

Shaping Perceptions and Attitudes to Realise Diversity Advantage

Findings from Wave 2 and
recommendations

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1. Executive Summary

The Ipsos Social Research Institute was commissioned by the Council of Europe to explore whether perceptions and attitudes of the public towards migrants and cultural diversity can be affected by the use of targeted communication strategies. Wave one of the survey (March-April 2011) provided a baseline measure of perceptions towards migrants and cultural diversity in the seven towns/cities participating in SPARDA. These findings helped the towns/cities in the development stages of their communication strategies.

Due to the marked variations in communication strategies/ methods across SPARDA locations and the limited survey sample size in individual locations, the second wave of research was tailored accordingly. The second wave was conducted from January-April 2012 and focused more on recall and attitudes towards the communication campaigns. A qualitative stage was also added to the research, in which focus groups were conducted with local respondents in each city about their views towards their local communication campaign.

The research findings indicate a positive shift in some attitudes towards migrants and cultural diversity

The comparison between the baseline survey and the follow-up survey show that some attitudes to diversity have improved: respondents' friendliness would now be rather higher towards new neighbours in four of the eight ethnic groups - black neighbours, economic migrant neighbours, Muslim neighbours, and illegal migrant neighbours; fewer respondents report tension on both counts than was found in the 2011 research; and more respondents now feel that immigration in their area makes them more accepting of people with backgrounds different from theirs, and that immigrants make their country a more interesting place to live. However, caution should be used when interpreting these results due to relatively small sample sizes.

Respondents have a mixed view, at best, of the benefits of immigration – and in some cases are quite sceptical overall

Most respondents who express a view feel that immigration has put pressure on jobs and infrastructure and is not good for the economy. Most do not feel that it makes the country an interesting place in which to live. However, more respondents feel positively than negatively that local immigration has made them more accepting of, and more knowledgeable about, people from different backgrounds to their own – albeit just over a third of respondents in each case.

There are demographic and geographical differences in attitudes towards migrants, cultural diversity and realising the diversity advantage

There are some recurring demographic themes relating to respondents' attitudes to immigration. More positive attitudes tend to be held by immigrants themselves or those with different ethnic backgrounds in their family. There is also a significantly more positive view generally among better educated respondents. There are also considerable differences between the views held by respondents of the seven towns and cities. For example, there is a much higher level of belief that jobs and infrastructure are

disadvantaged in Limassol and Patras, than in Had-Dingli (where very few express negative views on these matters) and Lyon. Respondents are much more likely to feel that immigration makes them more accepting of, and more knowledgeable about, people with different backgrounds to them in Lyon and Reggio Emilia than Patras.

A quarter of respondents had recently heard locally about information, campaigns or events about diversity

A quarter of respondents overall had, unprompted, heard of the campaigns. But there are wide variations between locations. In Had-Dingli and Reggio Emilia, more than half of respondents had seen campaign materials. However, in all other five locations, one in seven, or fewer, respondents had seen them – particularly low in Valencia/PN and Patras (fewer than one in ten respondents). Better educated respondents are more likely to recall the campaign. Posters and leaflets are the most recalled campaign media overall, but clearly this reflects the nature of the campaigns in each area.

Perceived messages around the diversity advantage

Those who were aware of a local communication campaign (a quarter of respondents surveyed) perceived that it was concerned both with promoting greater understanding and support for diversity and/or with signposting the existence of particular events as part of the campaign. Generally, once prompted about the content of the campaigns locally respondents showed more awareness of the underlying objectives of the campaigns and placed less emphasis on simple process and signposting – that a multi-cultural event was being advertised. In particular, once prompted, more respondents in most SPARDA locations realised that the messages were: *'To accept/respect people from different backgrounds'* or *'To integrate with people different from ourselves'*.

Prompted further, with five key intended messages of the campaigns all concerned with different aspects of diversity advantage, almost two thirds of respondents identified that the campaign was trying to give the message that: *'It is important to be accepting of people from different backgrounds'*. Perceptions of the objectives of the campaign varied very widely across the seven towns and cities but this objective was recognised by respondents in all seven areas (identified as an objective by at least a third of respondents in all areas).

