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.

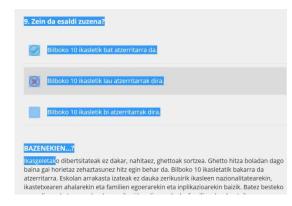
The Web-app can be seen here: http://www.quenotecaleelrumor.com/.







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.

