



# **C4i Impact & Change Evaluation: From Practical Results to Policy Recommendations**

Dr. Kseniya Khovanova-Rubicondo

C4i Impact & Change Evaluator

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# Primary Objectives

## *Of the C4i...*

- ← *test the applicability of social communication & networking approach - anti-rumour campaign*
- ← *assess the impact of the approach & devise replicable methodology/ tools*

## *Of the Impact & Change Evaluation...*

- ← *develop impact & change evaluation methodology and guidance for the cities*
- ← *assess initial differences in city environments and attitudes, map knowledge gaps*
- ← *design and test a set of key relevant indicators*
- ← *develop and articulate the C4i Theory of Change*
- ← *provide a replicable results-based monitoring & evaluation methodology*
- ← *offer relevant conclusions and recommendations*

## *Of the current Presentation...*

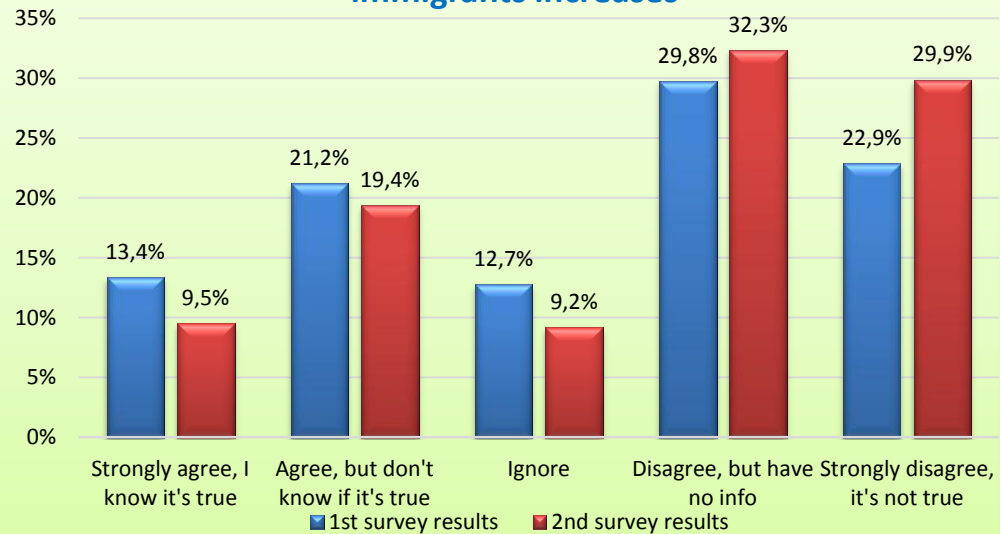
- ← *communicate the key findings of the evaluation including*
- ← *the project produced impact and replicable methodology/ tools*
- ← *provide conclusions and outline next-steps*



