

C4i DRAFT FINAL REPORT

NUREMBERG

15.05.2015

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1. Introduction

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

| <i>Project activities</i> | <i>Date / period</i> | <i>Method</i> | <i>Partner(s) involved (specific city department(s), NGOs, University, media, citizens, etc.)</i> |
|---|--------------------------|--|--|
| 1. Local information and mapping | 01.01. 2014 /30.09. 2014 | <i>The local information, mapping, list of rumours and data to counter rumours research that included the whole City of Nurnberg and more specifically the neighbourhood of Langwasser was done by the local network coordinator, Luis Prada, and by an external researcher, Jennifer Le Noble, that was subcontracted and paid for its external expertise 1.000 EUR. The research included personal interviews with over 20 people from the district of Langwasser.</i> | <i>External expert, C4i Network Coordinator (Culture and Leisure Department) and City Department for Statistic</i> |
| 2. List of rumours and data to counter them | 01.01. 2014 /30.09. 2014 | <i>The local information, mapping, list of rumours and data to counter rumours research that included the whole City of Nurnberg and more specifically the neighbourhood of Langwasser was done by the local network coordinator, Luis Prada, and by an external researcher, Jennifer Le Noble, that was subcontracted and paid for its external expertise 1.000 EUR. The research included personal interviews with over 20 people from the district of Langwasser.</i> | <i>External expert, C4i Network Coordinator (Culture and Leisure Department) and City Department for Statistic</i> |
| 3. Selection of local coordinators | January 2013 | <i>A municipal staff member was hired as local coordinator</i> | <i>Culture and Leisure Department</i> |
| 4. Establishment of local networks | 01.01. 2014 /30.09. 2014 | <i>Two local networks were stabilised within the project: 1. Internal network composed by high ranking authorities of the city and people responsible of the integration policies in Nuremberg to supervise and help implement the project. 2. Local network in the neighbourhood of Langwasser responsible for the implementation of the project in the neighbourhood.</i> | <i>Intercultural Department, Department of Human Rights, Council for Integration and Immigration, Cultural Centre in Langwasser etc.</i> |

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| 5. Local campaign | 05.2014 – 09.2014 | <i>The draft of the local antirumours and communication campaign was developed by the local network coordinator, Luis Prada.</i> | <i>Culture and Leisure Department</i> |
| 4.1 Launching event | 07.04. 2014 | <i>As first activity, an internal launching event to present the project to relevant stakeholders in the fields of migration and integration in the City of Nuremberg was organised in the format of an expert conference</i> | <i>29 Participants</i> |
| 4.2 Awareness-raising workshops | 11.2014 – 03.2015 | <i>1 Clay, 3 Comic and 3 video workshops with children and young people in the city district of Langwasser</i> | <i>BAUI Playground; Neptungweg, Georg Lederbour and Adalbert Stifter Schools</i> |
| 4.3 Training of trainers | 2014-04-28 | <i>Campaigning and Engagement training: Daniel de Torres, expert from the European Council, and Gemma Pinyol, manager of the project, presented a workshop in the town hall.</i> | <i>15 Participants</i> |
| | 2014-10-01 | <i>Training of Trainers: Daniel de Torres, expert from the European Council presented a workshop to train possible future trainers.</i> | <i>21 Participants</i> |
| 4.4 Training of anti-rumour agents | 2014-10-11 | <i>First training of Agents</i> | <i>Short format of 90 Minutes in one day. 16 trained agents</i> |
| | 2014-12-08 and 09 | <i>Second training of Agents</i> | <i>Medium format (2 Modules of 3 hours each = 6 hours) in two days. 11 trained agents</i> |
| | 2015-03-08,09 and 10 | <i>Third training of Agents</i> | <i>Long format (4 Modules of 3 hours each = 12 hours) in three days. 9 trained agents</i> |
| | 2015-04-17,18 and 19 | <i>Fourth training of Agents</i> | <i>Long format (4 Modules of 3 hours each = 12 hours) in three days. 14 trained agents</i> |