Most respondents found the campaign materials to be memorable and relevant – once they had been told about them

Whilst only a quarter of respondents heard anything about the issues covered by the campaigns, at least half of respondents as a whole (whether they recalled the campaign unprompted or not) felt the materials and events, once shown to them, were memorable, relevant and not confusing, and almost four in five respondents did not find them boring. However, most respondents overall did not quite go as far as to say that they would talk to their friends about the material. There are again wide variations between respondents' views in each location:

- Around three quarters feel that the campaign was *memorable* in Patras and Valencia/PN.

- Five in six respondents in Reggio Emilia feel that *the issues with which the campaign dealt were important to them* as did two thirds of respondents in Lyon and Coimbra.
- Almost three quarters of respondents in Coimbra *would speak to their friends about campaign materials*, as would over half of respondents in Reggio Emilia and Lyon.

The materials were generally perceived as clear. Only around a quarter of respondents in any of the SPARDA locations say they did not understand them and found them confusing. Indeed, more than nine in ten Patras and Reggio Emilia respondents found them easy to understand.

One in four respondents feel the materials make them feel differently to how they did before.

Though a quarter of respondents overall consider that the materials did make them feel differently from how they did before, two thirds disagreed with that statement. In each of seven SPARDA towns and cities, more than half do not agree that it made them feel differently. The biggest impact on respondents, from this perspective, was in Reggio Emilia where respondents were evenly balanced.

Half of respondents liked the materials – few actively disliked them

Half of respondents across the seven SPARDA towns and cities liked the campaign materials and events overall, with one in eight respondents liking them ‘very much’. The proportion liking the materials varies from around one in five respondents in Limassol to around two thirds in Coimbra and in Reggio Emilia. Fewer than one in ten actively *disliked* them in any location apart from in Limassol and Lyon.

Much can be learned from respondents’ reactions to the campaign described here

The diverse response to the campaigns in each of the SPARDA locations indicates that much can be learnt from the different approaches taken, the information supplied, the communications media used, and the audiences targeted. These findings have been used to formulate best practice guidance which can be used as suggested broad guidance for European cities which want to develop future communication campaigns targeting the issue of migrants and cultural diversity.

One year is a short time to judge change in something as profound as respondents’ attitudes to people from different backgrounds

Such attitudes can be affected by local news, and national or international events, personal experiences and other factors as well as by targeted campaigns such as those described in this report. It can never be proved precisely what attitudinal changes are due to which events. Attitudes will require tracking over a longer period to understand fully how they are changing and what is impacting on them. The research reported here is a critical first step along that path.

2. Background and Methodology

2.1 Background and country context

Shaping perceptions and attitudes to realise the diversity advantage (SPARDA) is a joint action of the Council of Europe and the European Commission. It builds on previous work of the Council of Europe in the field of integration and intercultural dialogue, in particular the White Paper on Intercultural Dialogue¹, the Intercultural Cities (ICC) strategy² and the “Speak out against discrimination” campaign.

Successful integration of migrants depends strongly on the perceptions of the host community towards migrants and ethno-cultural diversity. Such perceptions are a product of a complex web of factors and circumstances but to a certain extent can be influenced by the way opinion leaders, in particular political leaders and the media, address such issues³. While many cities and organisations around Europe make significant effort to shape public perceptions towards migration and diversity in a balanced way, there is a lack of systematic evidence of the impact of such actions or the communication and awareness strategies which deliver best results.

This study, conducted by the Ipsos Social Research Institute, explores whether perceptions and attitudes of the public towards migrants and cultural diversity can be affected by the use of targeted communication strategies. Wave one of the survey provided a baseline measure of perceptions towards migrants and cultural diversity in the seven towns/cities participating in SPARDA. These findings⁴ helped the towns/cities in the development stages of their communication strategies.

Due to the marked variations in communication strategies/ methods across SPARDA locations and the limited survey sample size in individual locations, the second wave of research was tailored accordingly. The second wave questionnaire focused more on recall and attitudes towards the communication campaigns and a qualitative stage was also added to the research, in which focus groups were conducted with local respondents in each city about their views towards their local communication campaign.

This report presents findings from wave two of the research. Before outlining the methodology and reporting the main findings, it is important to provide some background on each of the towns/cities participating in SPARDA to provide a context for the latter findings. For the purposes of this report we refer to the towns and cities partaking in the research as local entities.

