Intercultural cities
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Senigallia: Results of the Intercultural Cities Index
Date: 24 September 2012
A comparison between 50 cities[1]

Introduction

The Intercultural Cities programme is a joint initiative between the Council of Europe and the European Commission. It seeks to explore the potential of an intercultural approach to integration in communities with culturally diverse populations. The cities participating in the programme are reviewing their governance, policies, discourse and practices from an intercultural point of view. In the past, this review has taken the form of narrative reports and city profiles – a form which is rich in content and detail. However, it is relatively weak as a tool to monitor and communicate progress. The new Intercultural City Index has been designed as a new benchmarking tool for the cities taking part in the pilot phase of the programme as well as future participants.

As of today 50 cities have undergone their intercultural policies analysis using the Intercultural City Index: Amadora *(Portugal)*, Arezzo *(Italy)*, Barcelona *(Spain)*, Beja *(Portugal)*, Bilbao *(Spain)*, Botkyrka *(Sweden)*, Campi Bisenzio *(Italy)*, Cartagena *(Spain)*, Constanta *(Romania)*, Copenhagen *(Denmark)*, Donostia-San Sebastian[2] *(Spain)*, Dortmund *(Germany)*, Dublin *(Ireland)*, Duisburg *(Germany)*, Erlangen *(Germany)* Fuenlabrada *(Madrid region, Spain)*, Geneva *(Switzerland)*, Genoa *(Italy)*, Izhevsk *(Udmart Republic, Russia)*, Jerez de la Frontera *(Spain)*, Limassol *(Cyprus)*, Lisbon *(Portugal)*, Lodi *(Italy)*, the London borough of Lewisham *(United Kingdom)*, Lublin *(Poland)*, Melitopol *(Ukraine)*, Mexico City *(Mexico)*, Montreal *(Canada)*, Munich *(Germany)*, Neuchâtel *(Switzerland)*, Neukölln *(Berlin, Germany)*, Offenburg *(Germany)*, Oslo *(Norway)*, Patras *(Greece)*, Pécs *(Hungary)*, Pryluky *(Ukraine)*, Reggio Emilia I & II *(Italy)*, Rijeka *(Croatia)*, Rotterdam *(the Netherlands)*, Sabadell *(Spain)*, Sechenkivsky *(District of Kyiv, Ukraine)*, Senigallia *(Italy)*, Subotica *(Serbia)*, Tenerife *(Spain)*, Tilburg *(The Netherlands)*, Turin *(Italy)*, Turnhout *(Belgium)*, Unione dei Comuni-Savignano sul Rubicone[3] *(Italy)*, Västerås *(Sweden)* and Zurich *(Switzerland)*.

Among these cities, 21 have fewer than 200,000 inhabitants and 26 have less than 15% of foreign-born residents.

This document presents the results of the Intercultural City Index analysis for the Italian city of Senigallia and provides related intercultural policy conclusions and recommendations.

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[1] This report is based on data contained at the Intercultural cities INDEX database at the time of writing. The INDEX graphs may include a greater number of cities, reflecting the growing interest in this instrument.
[2] The Spanish city of Donostia-San Sebastian is hereinafter referred to as San Sebastian.
[3] The Italian city of Unione dei Comuni-Savignano sul Rubicone is hereinafter referred to as Rubicone.

Intercultural city definition

The intercultural city has people with different nationality, origin, language or religion/ belief. Political leaders and most citizens regard diversity positively, as a resource. The city actively combats discrimination and adapts its governance, institutions and services to the needs of a diverse population. The city has a strategy and tools to deal with diversity and cultural conflict. It encourages greater mixing and interaction between diverse groups in the public spaces.
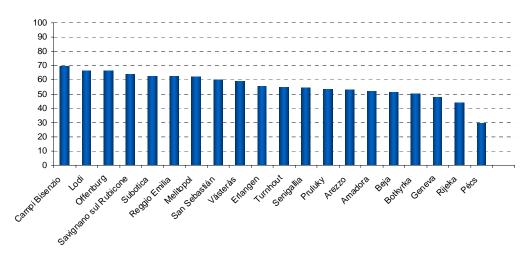
Methodology

The Intercultural City Index analysis is based on a questionnaire involving 69 questions grouped in 14 indicators with three distinct types of data. Indicators have been weighed for relative importance. For each indicator, the participating cities can reach up to 100 points (which are consolidated for the general ICC Index).

These indicators comprise: commitment; education system; neighbourhoods; public services; business and labour market; cultural and civil life policies; public spaces; mediation and conflict resolution; language; media; international outlook; intelligence/competence; welcoming and governance. Some of these indicators - education system; neighbourhoods; public services; business and labour market; cultural and civil life policies; and public spaces are grouped in a composite indicator called "urban policies through the intercultural lens" or simply "intercultural lens".

The comparison between cities is strictly indicative, given the large difference between cities in terms of historical development; type and scale of diversity, governance models and level of economic development. The comparison is based on a set of formal criteria related to the intercultural approach in urban policies and intended only as a tool for benchmarking, to motivate cities to learn from good practice.
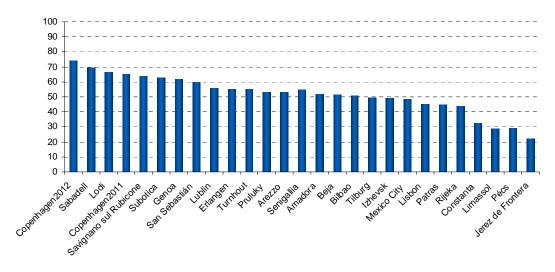
Taking into account the abovementioned differences between the cities and a growing number of new cities willing to join the Intercultural Cities Index, it has been decided to compare the cities not only within the entire sample, but also according to specific criteria. Two of these have been singled out insofar: the size (above or below 200,000 inhabitants) and the percentage of foreign-born residents (higher or lower than 15 per cent). It is believed that this approach would allow for more valid and useful comparison, visual presentation and filtering of the results.
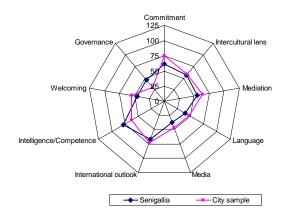
According to the overall index results collected in September 2012 Senigallia has been positioned 29th among the 50 cities in the sample, with an aggregate intercultural city index of 55% identical to that of Turnhout and Erlangen (Germany). Senigallia assumes a position in the second tertile among the 21 cities with fewer than 200,000 inhabitants and the 26 cities with less than 15 per cent foreign-born residents.

