Webinar agenda

Why an Anti-Rumour Strategy?
November 16, 2015

1) Presentation by Dani De Torres, Intercultural Cities Program, Council of Europe/ Imacity (Barcelona, Spain)

2) Presentation by Ekain Larrinaga Muguruza, Getxo City Council (Getxo, Spain)

3) Presentation by Annasophia Heintze, Stadt Erlangen (Erlangen, Germany)

Webinar recording will be available on the website:
THE ANTI RUMOURS MOVEMENT

Dani de Torres  16th November 2015 Cities of Migration webinar
THE PROCESS SO FAR...

ORIGIN

APPROACH

HOW

EXPANSION

IMPACT

CHALLENGES

FUTURE

CONCLUSION
WHY AN ANTIRUMOURS STRATEGY?

The real goal and key challenge is to build more inclusive, intercultural & dynamic societies with equal opportunities for all.

The antirumours strategy is a tool that pretends to contribute to this general goal by dismantling stereotypes, prejudices & false rumours about any group, to prevent discrimination and racism and to foster positive interaction among citizens.
ORIGIN

INCREASE OF DIVERSITY

BCN INTERCULTURAL PLAN

PARTICIPATION PROCESS

WHAT HAMPERS POSITIVE INTERACTION?

PREJUDICES AND STEREOTYPES ON TOP!

ANTIRUMOURS STRATEGY
WHY FOCUS ON RUMOURS?

I THINK

I FEEL

I ACT

STEREOTYPE

PREJUDICE

DISCRIMINATION

WE ALL USE STEREOTYPES AND HAVE PREJUDICES AND RUMOURS PLAY A KEY ROLE ON THIS PROCESS...

THE ANTIRUMOURS CONCEPT: ORIGINAL, STICKY, DIRECT…LET’S USE IT!
ANTIRUMOURS

APPROACH

POLITICAL COMMITMENT & MAINSTREAMING

PARTICIPATION KEY ACTORS & CITIZEN’S ENGAGEMENT

SEDUCING THE AMBIGUOUS MAJORITY

CREATIVITY INNOVATION & FLEXIBILITY

RIGOUR IMPACT & SUSTAINABILITY

ARGUMENTS EMOTIONS & CRITICAL THINKING
A COMPLEX AND DYNAMIC PROCESS…

GOALS, TARGETS & METHODOLOGY

IDENTIFICATION OF RUMOURS

COLLECTING ANTIRUMOURS DATA & ARGUMENTS

BUILDING AN ANTIRUMOURS NETWORK

SUSTAINABILITY & NEXT STEPS

EVALUATION & IMPACT

IMPLEMENTING ANTIRUMOURS CAMPAIGNS

TRAINING THE ANTIRUMOURS AGENTS
AND THE RUMOUR SPREAD…

PROYECTO ANTIRUMORES FUNDED BY OPEN SOCIETY FOUNDATION ADAPTING THE AR TO RECECITIES

THE C4I PROJECT LED BY THE COUNCIL OF EUROPE: ADAPTING THE AR TO 10 EUROPEAN CITIES FROM 7 COUNTRIES

LA CAIXA FOUNDATION IS SUPPORTING THE IMPLEMENTATION OF THE AR TO MORE SPANISH CITIES

OTHER CITIES, REGIONAL GOVERNMENTS, POLITICAL PARTIES, LOT OF NGOs, CULTURAL AND EDUCATION CENTRES ETC. ARE “USING” THE AR APPROACH

INTEREST IN CITIES AND ORGANIZATIONS FROM MANY COUNTRIES: CANADA, US, MEXICO, JAPAN, TURKEY ETC.
LOT OF INSPIRATION…FIRST FROM SPANISH CITIES
AND THEN FROM 10 EUROPEAN CITIES

C4I PROJECT – COUNCIL OF EUROPE WITH EU FUNDING
EACH CITY ENRICHES THE WHOLE STRATEGY
OK COOL BUT... IT HAS ANY REAL IMPACT?

INDIRECT IMPACT
• Wider audience
• Diversity into public discourse and municipal leaders
• Community engagement and empowerment
• Maximise what already exists and foster collaboration
• Useful for different contexts and fields
• It keeps attracting interest from many countries, institutions, actors..

DIRECT IMPACT
• The impact evaluation process of the C4i showed a positive change in people’s attitude across the C4i Cities
• In BCN the attitudes towards immigration have improved over the last 5 years
• This is great but still weak, short, uncertain.....we need much more
CHALLENGES

A COMPLEX EQUILIBRIUM BETWEEN...

quantity & quality / process & impact / dispersion & focus / seducing & denouncing / creativity & methodology / public policy & community engagement / rational arguments & emotions...
1. Enriching the approach from lessons learnt

2. Going deeper on mid and long term impact evaluation

1. Research and design of innovative methodologies and tools

1. Adapting the approach to more cities, organizations & fields

1. Building partnerships and an antirumours community
“Become aware of our prejudices, of the ghosts we created to combat the mirages. That's what will bring us, really, to become free citizens”
- Epictetus
Why an Anti-Rumour Strategy?