2.1.1 Lyon, France

Lyon is the second largest city in France and is the capital of the Rhône-Alpes region. It is the region’s most densely populated area – with a population size of 445,274

¹ <http://www.coe.int/t/dg4/intercultural/>

² http://www.coe.int/t/dg4/cultureheritage/culture/Cities/default_en.asp

³ http://www.coe.int/t/dg4/cultureheritage/culture/SPARDA/default_en.asp

⁴ <http://www.ipsos-mori.com/researchpublications/publications/1434/Shaping-Perceptions-and-Attitudes-to-Realise-the-Diversity-Advantage.aspx>

inhabitants (1999)⁵. It is also France's second largest business capital after Paris. It is a major industrial centre specialising in chemical, pharmaceutical and biotech industries and there is also a significant software industry. It also hosts the international headquarters of Interpol and Euronews.

In 1999, it was estimated that 8% of the total population were foreign nationals. Regardless of their nationality today, 14% were born abroad, 4.2% of these in Algeria and 3.3% in the EU (INSEE)⁶.

Findings from wave one show Lyon respondents are most likely, in comparison with other local entities included in the study, to have high contact with people from different backgrounds to themselves (either in their neighbourhoods or at work). Thirty-eight per cent of people report having a lot of contact and 41% a medium amount of contact. It is likely this is due to the fact it is a large city with a diverse population. People are also more likely to have travelled or lived abroad than respondents in many of the other cities. They are also most likely to report that their local area is a place where people from different ethnic and religious backgrounds get on well together (75% in comparison with an average of 59%).

Lyon is also a part of the Council of Europe ICC strategy. See also: http://www.coe.int/t/dg4/cultureheritage/culture/cities/lyon_en.asp



Limassol, Cyprus

Limassol is located on Akrotiri Bay on the island's southern coast. It is the second largest city in Cyprus. It has the biggest port in the Mediterranean transit trade and has become one of the most important tourism, trade and service-providing centres in the area. In 2009, the metropolitan area of Limassol was estimated to have a population of 187,100⁷

Limassol traditionally has a mixed population of Greek and Turkish Cypriots. Many Greek Cypriots from the north of Cyprus, who became refugees following the Turkish invasion, settled in Limassol. During the 1990s, several Cypriot Roma (considered Turkish Cypriots according to the constitution) returned from the north of the island. In 2006, it was estimated that 6% of the total population were third country nationals. There is also a relatively large Russian community because of international companies operating in Limassol.

Findings from wave one show Limassol respondents have a lot of contact with people from different backgrounds to themselves (either in their neighbourhoods or at work) with 31% of people having a lot of contact and 39% a medium amount of contact. Respondents are also more likely to have travelled or lived abroad than respondents in many of the other cities. A relatively high proportion of respondents (61%) feel that their local area is a place where people from different ethnic and religious backgrounds get on well together.

⁵ French National Institute for Statistics and Economic Studies (INSEE)

⁶ http://www.coe.int/t/dg4/cultureheritage/culture/cities/lyon_en.asp

⁷ Demographic Report 2009, Statistical Service, Republic of Cyprus, 2010: 57

Limassol is also a part of the Council of Europe ICC strategy. See also: http://www.coe.int/t/dg4/cultureheritage/culture/cities/limassol_en.asp

2.1.2 Valencia/Pactem Nord (PN)

This local entity consists of Valencia as well as the l'Horta Nord region, situated in the northwest of the Valencia province. According to 1/1/2010 municipal records (Padrón Municipal)⁸ the region of Valencia has a population of 5,111,706 inhabitants and covers an area of 170 km².

It is estimated that 18% of the total population of the Valencia region are foreigners (in comparison with 12% for Spain overall). In the l'Horta Nord region, the migrants represent approximately 9% of the total population. The main migrant communities are from Romania, Equador, Morocco and Columbia (each 6%).

Findings from wave one show it is common for respondents in Valencia and l'Horta Nord to live in neighbourhoods or work with people from a different ethnic background to themselves (13% high; 44% medium and 32% low). They are significantly less likely than respondents in Lyon and Limassol to have travelled or lived abroad. A relatively high proportion of respondents (62%) feel that their local area is a place where people from different ethnic and religious backgrounds get on well together.