Intercultural City Index (ICC) - City sample (inhabitants < 200'000)

Intercultural City Index (ICC) - City sample (non-nationals/foreign borns < 15%)
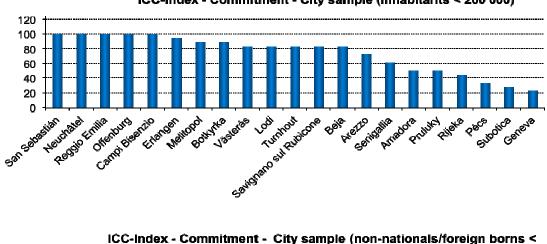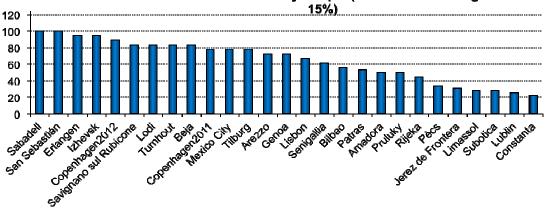
Senigallia: An overview

Senigallia is a port town on Italy's Adriatic coast with a population of 45,027 inhabitants. It is located in the Marche region, province of Ancona. Senigallia is one of the most famous seaside resorts of the region, attracting tourists from all over Europe.

The most important ethnic group are people of Italian origin. Non-nationals account for 7.45% of the inhabitants. The largest minority groups are Albanian (1.93%), Romanian (1.13%) and Bangladeshi (0.75%)[4].

The latest GDP per capita estimates for the Marche region approximate € 32.2775. The estimates for Senigallia are unavailable.

1. **Commitment**

ICC-Index - Commitment - City sample (inhabitants < 200'000)

ICC-Index - Commitment - City sample (non-nationals/foreign borns < 15%)

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[4] Data provided by the Demographic Service of Senigallia, 2 November 2011.
[5] Data of 2009, Italian National Institute of Statistics (ISTAT), 28 September 2010, available at:
http://www3.istat.it/salastampa/comunicati/non_calendario/20100928_00/testointegrale20100928.pdf

The optimal intercultural city strategy would involve a formal statement by local authorities sending an unambiguous message of the city's commitment to intercultural principles as well as actively engaging and persuading other key local stakeholders to do likewise.

The rate of achievement of Senigallia's commitment policy goals is 61%, which is lower than the city sample's rate[6] of 50 cities in this policy area (74%). Senigallia assumes a position in the second tertile both among the 21 cities with a population of fewer than 200,000 inhabitants and the 26 cities with a foreign-born population of less than 15%.

Senigallia has implemented a number of commitment policy initiatives. Thus, the city formally adopted a public statement as an Intercultural City and its official speeches and communications often make clear reference to Senigallia's intercultural commitment. Furthermore, intercultural city strategy and action plan were put in place and a budget for their implementation was allocated.

We encourage Senigallia to build upon the existing commitment policy initiatives, first of all by introducing an evaluation process for its intercultural strategy and action plan. Here, the city may consider the evaluation process existing in Rotterdam (the Netherlands), which comprises yearly thematic indexes measuring social cohesion and safety in the neighbourhoods, as well as developments in the areas of youth, health, integration and human resources.

Senigallia may also wish to set up a dedicated body or a cross-departmental co-ordination structure responsible for the city's intercultural strategy and action plan. For instance, in 2005 the City Council of Oslo (Norway) established its **Office for Diversity and Integration (EMI)** with the aim to facilitate dialogue with minority groups, implement the city's commitment policy **'OXLO – Oslo Xtra Large'** and to service the NGOs representing minority groups and interests. In partnership with other organisations, such as the **Council of Immigrant Organisations**, the EMI promotes positive role-models and makes visible the success stories of the modern cosmopolites of Oslo. It also runs an online newsletter, the **OXLO Bulletin**, and a monthly seminar, the **Contact Forum**, exhibiting best practices.

Moreover, Senigallia's commitment policies would also benefit from launching a website to communicate its intercultural statement, strategy and action plan. Here, the example of Campi Bisenzio (Italy) is particularly illustrative. The city's website **La Città Visibile** (the Visible City)[7] provides information and advice regarding its diversity and integration policies. At the same time, it serves as a platform describing the Italian Network of Intercultural Cities[8].
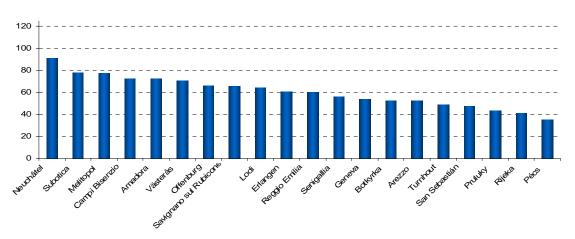
Lastly, Senigallia's City Council may also find it useful to introduce a regular practice of acknowledging local citizens who have made an exceptional contribution to encourage interculturalism in the local community. The city of Bern (Switzerland) provides an interesting example of this, as it launched an annual integration prize in 2003 to award the individual who achieves the most in cultural integration each year.

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[6] The term "city sample" refers to the weighted average of the 50 cities included in the Index at this moment in each of the fourteen areas of intercultural governance.

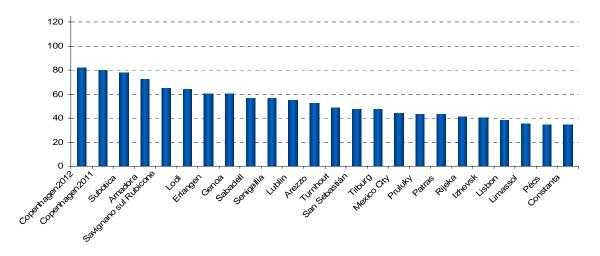[7] http://www.comune.campi-bisenzio.fi.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/5425 (available in Italian)

[8] http://www.municipio.re.it/retecivica/urp/pes.nsf/web/Ntwrklcttdldlgngls?opendocument (available in Italian and in English)

2. Education[9] policies through an intercultural lens

ICC-Index - Intercultural lens - City sample (inhabitants < 200'000)

ICC-Index - Intercultural lens - City sample (non-nationals/foreign borns < 15%)

School has a powerful influence in society and has the potential to either reinforce or challenge prejudices in a number of ways through the social environment it creates, the guidance it provides and the values it nurtures.

The analysis shows that Senigallia's education achievement rate (85%) is considerably higher than the city sample's rate (65%). What is more, this is the third highest rate in this policy area both among the 21 cities with a population of fewer than 200,000 inhabitants and the 26 cities with a foreign-born population of less than 15%.

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[9] The term "Education" refers to a formal process of learning in which some people consciously teach while others adopt the social role of learner (ref. http://highered.mcgraw-hill.com/sites/0072435569/student_view0/glossary.html).