November 16, 2015
Ekain Larrinaga Muguruza
CITY OVERVIEW

- Coastal town in the Basque Country in Metropolitan area of Bilbao, Spain
  - Metropolitan Bilbao: 25 municipalities, pop. 1,100,000

- RESIDENTIAL AREA

- Economy strongly based on SERVICES
  - VERY INTERACTIVE IN FACT!
  - Space of opportunity!

- 2 official LANGUAGES (Basque and Spanish), but a real example of DIGLOSSIA

Population 80,000 inhabitants (2015)
- 6,5% foreign nationality
- 10% born abroad
- Significant naturalization process

10 years ago: foreign-born population around 3% (mainly from EU)

Today: young, female and Latin-American immigration
- BOLIVIA (!)
- Also, significant community from Romania and Phillipines

Around 80 nationalities (15 with more than 100 people)

Means a diversity of cosmovisions, language, religion, costume....

Basque Official Statistics: Eustat
Getxo – Official Action Plan:
Establish an ANTIRUMOURS AGENTS PROGRAM, in coordination with other local actions (Basque, Spanish and EU levels)

Start: 2013

Key Partners (coordination):
- Intercultural Cities / RECI & Barcelona ANTI-RUMORS
- Anti-Rumours Spanish Network (with OSF)
- Basque Government + University of the Basque Country

GOVERNMENT PLAN 2012-15

02. Advanced social cohesion policies

02. 3. Intercultural City strategy:

1. Recognition of city’s cultural diversity
2. Promotion of the interaction between autoctonous and immigrant neighbours
3. Political and social participation
4. Prevention of discrimination
3 simple facts:

1. EVIDENCE: In our society there are negative stereotypes, prejudices and false rumours regarding immigrants and cultural diversity.

2. This can be an obstacle to coexistence and the germ of future discrimination, as BCN has shown.

3. Fortunately, each of us has the power to transform and improve our personal and daily relationships.

We CAN reduce and eliminate xenophobic and racist attitudes and discourses.
SCENARIO:
from our evidences

- Getxo Survey 2011: PERCEPTIONS & ATTITUDES TOWARDS MIGRATION [LINK](Volume, social benefits, job market, education, culture, public spaces...) ALARMS

- Basque Barometer of Perceptions and Attitudes Towards Migrants [LINK][IKUSPEGI Migration Observatory-UPV:

- Basque Tolerance Index 0-100 (page 81):
  
  2008: 58,74  
  2012: 53,62  
  2013: 55,35  
  2014: 56.96

**Implacable speech**

<table>
<thead>
<tr>
<th>Intolerant (Reluctant)</th>
<th>Ambivalent</th>
<th>Tolerant</th>
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<tr>
<td>21,80%</td>
<td>41,10%</td>
<td>37,10%</td>
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**Alert**

Politically correct speech *sometimes* DOESN’T WALK THE LINE
ANTIRUMOURS: a social awareness strategy

Social Awareness Strategy def. (2009)

Actions:

• **Influence the ideas, perceptions, stereotypes** of persons and groups

• **Change social attitudes** by bringing about change in our own individual and collective practices.

• **Promote interaction.** Change results from the influence of some **people** over others = attitude and behaviour shift.

• **Be informed.** Provide information and encourage participation.

The battle camp

PREJUDICED ATTITUDES

COGNITIVE dimension

Communication tools, Interviews, Press notes Articles (Media-Academics-Politicians)

Lack of Information Communication

BEHAVIOURAL dimension

OPINION MAKERS
Leaders
Well known personalities

EMOTIONAL dimension

Anti-rumour agents

Evaluation

Impunity spaces

Peers

Impunity spaces
We must **win hearts**;
there may be very **bad social discourses**... the truth is that there haven’t been very bad behaviours.

...we must **reduce the spaces of impunity for negative stereotypes and prejudices**.

Prof. Xabier Aierdi (UPV-EHU)

...we should...
**break the spiral of silence**.