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| 4.5 Ambassadors for diversity | | 24 people coming from the city district of Langwasser. They were identified in personal interviews and played a crucial role in the development and implementation of the project activities (workshops, trainings etc) in the district. | |
| 4.6 Diversity days | 10.11. 2014. | Public presentation of the project where different experts gave presentations on the topic of prejudices and the Mayor of Nuremberg participated in a podium discussion. | 174 Participants |
| 4.7 Cultural event | 18.06. 2014 | <ul style="list-style-type: none"> - A comic cultural event including the development of 8 comic strips to be used during the project was organised together with the City of Erlangen. All the comics were printed in big formats and used for public exhibitions. - A graffiti painting in the district of Langwasser | <ul style="list-style-type: none"> - Flix (comic artist) - GAIZA youth association; |
| 6. Dissemination | | <ul style="list-style-type: none"> • Ppts (include presentations) <p>Annex_1_Communication_Dissemination_Tools</p> <ul style="list-style-type: none"> • logos/slogans (include infographics) - Logo of the project: <div style="text-align: center;">  </div> <ul style="list-style-type: none"> • website, Facebook (include links) <ul style="list-style-type: none"> - Facebook (only for the project in Nuremberg): www.facebook.com/nuernberg.ist.bunt.de - Facebook (managed together with the City of Erlangen): www.facebook.com/kommunikation.vielfalt - Website: www.nuernberg-ist-bunt.de <ul style="list-style-type: none"> • leaflets, printed material (include) <p>Annex_1_Communication_Dissemination_Tools</p> <ul style="list-style-type: none"> • YouTube videos (include links) <p>Video workshops at Schools:</p> <p>https://youtu.be/CLUz2a0BLEU</p> <p>https://youtu.be/GK_zw2dPI9A</p> <p>https://youtu.be/ycmXwsK5g7c</p> | |

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| | | <p>Presentations internal opening event: http://www.nuernberg-ist-bunt.de/materialien/fachforum-zur-vorurteilsforschung.html</p> <p>Presentations Diversity Day: http://www.nuernberg-ist-bunt.de/materialien/4-nuernberger-integrationskonferenz.html</p> | |
| 7. Other campaign activities | | | |
| 8. 1 st wave survey | | <p><i>The indicators and questions for the 1st Survey were developed by the local network coordinator, Luis Prada, together with the Council of Europe external expert, Kseniya Khovanova, and the departments of statistic of the Cities of Nuremberg and Erlangen. The development of an online tool for the survey was subcontracted to an external company, bewegtbild-plus GbR. 150 replies where obtained.</i></p> | <p><i>Culture and Leisure Department, City Department for Statistic, bewegtbild-plus GbR.</i></p> |
| 9. 2 nd wave survey | | <p><i>The indicators and questions for the 2nd Survey were developed by the local network coordinator, Luis Prada, together with the Council of Europe external expert, Kseniya Khovanova, and the departments of statistic of the Cities of Nuremberg and Erlangen. The survey was made as personal interview in the biggest shopping mall of the City. 156 replies where obtained.</i></p> | <p><i>Culture and Leisure Department, City Department for Statistic</i></p> |
| 10. Visibility | | <p><i>Publications, media articles, TV/radio spots (include copies and links)</i></p> <p><i>TV:</i> http://www.br.de/mediathek/video/sendungen/puzzle/puzzle-144.html</p> <p><i>Radio:</i> http://www.br.de/radio/bayern2/politik/nahaufnahme/antidiskriminierung-toleranz-nuernberg-108.html</p> <p><i>Media articles:</i> http://www.nordbayern.de/region/nuernberg/hier-sind-viele-turen-offen-1.4271055 http://www.nordbayern.de/region/nuernberg/wissen-hilft-weiter-1.4271057</p> <p><i>More under</i> Annex_1_Communication_Dissemination_Tools</p> | |

Also include:

- *Description of the innovative aspects of the project*

The most innovative aspects of the project were the use of Comic, Video and Graffiti workshops and the agreement made with the main local newspaper to publish 20 Articles to disseminate the messages of the campaign referring to rumours and prejudices in the city and to the project.

- *Use of social media and their impact on project dissemination (include statistics, such as No. of Facebook likes, Tweets, YouTube views, website traffic)*

Social media and online communication was an important aspect of dissemination strategy of the project. We have so far 1398 website visitors, 373 followers in our “Kommunikation für Vielfalt in Erlangen/Nürnberg” Facebook page and 257 followers in our “Nürnberg ist bunt” Facebook page. All this tools will be maintained during the next years.

- *Impact of the project and activities*

The impact of the project has been great but the work has only started. We will only be able to evaluate the whole impact of the project in a few months. We have evaluated some of the activities, the workshops and the trainings, and the results have been more that satisfying. For this reason we have decided to continue with both activities and have already secure funding for them until the end of 2016.