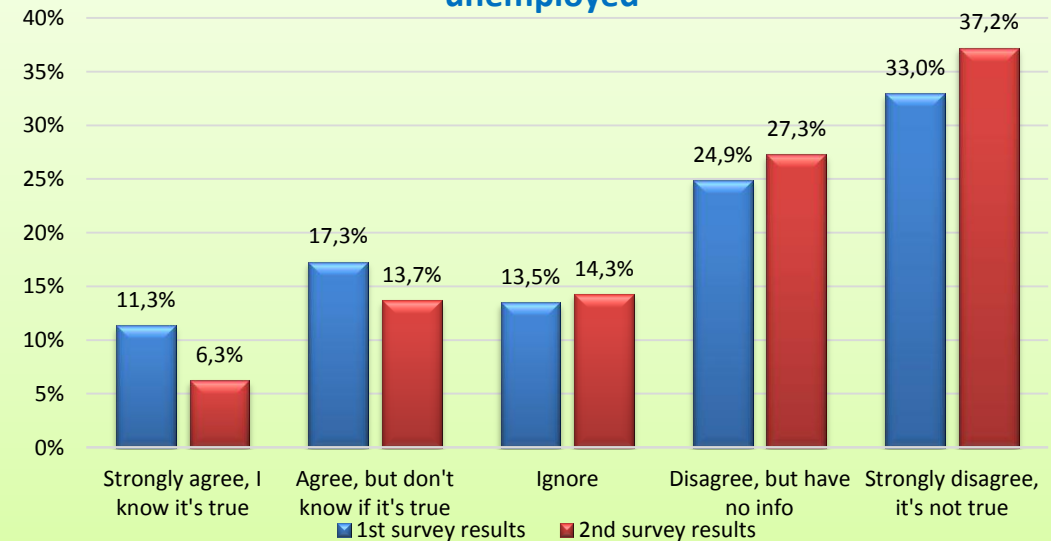
# Key Findings

- ← positive change in community attitudes across the C4i cities regarding all commonly tested rumours proves the efficiency of anti-rumour approach