In the overall Intercultural Lens Index, Senigallia assumes a position in the second tertile with the attainment rate of 56%, which is slightly lower than the city average of 58%.

To begin with, the city has adopted a policy to increase ethnic and cultural mixing in schools children in primary schools. As a consequence, primary pupils do not have the same ethnic background.

It is also highly positive that most schools make strong effort to involve parents from ethnic minority/migrant backgrounds in school life and carry out intercultural projects.

At the same time, we invite Senigallia to secure a more diverse teaching staff, for example by adopting specific recruitment and training policies. On this account, the city may wish to consider the example of the Serbian city of Subotica, where the **Roma Education Centre** pushed for the training of Roma teachers and non-teaching assistants and their employment in local schools and kindergartens.

3. <u>Neighbourhood policies through an intercultural lens</u>[10]

An intercultural city does not require a "perfect statistical mix" of people and recognises the value of geographical proximity and bonding between people of the same ethnic background. However, it also recognises that spatial ethnic segregation creates risks of exclusion and can act as a barrier to an inward and outward free flow of people, ideas and opportunities.

Senigallia's neighbourhood policy indicator of 50% is lower than the city sample's rate of 59%. Senigallia assumes a position in the second tertile among the 21 cities with a population of fewer than 200,000 inhabitants and the 26 cities with a migrant population of less than 15%.

It is valuable that Senigallia has a policy to encourage interaction within its neighbourhoods. The city may wish to complement this policy by designing and implementing activities to increase interaction between neighbourhoods. For instance, the City Council of Cartagena (Spain) has been preparing a **Plan Municipal para la Convivencia Intercultural** (Municipal Plan for Intercultural Coexistence), which, under its Participation and Awareness head, includes measures towards greater intercultural interaction between neighbourhoods. On the other hand, the citizenship policy of Rotterdam (the Netherlands) provides the possibility for NGOs to apply for grants to conduct meetings between neighbourhoods.

It is unfortunate that the Senigallia city authorities submitted no data as to the percentage of neighbourhoods where the vast majority[11] of residents come from the same ethnic background. At the same time, according to the answers given, in one

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[10] By "neighbourhood" we understand a unit within a city, which has a certain level of administrative autonomy (or sometimes also certain political governance structures) and is considered as a unit with regard to city planning. In larger cities, districts (boroughs) have several neighbourhoods. The statistical definition of "neighbourhood" varies from one country to another. Generally, it includes groups of population between 5,000 and 20,000 people on average.
[11] For the purpose of this report, a "vast majority" refers to a situation where more than 80% of residents come from the same ethnic background.

or two neighbourhoods people from minority ethnic groups do constitute the majority.

It might be time that the City Council addressed the above issue, namely by adopting a policy to increase diversity of residents in the neighbourhoods and to avoid ethnic concentration. In this regard, the experience of other Intercultural Cities is noteworthy.

Thus, in Tilburg (the Netherlands) there is no area in which only one ethnic group is concentrated. The city initiatives helped break up the concentration of Antillean residents in one area, so as to avoid ghettoisation. In view of this, some areas, designated as 'impulse neighbourhoods', received large injections of investment to upgrade the quality of housing and infrastructure.

Likewise, the city of Vic (Spain) adopted a decision that social residences should have mixed tenants (by age, family situation and income levels) to avoid ethnic clustering. The municipality thus begun to buy flats in areas where particular ethnic groups, or migrants in general, were clustering in order to install young families from other ethnic origins.

Similar policies promoting diverse neighbourhoods have been introduced in Zurich (Switzerland), where a large proportion of inhabitants live in rented accommodation. Here, 25% of the rented flats are provided by the city or through housing associations, which target their allocation policy to achieve a "good mix" between different social groups.

4. **Public service policies through an intercultural lens**

An optimal intercultural approach remains open to new ideas, dialogue and innovation brought by or required by minority groups, rather than imposing a "one size fits all" approach to public services and actions.

The analysis shows that Senigallia's public services policy achievement rate (35%) is lower than the city sample's rate (42%). Senigallia assumes a position in the third and second tertiles respectively among the 21 cities with a population of fewer than 200,000 inhabitants and the 26 cities with a foreign-born population of less than 15%, together with Erlangen (Germany).

The city has implemented some initiatives in the public service policy area, in particular by encouraging intercultural mixing in the private sector labour market through traineeships.

Moreover, non-Italian nationals residing is Senigallia can be employed on certain positions in public administration. The fact remains that the ethnic background of public employees does not reflect the composition of the cities population.

On the above point we would recommended that a specific recruitment strategy be introduced to ensure that the ethnic background of Senigallia's public employees mirrors that of the city's inhabitants. The following initiatives may be of interest in this regard.

Thus, the Copenhagen (Denmark) administration offers paid internships to people with minority backgrounds, for instance, on condition that they master a certain language. Such internships may lead to permanent employment. The City Council of Amsterdam (the Netherlands) advertises its vacancies through community media groups, as well as universities with a high proportion of students from minority backgrounds. In Berlin (Germany), the recruitment campaign *'Berlin braucht dich'* (Berlin needs you) programmed for 2006-2012 aims at diversifying the Senate's workforce by promoting traineeship opportunities and raising awareness of migrant associations and parents. Stakeholders are also involved in making sure the progress is closely monitored. Thus, as a result of the campaign, the percentage of trainees with a migrant background increased from 6% in 2006 to 14.5% in 2008. Similar achievements have been made in Amsterdam, where the ***Diversity*** programme (2007-2010) with targets across salary scales enabled the city administration to hire 21.5% staff with a migrant background in 2008 against 14% in 2006. In addition, Amsterdam's administration set out the objective to reflect the composition of the city among its employees, both at the political and the senior management level.

Lastly, Senigallia's policy indicators in the area would benefit from extending the offer of public services tailored to ethnic/cultural needs of its residents to funeral/burial services and women-only sections and times in sports facilities, to complement the existing offer of school meals.

5. <u>Business and labour market policies through an intercultural lens</u>

Senigallia's business and labour market policy indicators are more than twice as low compared with the city sample's rate (42%): only 20% of these goals have been achieved. Senigallia has thus been positioned at bottom of the list of the 21 cities with a population of fewer than 200,000 inhabitants and the 26 cities with a foreign-born population of less than 15%. The cities of Arezzo (Italy), Beja (Portugal) and Erlangen (Germany) have the same score in this policy area.

It is encouraging that the City Council has adopted a binding document to outlaw discrimination in the workplace.