- *Problems encountered in the implementation of project*

The main problem in Nuremberg was the existence of numerous other projects dealing with the same or similar topics. The problem was avoid by specialising in some aspects such as the workshops with children and youth and the trainings, that did not existed yet in the city, by using innovative ways of communicating such as Facebook and by creating exciting activities for certain target groups, such as Graffiti actions for young people.

2. Narrative report

2.1. Presentation

Nuremberg is located in the South-Western part of Germany. It is the second largest city of the German federal state of Bayern (Bavaria). The population, as of December 2012, was 509.005, which makes it Germany's fourteenth largest city. The "European Metropolitan Area Nuremberg" has 3.5 million inhabitants.

Nuremberg is a high growth area for production-related services such as consultancy, planning, and market and consumer research. Nuremberg's industrial sector is concentrated in the areas of communications, transport technology, energy technology, measurement and control engineering, and foodstuffs. Important international fairs and exhibitions are also held in Nuremberg. It is the seat of the Bundesanstalt für Arbeit (Federal Employment Services) and the Bundesamt für Migration und Flüchtlinge (Federal Office for Migration and Refugees).

Together with its neighbouring cities Erlangen, Fürth and Schwabach, Nuremberg constitutes a Larger Urban Zone (LUZ) of over 1.2 million inhabitants that covers an area of 2,934 km².

The total population of Nuremberg has increased by about 25 per cent (100,000 people) within the last 55 years. At the same time, the proportion of the foreign population has risen largely. While foreigners constituted 2 per cent of the total population in 1956, their proportion in 2010 was 17 per cent. Over 40% per cent of the population has a migrant background.



Town Hall - Photo: @ City of Nuremberg Christine_Dierenbach

2.2. Local campaign

Please respond to the following questions

1. Basic information about the campaign:

- Specific goals

The **specific goal** of the campaign is to counteract poorly-founded notions of the reality of diversity in Nuremberg and, more specifically, in the city district of Langwasser. The designed strategy addresses the main misconceptions which undermine the integration strategies at local level and communicate truthful information, raising awareness on the advantages and challenges of diversity.

A more **general goal** of the project is to contribute to further establish a culture of mutual recognition and respect in Nuremberg, where the benefits and challenges of cultural diversity are understood and a reflection on the existing prejudices take place. The project will contribute to improve the coexistence of an already diverse urban community and to reaffirm a welcome culture for future migrants.

- Target/s

The final target group of the project is people who are critical with cultural diversity and immigration issues and that, conscious or unconsciously, disperse unreflective statements, false claims and prejudices in relation to immigrants and cultural diversity. A special focus in young people will be part of the project.

The specific target group of the campaign, especially in relation to the creation of a network and to the trainings, are multipliers from civil society organisations (associations). A group of anti-rumor agents made up of members of associations, public servants and people interested in the project will be established in order to incorporate more reflection on diversity in neighborhood associations and promote the planning of activities addressing diversity and coexistence in these places.

- What specific rumours the campaign has focused on? Why?

It was decided to focus the campaign in the following 10 rumours that were identified as the most important in the City:

1. We have too many foreigners in Germany , we are getting “too foreign” (“überfremdet”)
2. Immigrants are taking our jobs away
3. Many Immigrants are criminal (more than Germans)
4. Immigrants (and asylum seekers) live at our expense and do not want to work
5. Immigrants are poorly educated
6. Immigrants do not want to integrate and do not want to learn German
7. All refugees want to go to Germany
8. Most refugees were not persecuted in their countries. The only come to Germany because they can do better here. They're all economic refugees!
9. " Multiculturalism is dead" - Efforts to simply live in a multicultural society side by side , have failed
10. Immigrants (Muslims) are religious fanatics

- Were there delays in the design and/or implementation of the campaign?
No

2. Global Communication

- What are the main messages that your campaign is spreading?

Nuremberg is colourful – “Nürnberg ist bunt“

Prejudices are like a block of wood in front of your head - “Vorurteile sind wie ein Brett vor dem Kopf“

- Have you designed a specific logo and communication slogans?

Yes



- What communication and dissemination tools are you using? (ex. website, leaflets, social media and other communication products like apps or other products – please provide images of these tools..)
- Website: www.nuernberg-ist-bunt.de
- Facebook: www.facebook.com/nuernberg.ist.bunt.de and www.facebook.com/kommunikation.vielfalt
- Other: Project leaflet, project poster, tablecloth, photography action, “Wheelie Bin” against Prejudices, Poster and Flyer for “Langwasser isst bunt” action. For visual material see Annex_1_Communication_Dissemination_Tools.