Reggio Emilia, Italy

Reggio Emilia is one of several small, wealthy cities in Emilio Romagna, a region in Northern Italy. According to their Intercultural city profile⁹, in 2007 the number of non-EU citizens living in Reggio Emilia was 18,216 out of a total population of 159,809 citizens.

The main non-EU minority groups are: Albanian (2600), Moroccan (2573), Chinese (2117), Ghanaian (1503), Ukrainian (1232), Tunisian (1145), Egyptian (1112), Nigerian (723), Romanian (714) and Moldovan (568).

Findings from wave one show a relatively high proportion of respondents in Reggio Emilia (62%) report having a medium level of contact in their neighbourhoods or at work with people from a different ethnic background to themselves (20% high; 62% medium and 18% low). Of all the local entities, Reggio Emilia had the fewest number of people categorised as having 'low contact' with people from different backgrounds. People are significantly less likely than respondents in Lyon and Limassol to have travelled or lived abroad. Respondents are more likely than those in most other local entities to report that they feel their local area is not a place where people from different ethnic and religious backgrounds get on well together (42%). Although, a higher proportion of respondents feel that people do get on well together (48%).

⁸ Instituto Nacional de Estadística de España. "Preview of Municipal Registry" at 1 January 2011

⁹ http://www.coe.int/t/dg4/cultureheritage/culture/cities/Reggio_profile_en.pdf

Reggio Emilia is also a part of the Council of Europe ICC strategy. See also: <http://www.coe.int/t/dg4/cultureheritage/culture/cities/reggio/en.asp>.

2.1.3 Coimbra, Portugal

Coimbra is one of the most important urban centres in Portugal. Although it served as a capital during the middle ages, it is better-known nowadays for its university which is one of the oldest in Europe and the oldest academic institution in the Portuguese-speaking world. According to the 2001 Census, the city has a population of 101,069 and the municipality a population of 148,443.

There is a long history of emigration from former Indian, African and Asian overseas territories. Since the 1990s, alongside the boom in the construction industry, several new waves of Brazilian and Ukrainian migrants have settled. These constitute the two largest migrant groups in Coimbra.

Findings from wave one show Coimbra respondents are more likely than respondents from most of the other local entities included in the study to have a low level of contact with people from a different ethnic background to themselves (13% high; 11% medium and 76% low). Of all the local entities, Coimbra had the second highest proportion of people classified as having low contact. People are also significantly less likely than those in Lyon and Limassol to have travelled or lived abroad. The majority of people report that they feel their local area is a place where people from different ethnic and religious backgrounds get on well together (68%).



2.1.4 Patras, Greece

Patras is the capital of Greece's western region. It is also the principal port looking towards the Ionian Islands and Italy. In 2007, the metropolitan area of Patras was estimated to have a population of 230,000.¹⁰ The City of Patras is a Schengen Treaty entry point for the EU, linking Europe to the East.

There is a high proportion of Albanians living in the city that arrived as a result of economic migration. There are also a reasonably high proportion of people from Eastern European countries.

Findings from wave one show 62% of Patras respondents surveyed lived in neighbourhoods or worked with people from a different ethnic background to themselves (25% high; 37% medium and 38% low). They are significantly less likely than respondents in Lyon and Limassol to have travelled or lived abroad. Respondents are more likely than those in most other local entities to report that they feel their local areas is not a place where people from different ethnic and religious backgrounds get on well together (39%). Although, the majority of respondents feel that people do get on well together (56%).

¹⁰ EU Commission, Directorate General for Regional Policy, Inforegio, Urban Audit, City profile". <http://www.urbanaudit.org/CityProfiles.aspx>.

Patras is also a part of the Council of Europe ICC strategy. See also: http://www.coe.int/t/dg4/cultureheritage/culture/cities/patras_en.asp

2.1.5 Had-Dingli, Malta

Had-Dingli is a small city on the west coast of Malta, 13 kilometres from the capital Valetta. According to the November 2005 Census, the population was estimated at 3,326 people.