We invite Senigallia to further enhance its business and labour market policies, namely by setting up a business umbrella organisation to promote diversity and non-discrimination in employment. For instance, in Lodi (Italy), the Chamber of Commerce embraces the role of an umbrella organisation promoting diversity and non-discrimination in employment.

It will also be valuable for the development of Senigallia's business and labour market policies to incite businesses from ethnic/cultural minorities to move beyond localised/ethnic economies by entering the mainstream economies and higher value-added sector and to encourage 'business districts/incubators' facilitating the mixing of inhabitants from different cultures.

On the above points, the city may wish to consult the following examples.

In terms of fostering minority-owned businesses, the experience of London (the UK) is particularly illustrative since this city was a pioneer in establishing a comprehensive 'business case for diversity'. The **London Development Agency** argues that companies which embrace the city's diversity will see economic

advantage, i.e. through expanding the skill base of their workforce, extending their markets both at home and (through diasporic links) internationally, and expanding their product lines through supplier diversity initiatives.

Similarly, in Copenhagen (Denmark), the **Copenhagen Business Center** offers courses on entrepreneurship and business development to people from non-Danish background. These courses mainly focus on starting up a business in Denmark and using cultural/international competencies to launch a business with a global mindset, such as exports, services for Danish and transnational companies, etc.

In terms of 'business districts/incubators', Campi Bisenzio (Italy) created shopping centres and industrial zones as part of its urban development policy. These commerce and business-oriented incubators provide a number of activities and services that promote the fusion of different cultures. The city of Lodi installed incubators around the **Parco Tecnologico Padano** (Technology Park), relevant for the city's biotechnology and the food industry. Likewise, Melitopol (Ukraine) foresees to build an **Intercultural business centre** in the former Palace of Culture, and there is a high demand from its prospect tenants.

Lastly, it is advisable that, when it comes to procuring goods and services, Senigallia's City Council give priority to companies with a diversity strategy, having a particular regard to valuable practices described below.

Thus, the City Council of Zurich (Switzerland) adopted guidelines for procurement of goods, which include the core ILO labour standards (e.g. non-discrimination).

Similarly, since 2007 Amsterdam (the Netherlands) has been running the project ***Social Return on Investment*** aimed at including social obligations in public contracts. In particular, contractors are asked to use the money generated by the contract to offer employment opportunities to those excluded from the labour market, including migrants.

Likewise, in Copenhagen "hard" and "soft" clauses have been included in the procurement contracts since 2006. "Hard" clauses require that the supplier recruit a certain number of unemployed, trainees or people in "supported employment". "Soft" clauses require that the supplier weave diversity management practices into his/her human resources. By the end of 2009, 420 contracts with social - majorly soft - clauses had been signed. In September 2010, it was decided to use hard social clauses, in particular, with regard to trainee employment. By December 2011, 15 contracts with hard social clauses had been signed with 55 full-time trainee positions. An increased use of hard social clauses is expected in the coming years.

6. Cultural and civil life policies through an intercultural lens

The time, which people allocate to their leisure may often be the best opportunity for them to encounter and engage with inhabitants from a different culture. The city can influence this through its own activities and through the way it distributes resources to other organisations.

The rate of achievement of Senigallia's cultural and civil life policy (75%) is slightly lower than the city sample's rate (77%). Senigallia has been positioned in the second tertile among the 21 cities with a population of fewer than 200,000 inhabitants and the 26 cities with a foreign-born population of less than 15%. The cities of Rijeka (Croatia), Pryluky (Ukraine), Rubicone (Italy) and Beja (Portugal) have the same score in this policy area.

Senigallia has implemented a number of initiatives in the cultural and civil life policy area.

To start with, the city regularly organises events and activities in the fields of arts, culture and sport aimed at encouraging people from different ethnic groups to mix.

Beyond this, Senigallia occasionally stages public debates and campaigns around the topics of diversity and living together and encourages cultural organisations to deal with diversity and intercultural relations in their productions. We invite the City Council to pursue these initiatives on a more regular basis.

It is unfortunate that the city authorities did not specify if interculturalism is used as a criterion when allocating grants to associations and initiatives. In any event, they might wish to consider the following practices by other Intercultural Cities and start taking the first steps in this direction.

Thus, in Rubicone (Italy) and Barcelona (Spain), 15% of annually allocated grants are interculturalism-based, where as in Geneva (Switzerland) such grants amount to 60%. In 2008 the municipality of Lublin (Poland) funded 20 out of 150 projects run by minority associations. Many other projects financed by the municipality reflect interculturalism. In 2010 Campi Bisenzio received €90,000 (€30,000 were allotted by the Region of Tuscany) to support intercultural activities within the project of **La Città Visibile**[12]. What is more, in 2011 alone the Office for New Citizenship in Sabadell (Spain) allocated all available funds, i.e. € 272,500, basing on the criterion of interculturalism. In the same spirit, the London borough of Lewisham supports exclusively intercultural projects.

7. **Public space policies through an intercultural lens**

Well-managed and animated public spaces can become beacons of the city's intercultural intentions. However, badly managed spaces can become places of suspicion and fear of the stranger.

The rate of achievement of Senigallia's public space policy goals (70%) is slightly higher than the sample city's (64%). Senigallia assumes a position in the second and first tertile respectively among the 21 cities with a population of fewer than 200,000 inhabitants and the 26 cities with a foreign-born population of less than 15%.

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[12] see *supra* Commitment

First and foremost, Senigallia takes action to encourage intercultural mixing in libraries, museums, playgrounds and public squares. Furthermore, according to the answers given in the survey, there is neither any area in Senigallia reputed as "dangerous" nor any area dominated by one ethnic group.
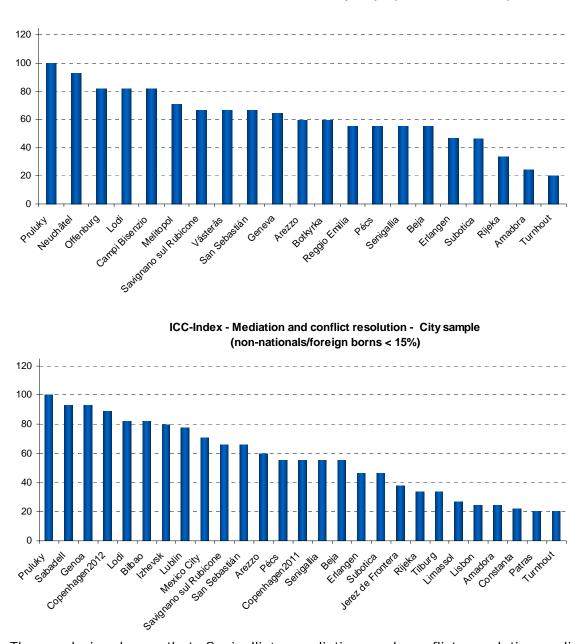
With a view to building upon the existing public space policy initiatives, Senigallia might wish to take into account ethnic/cultural backgrounds of citizens in the design and management of new public buildings or spaces.