- What have been the main communication activities (presentations, workshops, media, press, etc.)

The main communication activities have been multiple presentations to different stakeholders, workshops with stakeholders, media presence such as a tv presence different press articles (NN, Langwasser etc.) For more on media and press see Annex_1_Communication_Dissemination_Tools

- What have been the most and the less useful communication tools and actions? And why?

The most useful tools were the articles on the newspaper and the report on TV because they reached a great number of people. The most useful action was the photo action because its simplicity that attracted many people and the trainings that were evaluated as highly successful.

The less useful action was our cooking action because its complexity. We have difficulties finding people to sign up for the action and have to abandon the idea of creating a cooking book with the receipts of the meetings because there were not enough.

- Which new communication tools are you planning to introduce before the end of the project?
We will organize an exhibition on the biggest shopping mall of the City in June (with over 30.000 visitor per day) to show the results of the workshops in schools, of our photo action, of our graffiti action and also the comics produced by Flix.

3. Anti-rumour network

- What are the key actors involved and supporting your campaign?

The key actors were the members of the local network (See Annex_3_C4i_Networks_eng sent with the first report).

- How did you manage to engage and motivate them?

With regular meetings and involving them in the project activities and in Council of Europe expert visits. We gave them the opportunity of coming up with new activities and they developed for instance the graffiti workshops idea.

- Have you set up some kind of network structure? How does it work? (working groups, commissions, informal meetings...)

Two local networks were established within the project:
An Internal network, created to supervise and help implement the project and a local network in the neighbourhood of Langwasser.

4. Anti-rumour agents training

- How are you doing/planning the anti-rumour agents training (number of agents to be trained, profiles, how do you attract them..)

We have trained so far 50 agents and we will go on and train another 100 after the project and until the end of 2016. The agents were mostly multipliers from local associations and public servants. We did attract them using our project network and with articles in the newspaper.

- How do you link the anti-rumour agents with your campaign? What are they expected to do?

○

They get actively involved in other activities of the project and disseminate information regarding the project. They form a sort of informal network that supports the project.

- Have you used C4i training material for the training?

Yes, a Manual for the Agents based on the model provided by Barcelona.

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5. Anti-rumour campaign activities

- What are the main anti-rumour activities of your campaign? (Regarding specific goals and targets) Please provide a brief description of each one

- Internal launching event to present the project to relevant stakeholders in the fields of migration and integration in the City of Nuremberg was organised in the format of an expert conference on the 07.04.2014.

- Diversity Day: it served as public launching event of the project and took place on the 11.10.2014

- Comic Workshop

A comic workshop to develop 8 comic strips that were used during the project was organised together with the City of Erlangen.

- 1 Awareness Raising Workshop with children at a parents association

- 3 Awareness Raising Comic Workshops at schools

- 3 Awareness Raising Video Workshops at schools
 - 1 Awareness Raising Graffiti Workshop and graffiti action with a youth association
 - Photo action: Prejudices are like a block of wood in front of your head - "Vorurteile sind wie ein Brett vor dem Kopf"
 - "Wheelie Bin" against Prejudices
 - "Langwasser isst bunt": action where people were asked to invite other people with a different mother tongue and cook together.
 - Exhibition of the Workshops results: the videos, comics etc. produced during the workshop will be shown at a public exhibition in the biggest shopping mall of the City (with 30.000 visitors per day) during the last week of June.
- If there have been any relevant changes regarding the activities foreseen in the first campaign proposal and the final one, please explain what factors have motivated these changes

No relevant changes occurred.

- Have you been planning to introduce more changes from December 2014 to May 2015? If so, please explain the reasons for these changes

No

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

We have engaged two external evaluators, one for the organised workshops at schools and one for the trainings.

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

More impact: workshops, trainings, photo action. Reasons: they were easy to understand and for free;

Less impact: eat together action. Reason: it was complicated to understand, needs a bigger personal engagement (to invite someone to your own house)

6. Lessons learnt

- What are the main complexities identified until now? And what have you done/are you doing to overcome them?