Findings from wave one show an overwhelming majority (94%) of the respondents surveyed were classified as having low contact with people from a different background to themselves (in comparison with 2% who had high contact and 4% medium contact). Of all the local entities surveyed, Had-Dingli has the highest proportion of people categorised as having low contact with people from different backgrounds. People are also significantly less likely than respondents in Lyon and Limassol to have travelled or lived abroad. Unsurprisingly, respondents are more likely than those in most other local entities to report that they could not say whether people from different ethnic and religious backgrounds get on well together because there are too few people in the local area (17%) or respondents are all from the same background (23%). However, of those that felt they could comment, 45% agree that people from different ethnic and religious backgrounds get on well, in comparison with 8% who disagree.

2.2 Research methodology

The research consisted of three phases – two waves of face to face surveys in the seven local entities participating in the SPARDA project and qualitative focus groups.

For wave one, a total of 1,409 interviews were conducted (200 in Lyon, Patras, Had-Dingli and Coimbra; 198 in Limassol; 205 in Valencia/l'Horta Nord and 206 in Reggio Emilia). Interviews were conducted between 16th and 30th May 2011. Quotas were set, and the data subsequently weighted, according to national statistics on age, gender and employment status (active/inactive) in the respective areas.

The questionnaire, included in Annex A, was translated into the predominant mother tongue language in each of the local entities. The length of the questionnaire varied by language although it lasted approximately 20 minutes. Questions were asked on:

- Opportunities to encounter difference
- The meaning of the word 'migrant'
- Attitudes towards levels of migration
- Warmth of feeling towards different groups of people
- Social Trust
- Social Cohesion

For wave two, a total of 1,409 interviews were conducted (200 in Lyon, Patras, Had-Dingli, Coimbra and Limassol; 201 in Valencia/Pactem Nord and 208 in Reggio Emilia). Interviews were conducted between December 2011 and March 2012, depending on the timing of the communication campaign. Quotas were set, and the data subsequently weighted, according to national statistics on age, gender and employment status (active/inactive) in the respective areas.

The questionnaire, included in Annex B, was translated into the predominant mother tongue language in each of the local entities. The length of the questionnaire varied by language although it lasted approximately 20 minutes. Questions were asked on:

- Opportunities to encounter difference
- Friendliness towards different groups of people
- Tension between different ethnic groups and religious groups in the local neighbourhood
- The Diversity Advantage
- Spontaneous/prompted recall of the local communication campaign
- Views and feelings towards the:
 - campaign message and,
 - campaign materials.

Q8 varied for each city as the communication campaign materials are specific to each city. These questions can be found in Annex 3.

Caution should be used when interpreting results from both wave one and wave two on a town/city basis due to relatively small sample sizes.

For the qualitative research, focus groups were conducted in each of the local entities. The number of focus groups and recruitment method differed by city depending on the results from wave two. The approach adopted in each city is outlined below:

Coimbra – 22/3/12

Two focus groups were conducted in Coimbra. Participants were recruited using the survey data with people who were exposed to the campaign and agreed to be recontacted as well as some who were pre recruited at the Coimbra Diversity event. All participants recalled the communication campaign.

Had-Dingli – 21/3/12 & 26/3/12

As there was a relatively large proportion of respondents who had unprompted recall of the campaign who also agreed to take part in future research, two focus groups were conducted in Had-Dingli using leads from the survey. The first focus group consisted of six participants. The second focus group consisted of nine participants. All participants had seen or heard something about the diversity campaign.

Limassol – 21/3/12

As only 4 of the respondents who agreed to be recontacted in the survey had unprompted recall of the campaign, one focus group was conducted in Limassol. This involved 3 participants who were exposed to the campaign with the rest of the group (6 people) recruited on street.

Lyon – 19/4/12

Only 1 respondent who agreed to be recontacted from the survey had unprompted recall of the website. One focus group was therefore conducted with second year students exposed to the campaign on campus. The sample was provided by ISCPA.

Patras – 6/4/12

Only 3 of the respondents who agreed to be recontacted in the survey had unprompted recall of the campaign. However, some recruitment was also conducted at one of the events in Patras where several names of people willing to take part in the qualitative stage were gathered.

Reggio Emilia – 4/4/12

One focus group was conducted in Reggio Emilia recruited from the respondents who agreed to be recontacted in the survey that had unprompted recall of the campaign as well as on street.