On the above point, the example of Tilburg (the Netherlands) is illustrative as the city provides premises to encourage intercultural encounters. Tilburg's **House of the World** is a unique experimental platform for people from diverse backgrounds willing to do their best for a tolerant world. It hosts debates, educational activities, exhibitions, movies, etc. Refugees service its restaurant. Another example is Tilburg's **Round Table House**, an interreligious centre in Tilburg-North where people from different religions can organise meetings. In addition, following the advice of artist Karin Bruers, 1,000 so-called **'art benches'** or **'social sofas'** were placed in Tilburg. These benches encourage residents to sit down and talk to each other. People in a neighbourhood can apply for a social sofa.

Likewise, we would advise that the city authorities propose different forms and places of consultation to reach out to Senigallia's ethnically and culturally diverse inhabitants, when deciding to reconstruct an area.

For example, the city of Cartagena (Spain) has established **Planes de Ordenación Urbana** (Urban Plans or PERI), which include periods of consultation and public exhibition during which individuals and groups can present their arguments. Another useful example comes from Amadora (Portugal). After 284 fires broke out in the **Casal do Silvia** neighbourhood, Amadora designed new playgrounds, recreational, educational and socio-cultural facilities, whilst taking into consideration the ethnic/cultural backgrounds of its inhabitants.

8. Mediation and conflict resolution policies

ICC-Index - Mediation and conflict resolution - City sample (inhabitants < 200'000)

ICC-Index - Mediation and conflict resolution - City sample (non-nationals/foreign borns < 15%)

The analysis shows that Senigallia's mediation and conflict resolution policy achievement rate (55%) is somewhat lower than the city sample's rate (64%). Together with the cities of Beja (Portugal) and Pécs (Hungary), Senigallia has been positioned in the second tertile among the 21 cities with a population of fewer than 200,000 inhabitants and the 26 cities with a foreign-born population of less than 15%.

First and foremost, Senigallia provides intercultural mediation services in specialised institutions, such as hospitals, police, youth clubs and mediation centres, and in the streets and neighbourhoods, proactively meeting residents. It is advisable that mediation services be also provided in the city administration for general purposes.

Moreover, Senigallia has a municipal mediation service specifically devoted to intercultural issues. In order to further ameliorate mediation and conflict resolution initiatives, the city authorities may wish to complement the municipal service with a state-run mediation service and an intercultural mediation service run by a civil-society organisation.

The experience proves that a combination of state-run, municipal and civil society bodies and actors can be an effective way of addressing intercultural conflicts.
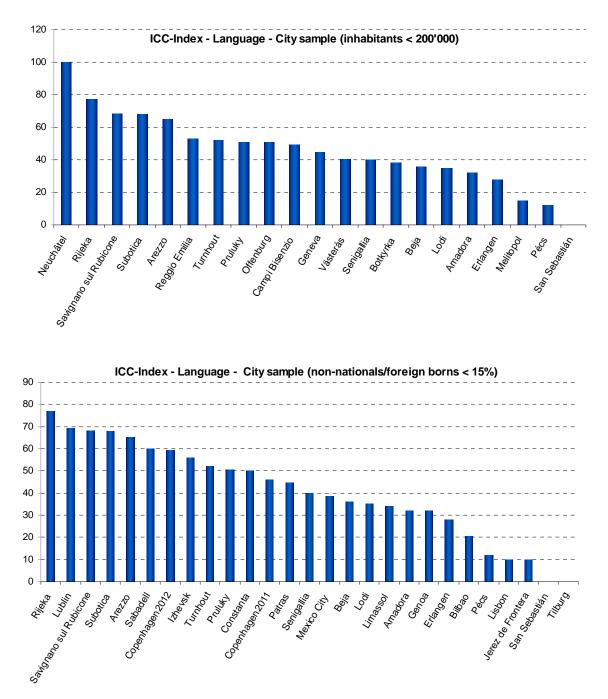
Thus, in Oslo (Norway) an emergency taskforce was established in 2005, with representatives from the municipality, NGOs, scholars and the police. The purpose is to respond quickly to crisis where youth and violence are involved, and to problems of racism and neo-nazism. The capacity to deal with minor episodes, however, is widely spread on the level of schools and youth services. In the city districts, this work is coordinated through the **SaLTo** networks, where municipal youth workers, schools and the local police participate. In dealing with localised conflicts, community leaders from NGOs, churches and mosques are regularly consulted and engaged, as well as the local staff of the state-run **Mediation and Reconciliation Service**.

Similarly, in Copenhagen (Denmark) a mediation service run by a civil-society organisation has recently been complemented with a specialist municipal mediation service for intercultural issues (the **Ethnic Consultancy Team** within the Social Commission, majoring in mediation among youth), a generalist municipal mediation service including intercultural staff (the **Dialogkonsulenter**) and a so-called **VINK** service (Knowledge Inclusion Copenhagen) aiming to facilitate dialogue through counseling and group or individual encounters with staff on issues such as social control, resistance identities, conflict resolution, prevention of extremism, etc.

Lastly, Senigallia's mediation and conflict resolution policies would benefit from setting up an organisation dealing specifically with inter-religious relations.

On this point, the City Council may wish to consider structures established to this end in Copenhagen (Denmark) and Rotterdam (the Netherlands). Thus, the city of Copenhagen, with the support of the Commission for Children and Youth, set up a civil-society organisation, the **Din Tro Min Tro**, dealing specifically with inter-religious relations. This organisation has panels in schools, which are composed of a Jew, a Christian and a Muslim. The city of Rotterdam set up a platform of religious institutions, including migrant churches and non-monotheist religious institutions, specifically to deal with inter-religious relations.

9. Language[13]

ICC-Index - Language - City sample (inhabitants < 200'000)

ICC-Index - Language - City sample (non-nationals/foreign borns < 15%)

Senigallia's language policy achievement rate of 40% is about twenty per cent lower than the city sample's rate of 47%. Senigallia assumes a position in the second tertile among the 21 cities with a population of fewer than 200,000 inhabitants and the 26 cities with a foreign-born population of less than 15%.

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[13] By language we understand an abstract system of word meanings and symbols for all aspects of culture. The term also includes gestures and other nonverbal communication. (ref-http://highered.mcgraw-hill.com/sites/0072435569/student_view0/glossary.html)

Senigallia has implemented some policy initiatives in the area at issue.