The main problem in Nuremberg was the existence of numerous other projects dealing with the same or similar topics. The problem was avoided by specialising in some aspects such as the workshops with children and youth and the

trainings, that did not exist yet in the city, by using innovative ways of communicating such as Facebook and by creating exciting activities for certain target groups, such as Graffiti actions for young people.

- Have you used ideas of campaign activities/ communication tools or actions from other C4i cities? Which ones? Why?

Yes. We have used the idea from Loures of using graffiti as a medium to work with artists and young people in order to reach that target group and we have used the model of the trainings of Barcelona including a 12-hour training with professional trainers because it was already proven successful.

- What are 3 main lessons learnt and ‘tips’ that you think are worth sharing with other cities that are implementing an anti-rumour strategy or want to start now?

Start slow and take your time to prepare the contents before you start disseminating them. Bad content can create more damage than help. Make it local. Do not look which rumours and prejudices are important for other cities, find your own.

Focus on “contact” strategies, in bringing people together, rather than in media campaigns and produce good trainings for the agents.

- What have you expected from the participation in C4i? How were your expectations met?

We were expecting to exchange with colleagues from other countries working on the same field and the expectations were partially met. The exchange with Barcelona and Loures was great because we went there but the lack of more or longer international meetings did not allow a longer exchange with the rest of the partners. We were expecting to get a lot of input from the three experts of the project and we were a bit disappointed with the result because they mostly gave us a lot of work to do but did not provide us with good material to use as enrichment for our campaign and trainings (or did that too late so we could not use it on time).

7. Calendar of activities

Please update your campaign calendar for the period of January 2014 to June 2015

C4i NUREMBERG CAMPAIGN

| ACTIVITY/ACTION | MAIN OBJECTIVES | TARGET GROUP | EXPECTED OUTCOMES | INDICATORS | RESOURCES | TIMMING | C4i ACTIVITY |
|--|--|---|--|--|--|-------------------------|--|
| Internal Launching Event - Expert Workshop on prejudices and rumours | To identify local organizations and possible agents and potential members of the future anti-rumour network and to provide them with a sound knowledge of the state of the art of the research on prejudices and rumours | Members of associations, educators, civil servants, academics | Awareness rising | Number of participants (at least 25 participants expected). Number of questions and active participation on the meeting | 2 invited academic experts on the field. All interventions filmed in video and published online | 07.04.2014 | Launching event / Awareness-raising workshop |
| Local Mapping, Research and data collection | To identify rumours. To engage local organizations and possible agents in | Key actors on the city districts. | Identified perceptions, prejudices and stereotypes. Collection of factual | - Report - 20 interview | External researcher and coordination team. | August – September 2014 | Local Mapping and Research |

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| | the network. | | data. | | | | |
| Impact Evaluation | To evaluate the starting point of the project | Citizens | Base line data | 150 surveys | External expert | August - October 2014 | 1st Wave Survey |
| Development of the trainings | To define the methodology of the trainings and produce the needed materials | | 1 training concept and the materials necessary to implement it | Concept Nº of materials produced | External expert | October – November 2014 | Trainings |
| Trainings for trainers (multipliers) and trainings for agents | To build a citizens' antirumors agents network | Members of associations, educators, civil servants, academics | Agents trained | 2 trainings for trainers and 4 trainings for agents with over 50 participants. External evaluation. | External Trainers | Oct 2014 – April 2015 | Trainings for trainers and for local antirumour agents |
| External Launching Event - Diversity Day / Integration Conference | Awareness raising | Public servants and members of civil society interested in the topics of the project | Awareness raising | Number of participants (at least 100). Evaluation sheets. | Project team and coordination network | 11.10.2014 | Diversity Day. The Municipality co- finance this activity |
| Langwasser cooks | Serie of common meals in Langwasser where people invites each other | Citizens | Awareness raising | At least 20 participants | Project team and coordination network | Nov2014 – May 2015 | Awareness raising activity |
| Online Tool: Website | Website of the project | Citizens | Knowledge transfer and dissemination | Website produced | External expert | October 2014 | Online Tool |