**Rumour 1: Crime level grows as the number of immigrants increases**



**Rumour 2: Immigrants take jobs leaving natives unemployed**

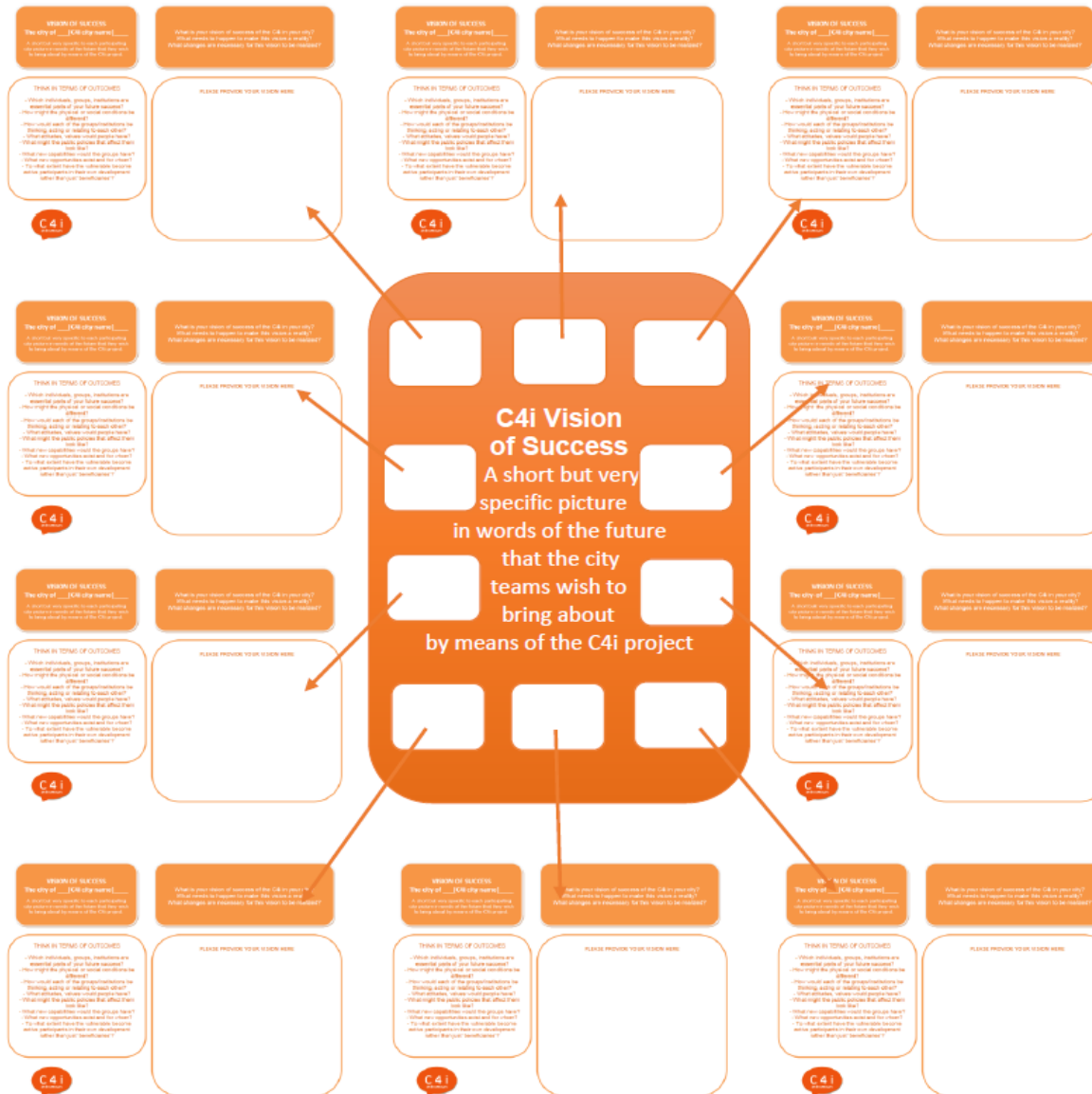


# Produced Societal Impacts & Know-how

- ← *Full aptness of the C4i to serve as a model initiative that could be replicated in urban communities across Europe and beyond*
- ← *A set of practical tools and replicable methodology*
  - ← *the anti-rumour strategy development*
  - ← *tailored monitoring & evaluation methodology (incl. ready-to-use templates)*
  - ← *a set of C4i Core Indicators for Impact & Change Evaluation, and*
  - ← *the C4i Theory of Change (Map)*
- ← *New social networks, partnerships, working groups and other types of collaborative structures established with local NGOs, city departments -incl. police, housing, social services,- community organisations, SMEs, media and the corporate world*
- ← *Great capacity building, learning and collaborative opportunities created for city teams and target communities allowing them to better understand their “local ecology”*
- ← *Immigration and anti-rumour topics entered the public discourse of the municipal leaders*
- ← *Established pan-European cooperation between the project participating cities, improved image and visibility of the cities at all levels - local, national, European*



# Produced Impact & Know-how: *the C4i Theory of Change Map*



## A Short Guide to Using C4i Theory of Change Logic

- 1 This tool explains the concepts behind the common C4i ToC development for complex social change processes.
- 2 The template has been designed so that it can be printed in A4 format and assembled as a visual diagram as illustrated on the left. It can then be reproduced on a poster-size sheet and displayed for the audience or manager.
- 3 This page is the central 'picture' or a visual 'change map' of the C4i ToC. It displays what success would look like as a dynamic system of C4i teams contributing to achieving and sustaining the C4i common vision of success. It allows you to see the relationships between the C4i teams through the duration of the project.
- 4 Following this, a separate page for each C4i team is presented, where specific preconditions of success, those changes that had to happen for that specific C4i team, and the relations that had to be created in order to contribute effectively to achieving their vision of success are described.
- 5 The C4i ToC is a dynamic and participatory process. It can be revised at any time along the C4i implementation. It is recommended to save and date all the revised versions of this document in order to track your progress.

Developer: K. Khovanova-Rubicondo

# Produced Policy Impacts

- ← The C4i monitoring and evaluation methodology has produced tangible and effective results outlining a reliable framework for
  - ← European integration policy development and implementation
  - ← its structural and (wherever necessary) monitoring process improvement
  - ← communication principles advancement
- ← The C4i has also addressed the wider European policy context related to the formation of sustainable 'node' in European social networks around such policy areas as migration, intercultural integration, and diversity management
- ← The C4i experience indicates the growing need for similar initiatives in European urban settings and for further advancement of intercultural integration policy in Europe
- ← The project produced impacts fully justify the effectiveness of the anti-rumour approach implementation and validate the advantage of its replication in the future





# Conclusions & Recommendations

- ← Recommendations: policy & administration
  - ← Pursue the anti-rumour approach - including application of the C4i produced methodologies and tools - in other European cities that are currently facing the challenges of integration
  - ← Assure the availability of the C4i results, best practices and lessons learned to a larger audience of policy officials, city administrators and general public raising awareness about the 'alternative ways' for approaching the migration issues
  - ← Establish and support the emerging pan-European network of the C4i anti-rumour agents
  - ← Pursue the implementation of the C4i anti-rumour approach beyond the public sector
- ← Recommendation: project implementation & management
  - ← The anti-rumour activities are to be designed with wide involvement of the local stakeholders/community actors & account for the variety of their interests and needs
  - ← Participatory monitoring & evaluation of anti-rumour initiatives is suggested as a prerequisite of their successful performance and sustainability of results
  - ← Anti-rumour initiatives should continue to identify the mechanisms to increase their outreach to the 'non-sensitized' audiences and those who remain neutral to the issues migration



**Big Orange**  
**THANK YOU!**