First, the city supports projects promoting positive image of migrant/minority languages. Under this head such initiatives as multi-ethnic parties, migrant readings, as well as so-called "multiethnic gardens" and "cocoa feasts" have been put into practice.

Second, Senigallia provides specific language training in Italian for hard-to-reach groups[14] and supports private and civil sector institutions delivering training in migrant/minority languages.

We invite Senigallia to enhance its language policy initiatives, for example, by ensuring that learning migrant/minority languages is a regular language option available to everyone, including migrant/minority kids. A further step would be to introduce the learning of minority languages into the regular school curriculum.
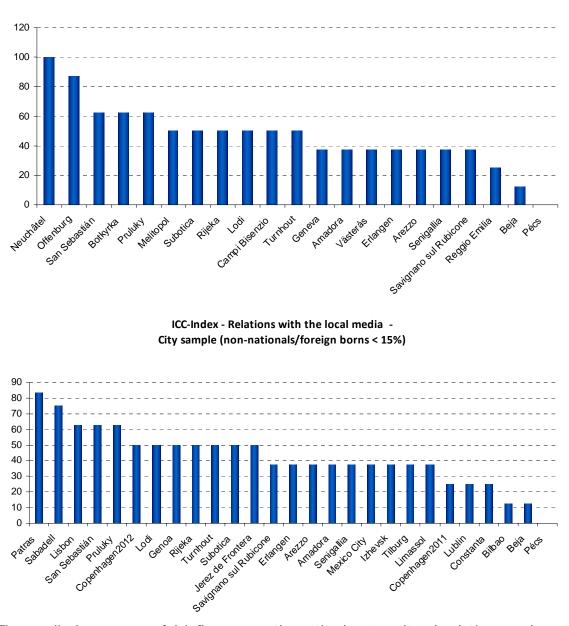
On the above points, Senigallia may wish to consider the experience of Reggio Emilia (Italy). Here, two schools offer classes in the native languages of children and, in parallel, their parents learn Italian. This is done in order to help families preserve the competence of migrant children in their mother tongue.

Lastly, the provision of financial support to local media initiatives, such as press, TV or radio programmes in languages other than Italian, would be beneficial to Senigallia's language policies.

For instance, in Zurich (Switzerland), the **Local Integration Credit** has supported a local non-for-profit radio station. It broadcasts in several languages and is mostly run by volunteers. Another interesting practice has been implemented in Melitopol (Ukraine). This city supports publications in minority languages and provides the city libraries with a number of copies of such publications, thus making them accessible to the population.

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[14] The term makes specific reference to non-working mothers, the unemployed, as well as retired people.

10. Media policies

ICC-Index - Relations with the local media - City sample (inhabitants < 200'000)

**ICC-Index - Relations with the local media -
City sample (non-nationals/foreign borns < 15%)**

The media has a powerful influence on the attitudes to cultural relations and upon the reputations of particular minority and majority groups. Local municipalities can influence and cooperate with local media agencies to achieve a climate of public opinion more conducive to intercultural relations.

Senigallia's media policy indicators (38%) are lower than the city sample rate (47%). With this score, Senigallia assumes a position in the second tertile among the 21 cities with a population of fewer than 200,000 inhabitants and the 26 cities with a foreign-born population of less than 15%. The cities of Arezzo and Rubicone (Italy) and the cities of Amadora (Portugal) and Erlangen (Germany) have the same score in this policy area.

To start with, Senigallia's information service is instructed to promote harmonious intercultural relations. Furthermore, there are occasional media actions in the city to spread a positive image of migrants/minorities in the media. A specific media strategy to this end would help the city consolidate these occasional initiatives.
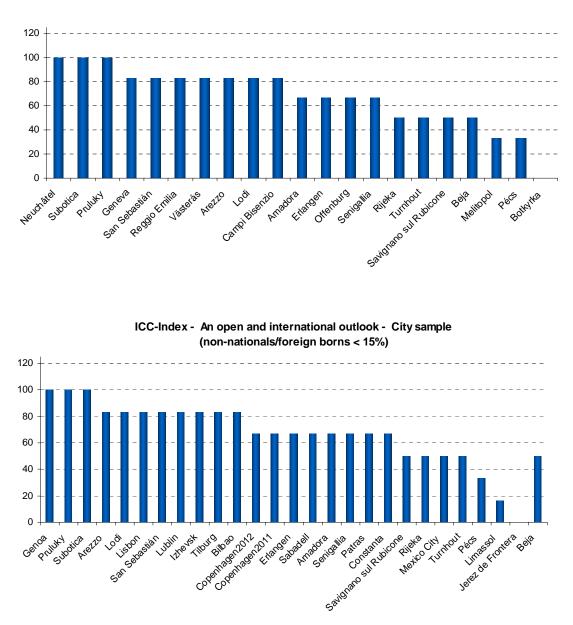
We would further encourage Senigallia to provide mentorship, advocacy and media training for journalists with a minority background and to start monitoring the way in which media portray minorities.

On the first point, Senigallia may consider the results of an initiative involving training and advocacy elements implemented by the City Council of Oslo (Norway). As a consequence, growing awareness among the city's journalists, editors, and media researchers has been established as to the role of the media in promoting cohesion and presenting news in a responsible and intercultural way. Hence, a stronger focus has been put on the recruitment of journalists with an ethnic minority background.

On the second point, other Intercultural Cities provide interesting examples of good practice. For example, in San Sebastian (Spain) the City Council in association with the **SOS Racism organisation** is undertaking research into the role of the media in influencing public attitudes to diversity. Another Spanish city, Barcelona, launched a website[15], in collaboration with 60 city organisations, to combat clichés and stereotypes about cultural diversity, such as immigrants abusing public spaces or not paying taxes. The programme, which comes under the ***Barcelona Intercultural Plan***, also envisages creating a first-of-its-kind ***Anti-Rumour Manual*** featuring useful data and information to debunk these ideas. The website will publicise awareness-raising activities, organise participatory activities for people to reflect on the concepts of rumours and stereotypes and analyse how the media treat cultural diversity.