Valencia/PN – 27/3/12

Only 5 respondents had unprompted recall and agreed to be recontacted. One focus group was conducted in Valencia/PN recruited from the survey as well as on street. All participants had unprompted recall of the campaign.

2.4 Acknowledgements

We would like to thank respondents and local councils/municipalities in all the local entities taking part in the SPARDA evaluation.

2.5 Publication of the Data

As with all our studies, findings from this survey are subject to our standard Terms and Conditions of Contract. Any press release or publication of the findings of this survey requires the advance approval of Ipsos Social Research Institute. Such approval will only be refused on the grounds of inaccuracy or misrepresentation.

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*Checked
Approved:*

&

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3. Main findings

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3.1 Setting the Scene

A fifth of respondents believe that at least half of local people are of a different ethnic background

Although there are significant differences between the seven towns and cities surveyed, overall around one in five respondents (19%) think that at least half of the people in their neighbourhood are of a different ethnic background and one in six (16%) think that at least half are of a different religion. These figures are skewed by Lyon respondents, around half of whom believe that at least half of local people are from a different ethnic background or religion.

In contrast, a rather lower proportion of respondents, 12% overall, think that at least half of local people were not born in their host country, and some 7% of respondents think that at least half of local people do not speak the official language of their country.

Q1: In your neighbourhood, roughly what proportion of people are ...

	... of a different ethnic background to you	... of a different religion to you
<i>Base: 1,409 adults, aged 15+, in seven towns and cities in the European Union, interviewed face-to-face between 2 December 2011 and 25 February 2012</i>	%	%
Limassol	18	16
Lyon	52	49
Patras	14	12
Reggio Emilia	24	14
Had-Dingli	0	*
Coimbra	8	6
Valencia/PN	17	13
Overall	19	16

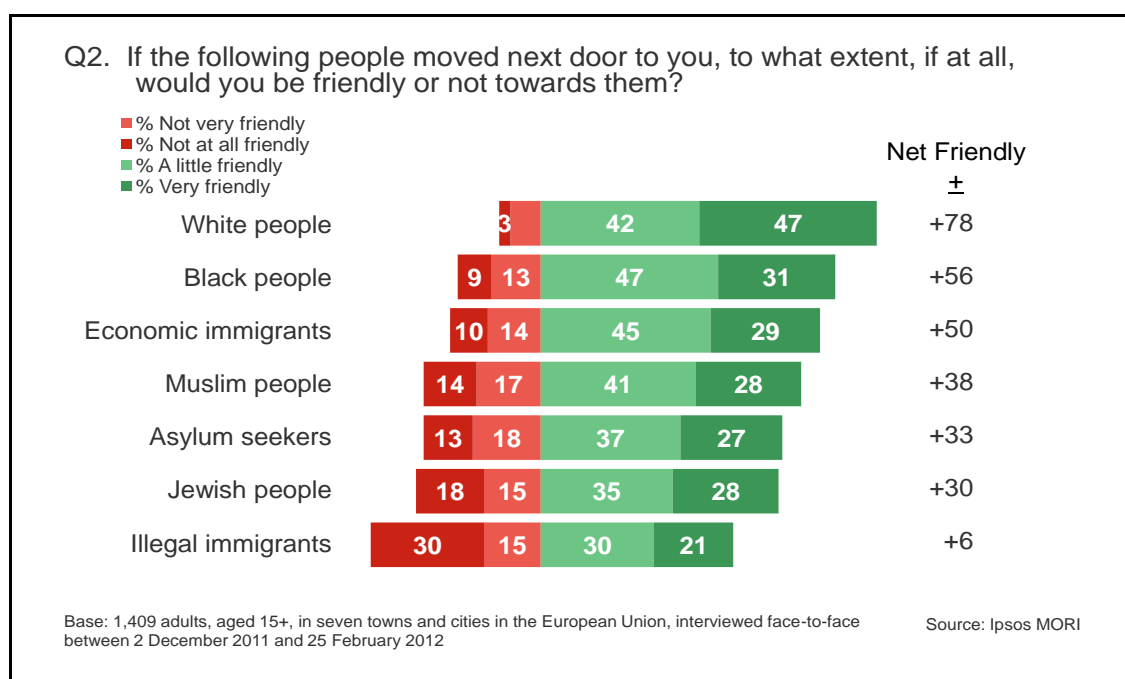
Source: Ipsos Social Research Institute

There are considerable variations in how people feel about different ethnic groups

Most respondents in the seven towns and cities would feel friendly towards someone moving in next door, regardless of their ethnic background, with one exception – gypsies/Roma people, towards whom just two in five respondents (40%) would feel friendly were they to move in as new neighbours.