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| Photography activity | The participant photograph themselves with a prejudice and contra-prejudice: "I am part of this group but not this" | Citizens | Awareness raising | At least 30 participants | Project team and coordination network | October 2014 –May 2015 | Awareness raising and cultural activity |
| Wheelie Bin against Prejudices | Bin where the participants can trough away their prejudices (one that they have and one that they suffer) | Citizens | Awareness raising | At least 50 participants | Project team and coordination network | October 2014 –May 2015 | Awareness raising and cultural activity |
| Video and Comic Workshops at schools | Video and comic workshops at schools following the example of Barcelona | Pupils at schools and high schools | Awareness raising | 3 video and 3 comic workshops with at least 50 participants | Schools, Project team and artists | January – March 2015 | Awareness raising and cultural activity |
| Impact Evaluation | To evaluate the final point of the project | Citizens | Evaluation | Nº of surveys | External expert | Feb - May 2015 | 2st Wave Survey |
| Graffiti action | Graffiti workshop and action | Young people | Awareness raising | At least 10 participants | Youth organisation GAIZA and project team | | |
| Presentation of the project results | 6 day exhibition at the biggest shopping mall in Nuremberg | Citizens | Awareness raising | Number of participants (at least 100.000). | Project team and coordination network | Last week of June 2015 | Awareness raising and cultural activity |

2.3.C4i local team

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

Thomas Müller is the coordinator of the municipal integration policy in Nuremberg. He is managing the Co-ordinating Group for Integration as a working group across all municipal departments on the level of the city administration, the central focal point for various approaches to integration work. From 2010 to 2013 he works as International Project Manager at the Cultural Department of the City of Nuremberg (KUF).

His work experience includes participatory inter- and socio- cultural work, since 1985 he has co-ordinated projects in connection with Nuremberg's Culture Workshops in the city's districts and in a central cultural center. He is expertise in the promotion of culture and its integration in urban development policies. Born in 1957 in Basel, Switzerland, Thomas Müller holds a degree in communication science.

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

Luis Prada works as an International Project Coordinator at the Cultural Department of the City of Nuremberg (KUF) since 2010. Until mid-2013 he combined his work with a position at the coordination office of the European Network of Cultural Centres (ENCC) which he held for more than 8 years. His work experience includes participatory inter- and socio- cultural work, mobility of cultural workers e.g. management of exchange programs, arts in public urban spaces and revitalization of former industrial sites through cultural activities. Born in 1975 in Murcia, Spain, Luis has been living in Germany since 2003, holds a degree in Law and is a trained (inter-)cultural community mediator.

2.4. Visibility information

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

- Logo:



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Implemented
by the Council of Europe

- Slogans:

Nuremberg is colourful – “Nürnberg ist bunt“

Prejudices are like a block of wood in front of your head - “Vorurteile sind wie ein Brett vor dem Kopf“

- News on the website: see <http://www.nuernberg-ist-bunt.de/index.php>

- Dates of anti rumour agents trainings:

1 Training: 2014-10-11; 2 Training: 2014-12-08 and 09; 3 Training: 2015-03-08, 09 and 10; 4 Training: 2015-04-17,18 and 19

Video workshops at Schools:

<https://youtu.be/CLUz2a0BLEU>

https://youtu.be/GK_zw2dPI9A

<https://youtu.be/ycmXwsK5g7c>

- What communication and dissemination tools are you using? (ex. website, leaflets, social media and other communication products like apps or other products – please provide images of these tools..)

- Website: www.nuernberg-ist-bunt.de

- Facebook: www.facebook.com/nuernberg.ist.bunt.de and

www.facebook.com/kommunikation.vielfalt

- Other: Project leaflet, project poster, tablecloth, photography action, “Wheelie Bin” against Prejudices, Poster and Flyer for “Langwasser isst bunt” action. For visual material see Annex_1_Communication_Dissemination_Tools.

2.5 C4i sustainability

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

We will continue organising trainings and workshops. We have secure now financing to continue with the trainings and workshops at schools at least for the next 1,5 years (until the end of 2015) with national funding. We will offer our project activities (foto action, wheelie bin etc.) to local organisations that would like to use them for free. We will also give the possibility of showing our exhibition to the project results to local organisations (one is already prepared in July and August at Nurembergs adult education centre). We will continue

publishing one article a week about the project in the local newspaper until the end of the summer. We will also maintain the website and Facebook page during the next years.

2.5.2 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?

Yes. See reply above. The strategy will be called “Nürnberg ist bunt” and will continue at least until the end of 2016.

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

They will be an integral part of the Nürnberg ist bunt strategy, especially in the district of Langwasser. They are already developing their own projects as part of the strategy especially regarding Graffiti actions in the neighbourhood of Langwasser.

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

- Erlangen: proximity and common target groups
- Bilbao: quality of work
- Loures: content (Graffiti)
- Lublin: similarities in the work they do