrants. In addition, awareness is reinforced by a media campaign using new information technologies (video) associated with the workshops to sensitize citizens in these neighbourhoods in the city more widely.

Specific Goal and Target:

Young people are a priority group for C4I intervention in Bilbao, with the aim of preventing early on the emergence of stereotypes that could negatively impact on coexistence.

Actions, Timescales and Resources:

The programme was implemented in a series of steps.

A working session was first organized for educators in Youth Centres in April 2014. A total of 15 educators from all Youth Centres in Bilbao attended. They reconvened in mid October 14 to prepare the organisation of a series of workshops in each of their Centre. These awareness workshops were subsequently organised with teenagers, with a view to using the production of micro-videos as a learning tool.

Each Youth Centre ran three successive workshops with the following objectives:

Session 1. Know (territory mapping)

Objective: Research and mapping of the territory from the perspective of anti-rumours. The workshops began by participants making a tour of the neighbourhood. Before departing on a tour guidelines were issued to each participant about detecting rumours and some ideas were provided for information gathering and content generation. Returning to the Workshop space, each group shared testimonies and identifying materials obtained on a giant map of the neighbourhood, its

route of opinions, interests, curiosities, spaces. Everyone was encouraged ask questions, to contribute and to debate.

Session 2. Analyse (Design of an audiovisual anti-rumour message)

After a day of mapping the groups began working on creating anti-rumour messages using the visual language. First, the monitors showed them various audio formats (spots, animations or audiovisual campaigns for inspiration) and their uses depending on the message you want to convey. After selecting and drafting the message desired, participants divided into groups, doing different exercises and created the anti-rumour messages.



Session 3. Create and disseminate (Creation and dissemination of the message).

On the last day, participants recorded their videos and disseminated them through social networks. The workshop ended by sharing the experience and reflecting on the results created by the groups.

The workshops were run during the months of November and December in Begoña (14, 15 and 22 November); Uribarri (7, 14, 21 November); Rekalde (25 - 27 November); and Duesto (5, 12, 18 February), with attendance of about 15 at each.

In relation to the resources required, participants using mobile phones and the mobile application content creation Ubiqarama.

Outcomes:

Since 2014 and during 2015, and a public presentation of the microvídeos will be made before the end. Group discussion will be held to assess the outcomes from the point of view of participants, and to learn from the initiative.

BILBAO: GOOD PRACTICE CASE STUDY 2

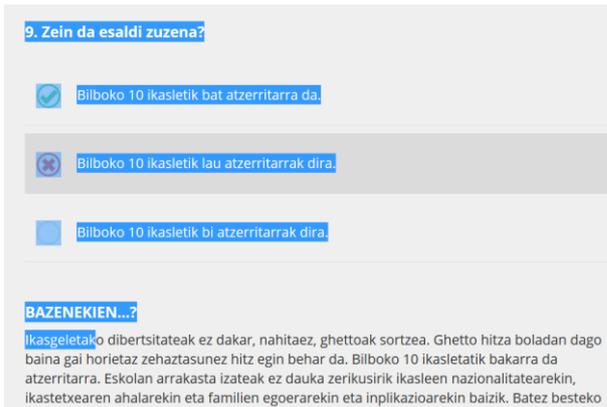
C4I Communication Tools

The main metaphor used in the Bilbao communication campaign is the *umbrella* as a defence against rumours, that fall from the sky. It has developed a short game, in two forms of a scratch card and a Web app, that can allow the user to assess whether they are 'protected' from or 'drenched' by rumours.

The Web-app can be seen here: <http://www.quenotecaleelrumor.com/>.



Following a series of fact-based questions it tests the degree of knowledge that people have about immigration, and illustrates the truth or otherwise of common rumours about immigrants. Multi-choice questions are used. In addition, longer statement of factually accurate information is presented alongside each answer, with a view to raising awareness of rumours and stereotypes that negatively affect coexistence of the different city populations.



A final score is given, indicated the degree of 'protection' from rumours. By disseminating this information more widely in social networks, the user may obtain additional 'medals' and join the campaign for the values of multiculturalism, social cohesion and combating racial discrimination.