In the case of all other seven ethnic groups tested in this research, however, more respondents would feel friendly towards their new neighbours than unfriendly. Nevertheless, there are considerable variations between how respondents regard each of the ethnic groups. While nine in ten respondents would feel friendly towards white neighbours (89%), fewer would feel positive about all the other ethnic backgrounds tested in the research: black neighbours 78%, Muslim neighbours 69% and Jewish neighbours 63%. There would be a particularly wide variation between friendliness towards immigrant neighbours: while 74% would feel positive about economic migrant neighbours and 64% towards asylum seekers, just 51% would be friendly towards illegal immigrants.

Respondents in Patras and Limassol are less likely to be friendly towards neighbours, regardless of their ethnic backgrounds. Around two thirds of respondents in those two cities (66% and 61% respectively) would be friendly towards new white neighbours (compared with 89% in the seven towns and cities overall). Furthermore, they would be much less likely to be friendly towards neighbours from all other ethnic backgrounds. Indeed, in Patras, just 4% would be friendly towards new neighbours who were illegal immigrants (51% across the seven towns and cities) and 9% towards new Jewish neighbours (63% across all seven areas).



There has been some increase in friendliness over the last year

Overall, there is a broad consistency between findings in this research and the 2011 survey. That said, friendliness would now be rather higher towards new neighbours in four of the eight ethnic groups tested. Across the seven locations:

- 77% would be friendly towards new *black neighbours*, compared with 68% in 2011;
- 74% would be friendly towards new *economic migrant neighbours*, compared with 68% in 2011;

- 68% would be friendly towards new *Muslim neighbours*, compared with 62% in 2011; and
- 51% would be friendly towards *new illegal migrant neighbours*, compared with 45% in 2011.

Overall, fewer respondents report tension between social groups than in 2011

Overall, one in five respondents of the seven towns and cities (19%) feel that there is at least some tension between religious groups and a quarter of respondents (24%) perceive tension between different ethnic groups, although in both cases just 2% feel that there is *a lot of tension*. For most towns and cities, the proportions who perceive some tension is similar in relation to both religious groups and ethnic groups, but for two locations, there is a distinctly higher level of tension perceived with ethnic groups than religious groups: in Patras and Reggio Emilia, over a third of respondents perceive tension between ethnic groups (37% and 44% respectively), significantly more than those who perceive tension between religious groups (18% and 24% respectively).

Q3: In your opinion, how much tension exists between the following groups in your neighbourhood?

	Tension between religious groups %	Tension between ethnic groups %
<i>Base: 1,409 adults, aged 15+, in seven towns and cities in the European Union, interviewed face-to-face between 2 December 2011 and 25 February 2012</i>		
Limassol	25	25
Lyon	37	35
Patras	18	37
Reggio Emilia	24	44
Had-Dingli	1	*
Coimbra	6	8
Valencia/PN	17	22
Overall	19	24

Source: Ipsos Social Research Institute

Overall, fewer respondents report tension on both counts than was found in the 2011 research – from 24% down to 19% about religious tensions and from 31% down to 24% about tensions between ethnic groups.

Tension in relation to both groups is perceived particularly by the following groups of people within the survey:

- non-white ethnic groups (40% perceiving tension between religious groups and 41% between ethnic groups);
- respondents with high levels of contact with people of different backgrounds (31% and 38%); and
- those with no formal education (30% and 30%).