Elisabeth Noelle-Neumann ([Link](#))

...the latent **xenophobia grows when it receives institutional stimulus**

Michel Wiewiorka
Antirumor Strategy
DNA at the local level

Framed by an Intercultural Policy

Leadership & political commitment

Opinion leaders & advocates

Training (Politicians, Civil Servants & Citizens)

Data is not enough

Agents: Empowerment & participation

Community approach & networking

The anti-rumours concept

Long term strategy

Assessment / evaluation

Creativity, flexibility & rigorous

CONFIDENCE / COHERENCE

COMMUNICATION

Adaptación sobre el texto: Una política local activa para luchar contra la discriminación: la Estrategia Antirumores
LAS CONDICIONES DE LA INTERCULTURALIDAD Daniel de Torres, Gemma Pinyol Raquel Moreno y Sarai Samper.
Framed by an Intercultural Policy

Leadership & political commitment

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AGENTS:
Empowerment & participation
Community approach & networking

The anti-rumours concept

Long term strategy

antirumores
El programa Antirrumbos se cuela en el Día del Libro de Getxo con una charla de Pajares y Arretxe

Los escritores Miguel Pajares y Jon Arretxe charlarán mañana (10 horas) sobre inmigración, diversidad y racismo dentro del programa Antirrumbos, que este año volverá a tener un hueco en los actos organizados por el Ayuntamiento de Getxo con motivo del Día del Libro y que se prolongarán hasta el domingo.

El periodista Rogelio Pascual moderará en el Aula de Cultura esta conversación sobre temas como la inmigración o la xenofobia desde las miradas del inspector Montesinos y el detective Touré, personajes de sendas novelas que acaban de ver publicadas sus últimas entregas: ‘La luz del estallido’, de Miguel Pajares, y ‘Sombras de la nada’, de Jon Arretxe.
Why people want to support ANTIRUMOURS?

Because we care about IT.

Because we want a better city to LIVE in.

Because we can be part of the solution.

Because we are socially committed.

Because… we want to learn ‘The Force’ ;-)
So, you want to learn the Force ... Help you I can. My ally is the Force. And a powerful ally it is. It is what gives a Jedi his power. It is the energy field created by all living things. It surrounds us, penetrates us. It binds the universe together.

The Force is this and more. It cannot be fully described with words. You must feel the Force to understand it. To feel the force is what you will learn.

• Jedi must have the deepest commitment, the most serious mind

• Senslessness of War: Ohhh! Great warrior! [laughs and shakes his head] Wars not make one great!

• Self-Reflection: Named must your fear be before banish it you can.

• Fear: Fear is the path to the dark side. Fear leads to anger. Anger leads to hate. Hate leads to suffering.

• Determination: Try not. Do or do not. There is no try.
Ekain Larrinaga Muguruza
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+ 34 944 660 151
Facebook: Getxo Intercultural
Facebook: antirumores

Other links:
Getxo: 2014 Statement on ANTIRUMOURS strategy (aporbed by all the political parties with representation)
Getxo Antirumours training STORIFY
Antirumours agent english subtitled TV interview
Getxo: Practical guide to fight the rumours
Basque Barometer (Perceptions and attitudes towards migration)
www.antirumores.com
Anti- Rumours
The City of Erlangen and Siemens AG join forces
Anti-Rumours Strategy - City of Erlangen

- Metropol Area: 1,2 Mil. - City: 100,000
- Economic Strength: Siemens 25,000 employees (region: 40,000)
  - FAU 35,000 students + 12,000 employees
- Immigration: 25,000 years long history
  - 17th century: 1,000 Huguenots
  - 1/3 migrant background
  - 15% foreigners – 140 nations
Anti-Rumours Strategy - City of Erlangen

- Coordination Unit for Integration
- Steering Committee Integration
- Annual Integration Conference
- Integration Monitoring
- foreigners and Integration Council (since 1974)
Anti-Rumours Strategy - City of Erlangen

C4i – to fight rumours

As part of the C4I¹ project -joint action of the Council of Europe and the European Union-, 10 select cities and among them the city of Erlangen, strive to foster well-informed public debates on migration and diversity. The aim is to combat unfounded (but widespread) rumours and misconceptions about migrants.

More info on C4I:
pjp-eu.coe.int/de/web/c4i
### Refugee integration

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<th>1/2014</th>
<th>Today</th>
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<tr>
<td>200 refugees</td>
<td>1200 (+65/ week)</td>
</tr>
<tr>
<td>2 refugee shelters</td>
<td>30 refugee shelters</td>
</tr>
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1. Identify rumours
2. Identify target group
3. Realize the diversity advantage
Finding strong partners

The City of Erlangen and Siemens join forces

The city of Erlangen and Siemens are closely cooperating in efforts to fight rumours.

Together we are launching several initiatives. Among these initiatives is an internship program for skilled asylum seekers at Siemens.