Similarly, and in order that this information could reach groups of people who are not related to information technology was created on paper other version of the game:

The Webapp has been completed over 1,300 times from September 2014 to February 15 averaging over four minutes per user per session.

In addition badges have been produced, as well as 1,500 scratch cards similar to the Webapp above.



BILBAO: GOOD PRACTICE CASE STUDY 3

The Follow-up by Anti-Rumour Agents

'Anti-rumour agents' in the district of Deusto, after having completed their C4I training sessions, are demonstrating a strong commitment to the development of further activities in their respective areas of activity.

Each is developing a set of activities and awareness workshops in their specific area designed to reach large numbers of people, therefore hoping to instigate a 'snowball effect'. With the support of the coordination team, group meetings are being held for agents to co-define interventions for the neighbourhood. A total of sixteen attended the first in November 2014.

Among the activities implemented so far are the following:

October 23. ALDAIKA Association

ALDAIKA, an association that promotes coexistence and a culture of peace through dialogue and the effective management and positive transformation of conflicts, organized a talk on October 23 to present the anti-rumour campaign to social educators, in order to share ideas but also to motivate and involve people with whom the association works i.e. children and young adults. The target audience for this one-hour event, given at the Municipal Center Bidarte, was a group of social educators from EISECO (educational & community socio Intervention team) from District 1 of Bilbao.

October 27. Elkarbanatuz Association

The Elkarbanatuz association, in Baikaba (socio Centre Child and family), organized a talk for 12 students and their teachers in 3rd year of ESO in Colegio La Salle. The objectives were to:

- Reflect on social exclusion and excluded people
- Explore prevailing social discourses regarding immigrants
- Raise awareness of our own attitudes and positioning against immigrants
- Combat negative stereotypes and rumours against foreigners.

November 11. Anti-rumour Agent Maria Giulia Di Carlo

On November 11 an anti-rumour agent Maria Giulia Di Carlo organized a dynamic workshop on stereotypes and discrimination. 28 people attended with the aim of working with stereotypes and discrimination towards immigrants to Bilbao and, more specifically, to the district of Deusto. The two-hour workshop was aimed at undergraduates from the University of Deusto.

December 3. ALDAIKA Association

The ALDAIKA association also organized a meeting with a group of people in the neighbourhood of Ibarrekolanda (located in District 1 of Bilbao) in order to present the anti-rumour strategy and to enable participants to acquire tools for their day to day anti-rumour actions. Participants are all active members of their own groups promoting social initiatives in the neighbourhood, and the goal was to extend the C4I initiative within these groups. The event was attended by seven people.

December 9. ALDAIKA Association

On December 9, the Amedaki Association, organized a talk/discussion for an hour and a half aimed at retired women. The goal was to explain the project and discuss its relationship with foreign people, and to understand how they perceive the rumour.

December 26. AMEKADI Association

The AMEKADI Association, aiming to reflect and discuss stereotypes and rumours regarding immigration and cultural diversity, also recorded a short "Do not give me stories" video and organized a World Café at which it was presented (see <http://vimeo.com/115828648>).

January-February 2015. Association MATIZ

The Matiz Association teaches a course on "Managing cultural diversity in professional environments." This is an online programme, comprising three modules of two weeks each. It is aimed at university students in their final year and at professionals. The course provides specific training on the main elements of relationships and intercultural harmony in the workplace, and skills development for addressing practical aspects of managing diversity in professional and business fields.

February 23. KCD. Culture Communication Development

On February 23, KCD (Culture Communication Development), an NGO for development cooperation, launched a six-hour workshop on the responsible management of audiovisual tools using mobile phone, targeted at high school students of the Institute of Ibarrekolanda. The idea is that students can become agents of awareness and change through media creation on social issues.

26 to 30 January. Anti-rumour agent Cesar Olartua

Coinciding with the week of Peace, at Colegio La Salle the anti-rumour agent Cesar Deusto Olartua, professor of ESO, organized workshops in his tutorials with 1st and 2nd ESO students - a total of 180 students aged 12 to 14 years. Aspects such as integration and acceptance of foreigners in society in general and in the district of Deusto in particular were discussed. It also reflected on the rumours currently circulating.

During February and March a survey will be undertaken of how anti-rumour agents have perceived the process.