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15 http://bcnantirumors.cat/?q=category/rumors/s%C3%B3n-inc%C3%ADvics

11. <u>International outlook policies</u>

ICC-Index - An open and international outlook - City sample (inhabitants < 200'000)

**ICC-Index - An open and international outlook - City sample
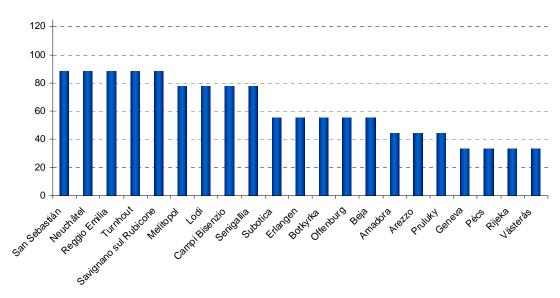(non-nationals/foreign borns < 15%)**

An optimal intercultural city would be a place which actively sought to make new connections with other places for trade, exchange of knowledge, as well as tourism.

Senigallia's international outlook policy rate (67%) is slightly lower in comparison with the city sample's rate in the area (73%). Senigallia holds position in the first tertile among the 21 cities with a population of fewer than 200,000 inhabitants and the 26 cities with a foreign-born population of less than 15%.
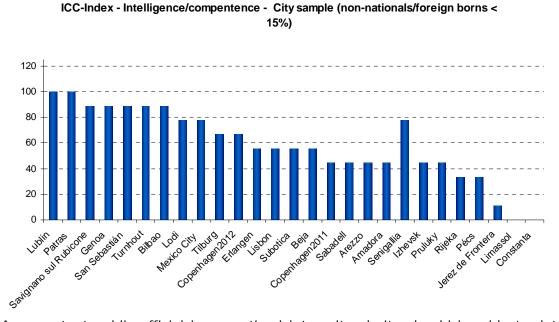
Senigallia has implemented a number of international outlook policy initiatives. For instance, although there is no university in Senigallia, the city takes measures to encourage foreign students to participate in the life of the city. Furthermore, the city has adopted an explicit policy to promote international cooperation, including with countries of origin of its migrant groups, and introduced a specific financial provision to this end.

With a view to further building upon these policy instruments, we invite the City Council to set up an agency responsible monitoring and developing the Senigallia's openness to international connections. Here, the experience of another Italian city, Reggio Emilia, is particularly noteworthy. Thus, in 2000 the city set up the **Reggio Nel Mondo**, an agency aiming to sustain and improve the city's international contacts and projects. It acts as a crosscutting tool supporting the municipal departments in developing a continuous international exchange and dialogue.

12. <u>Intelligence and competence policies</u>

ICC-Index - Intelligence/compentence - City sample (inhabitants < 200'000)

A competent public official in an optimal intercultural city should be able to detect and respond to the presence of cultural difference, and modulate his/her approach accordingly, rather than seeking to impose one mode of behaviour on all situations.
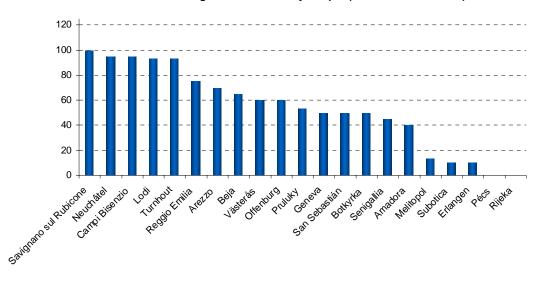
The assessment shows that 78% of Senigallia's intelligence and competence policy goals were achieved, which is higher compared with the city sample's attainment rate for these goals (62%). What is more, this is the second and third highest score respectively among the 21 cities with a population of fewer than 200,000 inhabitants and the 26 cities with a foreign-born population of less than 15%. The Italian city of Lodi has the same attainment rate in this policy area.

To start with, in Senigallia information about diversity and intercultural relations is mainstreamed to city officials in order to inform them of current developments and to influence policy formulation. At the same time, the city carries out surveys including questions about the perception of migrants and minorities.

Moreover, the city promotes the intercultural competence of its officials and staff through training courses. We invite the city authorities to broaden the training offer, namely by adding interdisciplinary seminars and information networks.
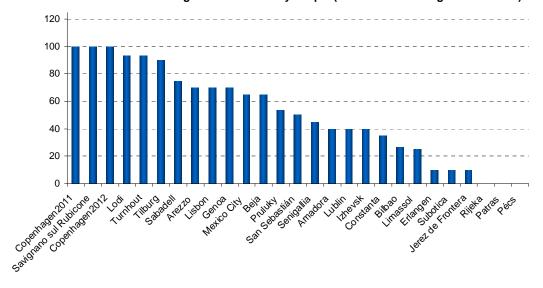
On the above point, Senigallia's attention is drawn to Subotica (Serbia). Here, the **Local Development Agency** set up training courses for local elected representatives and staff and developed a best practice toolkit **"Local Partnerships for Tolerance – Handbook for local elected and appointed councilors"**. Five districts have been selected for case studies for different forms of participation and conflict resolution. The most impressive example involves the Roma Educational Centre in the **Peščara** district which created multi-ethnic teams of residents to tackle the bad state of local roads, which broke down separation and built trust.

13. <u>Welcoming policies</u>

ICC-Index - Welcoming new arrivals - City sample (inhabitants < 200'000)

ICC-Index - Welcoming new arrivals - City sample (non-nationals/foreign borns < 15%)

People arriving in a city for an extended stay (whatever their circumstances) are likely to find themselves disorientated and in need of multiple forms of support. The degree to which these measures can be co-coordinated and delivered effectively will have a significant impact on how the person settles and integrates.

Senigallia's welcoming policy indicators (45%) are about twenty per cent lower compared with the city sample's rate (55%). Senigallia assumes a position in the second tertile both among the 21 cities with a population of fewer than 200,000 inhabitants and the 26 cities with a foreign-born population of less than 15%.
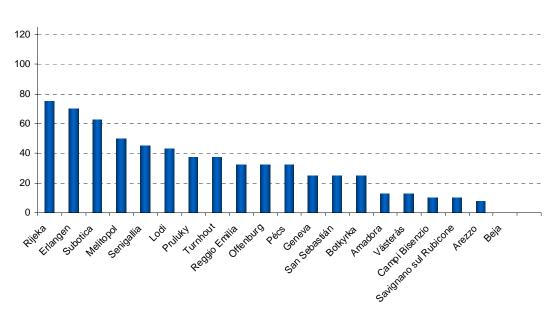
It is valuable that the city has implemented a number of welcoming policy initiatives. Thus, it set up a designated agency to welcome newcomers and offers a comprehensive package of information to aid newly-arrived foreign residents to find their way in the new surroundings. Furthermore, different municipal services and agencies provide welcome support to newly-arrived family members, students, refugees and migrant workers.

In order to further enhance its rating in the welcoming policy area, Senigallia might wish to consider introducing a special public ceremony to greet newcomers in the presence of officials.

On this account, the following examples are meritorious.