More info on Erlangen actions:
www.erlangen.de/vielfalt
www.facebook.com/kommunikation.vielfalt
Reduce rumors + prejudices in the context of C4i

Communication Initiative
- Newsletter articles from Siemens Regional Office: reach 25,000 employees
- Joint Press Meetings between Lord Mayor and Head of Regional Office

Comic Exhibition “Come as you are and leave different”
- Create awareness and visibility for diversity
- Question stereotypes and widespread rumours

Anti-rumour Agents
- 10 Siemens employees volunteer as Anti-rumour Agents
- Communication training to counter stereotypes with facts
- Agents support the internship program for asylum seekers

Internship for Asylum Seekers
- 2 month internships at local Siemens units
- Support program (buddy program, anti-rumor trainings, PR, monitoring/feedback meetings)
### Aims, impact and benefits

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<tr>
<th>for refugees</th>
<th>for employees</th>
<th>for company</th>
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<tr>
<td>• provides work-place orientation for asylum seekers and allows for self-assessment of professional capacities</td>
<td>• fosters a culture of tolerance and acceptance</td>
<td>• uses potential of (highly) qualified asylum seekers</td>
</tr>
<tr>
<td>• get to know company structure and the culture of a global, multinational corporation</td>
<td>• reduces rumours and (unconscious) bias against refugees and migrants</td>
<td>• counters lack of highly skilled workforce in Germany</td>
</tr>
<tr>
<td>• fosters participation and integration</td>
<td>• fosters empathy and self-reflection</td>
<td>• strengthens the positive image of company</td>
</tr>
<tr>
<td>• provides professional perspective for asylum seekers</td>
<td>• take on responsibility; strengthens culture of ownership</td>
<td>• takes on societal and local responsibility: fosters CSR</td>
</tr>
<tr>
<td>• builds professional competencies and strengthens self-image</td>
<td>• fosters volunteering within the company</td>
<td>• creates a visible stance on a topical, sociopolitical issue and takes a stand in our community</td>
</tr>
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<td></td>
<td>• fosters engagement and company loyalty</td>
<td>• acts as role model and example of best practice for other companies</td>
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<td></td>
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<td>• become a pioneer and trend setter in society</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• fosters the Diversity Strategy</td>
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# How it works – the framework

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<tr>
<th>Internship</th>
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| **target group** | • qualified refugees in the process of Asylum seeking and in the right of residence  
• completed education and degree  
• good German (and good English) |
| **applicant** | • contact with coordination unit integration, migrants unit of the townhall and refugee advisory  
• contact with federal employment agency  
• forwarding CVs via the Refugee Advisory and the Jobcentre of the townhall  
• HR matches |
| **payment** | • minimum wage  
• important: includes calculation of benefits under the Asylum Seekers Benefits Act |
| **duration** | • max. 2 months, normally fulltime (e.g. 35 h/week, 7 h/day) |
| **work permit** | • temporary residence permit from the local foreigners authority required |
| **lunch** | • special regulation: discount for apprentices |
| **buddy** | • each intern is accompanied by a “buddy” – a Siemens employee from another department |
| **program** | • Introduction and info for trainee and buddy  
• Teamworkshop (Information about the project, numbers, facts and unconscious bias training) |
| **contact** | • each unit has a local project contact |
### Why it is more than „normal“ traineeships

#### The Buddy Programme
- Buddies are volunteering Siemens employees who accompany refugees during the traineeship to support and familiarize them better with Siemens.
- Buddies are your contact of trust that support you with their experience and network.

#### Diversity at Siemens

At Siemens, we understand diversity as inclusion and cooperation of employees with different ways of thinking, experiences, expertise and individual abilities across all organizational units.

#### What does a Buddy do?
- Participates in the team workshop and has regular contact with the team.
- Welcomes the trainee on the first day in the entrance and accompanies them to their work unit.
- Shows them around the social areas, such as canteen, cafeteria, sport facilities, etc.
- Provides support for questions about work structure, processes and company customs at Siemens as well as private matters.
- Regular meetings and mail contact with the trainee.

#### Intercultural practices / unconscious bias

How open minded am I?

©Stadt Erlangen, Office of the Lord Mayor, 2015
The impact - sustainability

In the city of Erlangen

- Established as long-term programme
- New pilot: apprenticeship programme for refugees
- Anti-rumours agents active in the city

At Siemens Germany

- Rollout of project to 10 Siemens locations nationally
- Invest 2 mil. € in cash and services rendered
- 5 paid vacation days p.a. for volunteers
- Expansion of existing Siemens housing program for refugees

In the media

- Strong media interest from local, regional and national media
- Featured in the national daily news
- Online social media outreach up to 20,000

Other companies

- Interest in traineeship programme in Erlangen but especially also by large companies
- Interest in the programme by other European countries
Herzlichen Dank!

¡muchas gracias!

Grazie tante!

Çok teşekkür ederim!

Thank you very much!

Merci beaucoup!

большое спасибо!

Contact

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Acknowledgments

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• Ekain Larrinaga Muguruza, Getxo City Council (Getxo, Spain)

• Annasophia Heintze, Stadt Erlangen (Erlangen, Germany)

• Kim Turner, Cities of Migration, Global Diversity Exchange (Toronto, Canada)

www.citiesofmigration.ca