



# Intercultural Cities *Communication Guidelines*

A toolkit to enable cities to promote their belonging to the Intercultural Cities programme





## Why a common visual identity for the Intercultural Cities Programme?

Every year, the Intercultural Cities implement projects and produce contents as good practices that deserve to be well spread around.

When it comes to welcoming migrants and refugees, cities are confronted with the need to also take immediate action (short term), in addition to shaping good integration policies (long-term).

Still, actions and policies are strongly interlinked: policies reply to existing needs and actions; actions are guided and framed by policies. At the centre, there are people, communities, residents, citizens.

Intercultural Cities is a global network that relies on people that take actions and produce knowledge and expertise from everyday life.





## The Use of the Intercultural Cities LOGO by member cities

Member cities can use the combined logo of the Council of Europe and the Intercultural Cities programme for visuals to promote projects, actions and events implemented under the intercultural commitment taken by the city within the Intercultural Cities programme.

You can find downloadable versions of the Intercultural Cities logo in different languages, in color or in b/n, on the ICC dedicated page.

In the next slide, we provide an useful example of the use you can make of the logo.



# AMADORA PALADARES DO MUNDO

18 DE DEZEMBRO

DIA INTERNACIONAL DOS MIGRANTES  
14H00 – 17H00, PARQUE DELFIM GUIMARÃES

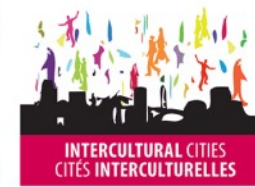


SHOW COOKING

COZINHA A 4 OU MAIS MÃOS

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## COZINHA A 4 OU MAIS MÃOS







## The Hashtag of Intercultural Cities

Cities are invited to use the ICC hashtag on social media like Facebook, Twitter, Instagram, or others, when they communicate about activities, projects, events related to their intercultural commitment :

### **#ICCCities #coe**

We would be pleased to increase the visibility of your activities through our channels, by reposting and sharing your posts on both ICC and CoE accounts.

We would be grateful if you could brief your communication department about ICC visibility guidance and the use of the ICC hashtag(s).







## Sharing Intercultural Cities' content

Cities can also share visuals proposed by the Intercultural Cities programme, for instance by **participating in joint international campaigns or by sharing ICC posts about cities' projects and initiatives.**

Also, cities can temporarily brand their Facebook or Twitter covers during dedicated campaigns, by using the ad-hoc banners prepared by the ICC team.

In the next slide, we provide an useful example of the type of cover picture cities can upload in their profile to mark their participation in a specific campaign.







The *Facebook* cover for the World Refugee Day campaign by Intercultural Cities.



The *Twitter* cover for the World Refugee Day campaign by Intercultural Cities.



## Your Intercultural Cities' website

Member cities can provide visibility to the activities and the projects they are implementing on intercultural issue, and to their related policies by setting-up a dedicated page on their city website.

The ICC programme highly recommends member cities to publicly highlight their commitment towards diversity inclusion.

The dedicated webpage could be composed by: an **introduction** stating the **mission** of the city towards its **intercultural commitment** and the reason why the city want to make diversity and advantage for all its inhabitants. Also, cities may put in relevance their main **projects** and **outputs**, **linking** their page the ICC official website ([www.coe.int/interculturalcities](http://www.coe.int/interculturalcities)).

In the next slide, we provide useful examples of intercultural city website.





The webpage of the City of Geneva with reference to the Intercultural policies.

Par extension, une «**cit  interculturelle**» est une ville qui regroupe des personnes de **nationalit s**, de **langues**, d'**origines**, de **religions** diff rentes, et dans laquelle les responsables politiques ainsi que la plupart des habitant-e-s portent un **regard positif** sur cette diversit .

Les cit s interculturelles s'activent contre toute forme d'in galit , de discrimination et d'injustice sociale en **adaptant leurs institutions**, leur **gouvernance**, leurs **actions** et leurs **services** aux **besoins sp cifiques** des populations qui y r sident.

#### Activit s du r seau

Chaque ann e, en automne, les coordinateurs et coordinatrices du r seau se r unissent dans l'une des villes membres afin de **discuter des principaux enjeux** li s   la migration,   l'asile, ou encore aux discriminations, et en vue de d finir la **strat gie d'action** pour l'ann e   venir.

#### Rencontre 2016 des coordinateurs et coordinatrices ICC

Cette ann e, la rencontre annuelle a eu lieu en octobre dernier   Reykjavik les 14 et 15 septembre. Les participant-e-s ont  chang  sur les **probl mes de premi re urgence** li s   la situation migratoire actuelle, ainsi que sur les man res d'** tablir des relations bilat rales et multilat rales**, d'entreprendre des actions communes, et de poursuivre le **d veloppement   la fois du r seau** des cit s interculturelles et du paradigme de la **politique d'int gration interculturelle**.