Tilburg (the Netherlands) throws an annual greet party for all the new residents. In addition, in some neighbourhoods and blocks of flats special guides welcome the newcomers and inform them of everyday issues (medical assistance, police, town hall, public transport, etc.), customs and traditions of the Tilburg residents.

In Copenhagen (Denmark) twice a year a **Welcome Reception and Copenhagen Expat Fair** is held at the City Hall by city officials. All international residents, including students and newcomers, can participate in the reception. Thus, in September 2011 the participants were welcomed by the Mayor and offered an opportunity to talk to members of various city clubs and associations about the services provided and discuss joining options[16].
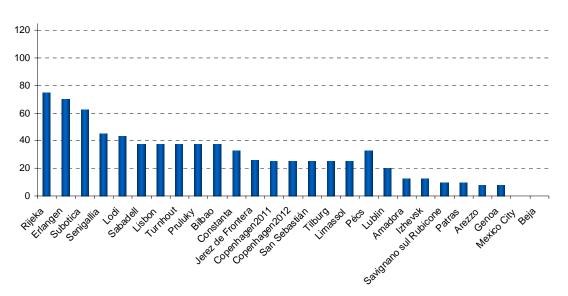
14. <u>Governance policies</u>

ICC-Index - Governance - City sample (inhabitants < 200'000)

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16 Invitation available at:
http://www.cphvolunteers.dk/Files/Billeder/Invitation%20Expat%20Fair%20Final.pdf

ICC-Index - Governance - City sample (non-nationals/foreign borns < 15%)

Perhaps the most powerful and far-reaching actions which a city can take in making it more intercultural are the processes of democratic representation and decision making.

Senigallia's governance policy attainment rate (45%) is higher compared with the city sample's rate (31%). Senigallia assumes a position in the second tertile among the 21 cities with a population of fewer than 200,000 inhabitants and the 26 cities with a foreign-born population of less than 15%.

It is encouraging that Senigallia has established an independent political body to represent its ethnic minorities.

As a further step towards the governance policy goals, the city may also consider setting standards in the representation of migrants/ minorities in mandatory bodies supervising its schools and public services. An interesting step in this direction was taken in Subotica (Serbia). The **Municipal Council for Interethnic Relations** established a **Board of Parents** in one of the neighbourhoods, **Peščara**, where 500 Kosovo Roma had settled. This board allows parents, including these of Roma origin, to have representatives at school.

Furthermore, Senigallia may wish to take measures to increase the representation of migrants/minorities in the city administration and to encourage them to engage in political life. As a result, the ethnic background of the elected politicians would better reflect the composition of the city's population. Thus, a scheme called **Black Vote** has been set up in Liverpool to allow young migrants to shadow established local politicians. The initiative helps young people understand what the job involves and encourages them to engage in politics.

15. <u>Conclusions</u>

The results of the current ICC Index assessment show that although Senigallia performs better than other cities in such policy areas as education, public space, intelligence/competence and governance, it underperforms in the remaining policy areas (i.e., commitment, neighbourhood, public service, business/labour market, cultural/civil life, mediation, language, media, international outlook and welcoming). Furthermore, Senigallia's level of achievement in the business/labour market policy area is more than twice as low compared with the city's sample.

In view of the above, we invite the city to make greater effort in the policy areas detailed below.

16. <u>Recommendations</u>

When it comes to Senigallia's intercultural efforts, with reference to the survey, the city could enhance them in the sectors below by introducing the following initiatives:

> - **Commitment:** establish an evaluation process for the city's intercultural strategy/action plan; set up a dedicated body or a cross-departmental co-ordination structure responsible for the city's intercultural strategy; create an official webpage to communicate the city's intercultural statement, strategy and the action plan; introduce regular awards to acknowledge local citizens who have made an exceptional contribution to encourage interculturalism in the local community;

> - **Education:** adopt specific recruitment and training policies to secure a more diverse teaching staff;

> - **Neighbourhoods:** adopt a policy to increase diversity of residents in the neighbourhoods and to avoid ethnic concentration; design and implement activities to increase interaction between neighbourhoods;

> - **Public services:** lay down a specific recruitment strategy to ensure that the ethnic background of public employees mirrors that of the city's inhabitants; enlarge the range of work opportunities for non-Italian residents in Senigallia's public administration; extend the offer of services appropriate to ethnic/cultural requests to include, *inter alia*, funeral/burial services and women-only sections and times in sports facilities;

> - **Business and labour market**: set up a business umbrella organisation to promote diversity and non-discrimination in employment; incite minority-owned businesses to enter the mainstream economy and higher value-added sectors; encourage 'business districts/incubators'; prioritise companies with a diversity strategy in procurement of goods and services;

> - **Cultural and civil life**: use interculturalism as a criterion when allocating grants to associations and initiatives; regularly stage public debates and campaigns on the subject of diversity and living together and encourage cultural organisations to deal with diversity and intercultural relations in their productions;

> - **Public space**: take into account ethnic/cultural backgrounds of citizens when designing and managing new buildings and spaces; propose different forms and places of consultation to reach out to residents with different ethnic/cultural backgrounds, when deciding to reconstruct an area;

- ➢ **Mediation and conflict resolution**: establish a state-run mediation service; encourage the setting up of an intercultural mediation service run by a civil society organisation; initiate an organisation dealing specifically with inter-religious relations; provide intercultural mediation services in the city administration for general purposes;

- ➢ **Language:** offer migrant/minority languages as a regular language option available to everyone, including migrant/minority kids; introduce the learning of minority languages into the regular school curriculum; financially support minority press, radio and TV programmes, including in languages other than Italian;

- ➢ **Media:** adopt a media strategy to promote positive image of migrants and minorities in the media; provide support for advocacy/media training/mentorships for journalists with a minority background; introduce monitoring mechanisms to examine how media portray minorities;

- ➢ **International outlook:** set up an agency with a specific responsibility for monitoring and developing the city's openness to international connections;

- ➢ **Intelligence and competence:** promote the intercultural competence of the city's officials and staff also through interdisciplinary seminars and information networks;

- ➢ **Welcoming:** introduce a special public ceremony to greet newly arrived persons in the presence of the local governments officials;

- ➢ **Governance:** introduce activities to increase the representation of migrants/minorities in the city administration and encourage them to engage in political life; establish a standard for the representation of migrant/minorities in mandatory bodies supervising schools and public services.

The municipality may wish to look into further examples implemented by other Intercultural Cities as a source of learning and inspiration to guide future initiatives. Such examples are provided in the Intercultural Cities database[17].

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[17] http://www.coe.int/t/dg4/cultureheritage/culture/Cities/guidance_en.asp