C4i [CITY] CAMPAIGN

ACTIVITY/ACTION	MAIN OBJECTIVES	TARGET GROUP	EXPECTED OUTCOMES	INDICATORS	RESOURCES	TIMMING	C4i ACTIVITY
Present Research Outcomes	To inform, develop statistics and choose rumours	Inhabitants, NGO's and partners included in the campaign	Spread the research outcomes, debate through dialogue, film, arts etc.	Inhabitants are informed about the outcomes through web site and local news paper.	MKC - (Multicultural center)	May	Awareness raising
Establish activities within the campaign	To create timetable for all the coming activities in autumn 2014	Inhabitants NGO's, civil servants and the steering committee	4 antirumour-cafés 5 training sessions A range of activities	X of inhabitants trained and included in the campaign X activities created	Steering committee	June	Awareness raising
Workshop/Meeting with media	To create awareness in the media and different networks about the 4 rumours and stereotypes	Local media	Participants of local media, radio, TV and newspapers, story telling lab.	X of participants X of news related to the antirumours campaign	City council networks (local media, experts..)	Jun-Aug	Workshops to raise the awareness
Youth Council in Botkyrka	To invite and cooperate with the local youth council about	Youngsters in Botkyrka	20 youth trained and educated 5 training sessions with youth	X of youngsters included in the campaign X of youngsters	Youth in Botkyrka	Jul-Dec	Botkyrka City Council in cooperation with the

	rumours and how to "combat" them. Educate and promote antirumours workshop with youth			cooperating with minimum 2 municipalities (Youth councils)			Antirumour Network finance this activity
Anti-rumour café	To present the four rumours in the municipality and talk about each of them in different periods	Inhabitants, participants in the network.	Identify perceptions and possible approaches 4 cafés (4 rumours)	Inhabitant perceptions	Steering committee (Local Anti-rumour Network)	Sept-Dec	Communication campaign Awareness raising dialogues
Educate/Train Anti-rumour agents	To train citizens and civil servants about rumours and build a antirumours agents network	Inhabitants, civil servants	5 training sessions	X of inhabitants and civil servants trained	Trainers	November	Training for anti-rumours agents
Communication	Story telling	Inhabitants from different areas in Botkyrka	Create a positive feeling of engaging the antirumours network	X articles in newspapers. X times the word Anitrumour has been	Cooperate with the local social media and partners	Jun-Dec	Powerpoints, Facebook, Instagram etc

				mentioned in media			