#### Un  v nement pour marquer les 10 ans des Cit s interculturelles

Les coordinateurs et coordinatrices des Cit s interculturelles (ICC) ont  galement convenu d'organiser un ** v nement marquant** l'ann e prochaine pour c l brer le **10  anniversaire des Cit s interculturelles**,   la lumi re de la croissance continue du nombre de villes membres et de faire remonter ce d bat au niveau national.

Plus d'infos sur la page web [R union annuelle des coordinateurs des Cit s interculturelles sur le site web du Conseil de l'Europe](#)  

#### S minaires et cas d' tudes

Le r seau organise  galement des **s minaires th matiques** sur l'asile, l'acc s   l'emploi, les pr jug s et st r otypes, le **racisme**, la **discrimination** et la **cohabitation**. Le r seau permet  galement des **cas d' tude** dans des villes membres.

#### A t l charger

-   Cit s interculturelles: profil interculturel de Gen ve (PDF - 203 Ko)
-   Cit s interculturelles: rapport de la r union 2016 de Reykjavik (en anglais) (PDF - 275 Ko)
-   Cit s interculturelles: rapport annuel 2016 (en anglais) (PDF - 1.3 Mo)

#### Liens externes

  Site web du Conseil de l'Europe: Programme Cit s interculturelles

The Intercultural Cities team can **help** member cities **design** the **content** for their Intercultural City's **webpage**.

The webpage of the City of Geneva with documents of Intercultural Cities to download.



## Your City page on the ICC website

All cities member of the ICC programme have a dedicated page on the ICC website.

The ICC website provides a short profile of the municipality, including its demographic composition, its administrative structure (with information on the elected Mayor), the results of the Intercultural Index and the Good practices.

**Cities are strongly invited to check their dedicated page on the ICC website and inform the ICC team of any changes/relevant news so to keep your space always up-to-date.**

In the next slide, we provide useful examples of cities' profiles on the ICC website.



You are here: Intercultural cities > Member cities

# Barcelona, Spain - Intercultural City



Barcelona, situated in the northeast of the Iberian Peninsula, is the second-largest city in Spain. The city is flanked by the Collserola desert to the west, the rivers Llobregat (to the south) and Bésos (to the north) and the Mediterranean Sea to the east. It looks back on a long and rich history, and exhibits an impressive architectonic heritage, a pleasant climate and an excellent cultural (ludica?) offering. These and others appeals have transformed Barcelona into the third-most visited city in Europe (more than 8 million tourists in 2013), only surpassed by London and Paris. It is no wonder that the service sector is the main economic driver of the city (employing 87.7 % of its population).

## CITY STATUS

**N** National Intercultural Cities Network - Spain

## POPULATION DIVERSITY

Barcelona is the capital city of the homonymous province and autonomous community of Catalonia in Spain. It has a population of 1.62 million inhabitants. Non-nationals represent 17.6% of Barcelona's total inhabitants. Foreign-born nationals make up 20.7% of the city's inhabitants. The largest minority group- people from Italy- makes up 14.16% of the city's foreign population. It is followed by people from: Ecuador who represent 12.63% of the city's foreign inhabitants; Pakistan (11.20%); Bolivia (9.59%); Peru (9.08%); China (8.89%); Morocco (8.59%); France (8.17%); and Colombia (8.00%).

## PROFILE AND ACTIVITIES

In 2010 the Barcelona city council initiated the Barcelona Interculturality Plan within the framework of the European Year of Intercultural Dialogue (2008) that generated fundamental courses of action like confidence, mutual acknowledgement, effective communication, dialogue and debate, education and exchange, pacific mediation in conflicts and cooperation and coexistence. Innovative programs like the Anti-Rumours project were born then, too.

Presently, Barcelona can count with numerous NGOs and foundations that promote the intercultural perspective. A remarkable example is SAIER (Immigrant, Emigrant and Refugee Service) which offers information and counselling on immigration, emigration, asylum and voluntary repatriation.

## INTERCULTURAL CITIES INDEX

- What is the ICC Index?
- Barcelona Results

## GOOD PRACTICE

- Barcelona - Why an anti-rumours strategy?
- Barcelona - XEIX project for Diversity Advantage
- Barcelona - Innovation and impact on welcome policies: the example of Barcelona.
- Barcelona - Breaking down barriers between communities
- Barcelona - "Do It in Barcelona": attracting creative and entrepreneurial talents



## MAYOR



Ada COLAU

## NETWORK - SPAIN



## USEFUL LINKS

- Barcelona city official website
- Spanish national network website
- Measures of the city of Barcelona on guaranteeing equal treatment for religious bodies holding occasional activities in public

The page of the City of Barcelona on the ICC website: it is possible to see demographic information, profile and activities, good practices, useful links, information about the Mayor and the administration. We want to keep this digital space updated regularly.



# Together we are stronger!

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE



INTERCULTURAL CITIES  
CITÉS INTERCULTURELLES