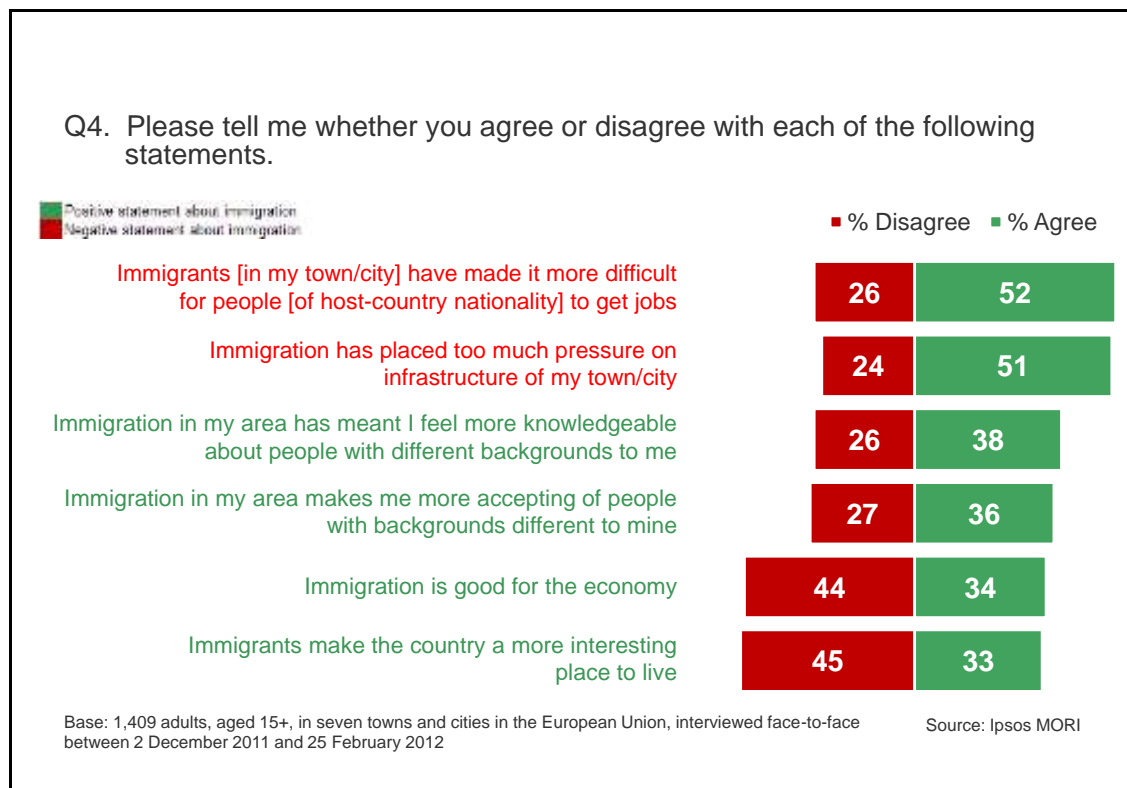
Respondents have a mixed view, at best, of the benefits of immigration – and in some case are quite sceptical overall

Presented with six attitudinal statements on some potential benefits of immigration, on balance, respondents are critical of the impact of immigration with regard to four of the statements, while perceiving benefits to immigration in relation to the other two statements.

Around half of respondents feel that immigration has put pressure on jobs and infrastructure (52% and 51% respectively), compared with a quarter who disagree (26% and 24%). This is a more prevalent view among older respondents aged 55+ (57% in both cases) and those with no post-secondary education (58% and 55%).

More than two in five respondents do not feel that immigration is good for the economy nor makes the country an interesting place in which to live (44% and 45% respectively), compared with one third of respondents who feel positively about these issues (34% and 33%). Again it is the least educated who feel the most negatively (50% and 49%).

The two statements about which more respondents feel positively than negatively are that local immigration has made them more accepting of, and more knowledgeable about, people from different backgrounds to their own. Still just over a third agree with these statements (36% and 38% respectively) compared with a quarter who disagree (27% and 26%). Respondents with high or medium levels of contact with people from different backgrounds are more likely to agree (42% and 43% respectively, as are younger people aged up 34 years old (39% and 43%).



More positive attitudes towards immigration tend to be held by immigrants themselves or those with different ethnic backgrounds in their family. For example, 80% of non-white respondents overall, and 45% of those with different ethnic backgrounds in their family, feel immigration is good for the host country (compared with 34% overall). There is also a significantly more positive view generally among better educated respondents. For example, 46% of those in post-secondary or tertiary education feel that immigration is good for the country. Similar patterns apply to the other attitudes tested.

There are considerable differences between the views held by respondents of the seven SPARDA towns and cities.

- There is a greater belief that jobs and infrastructure are disadvantaged in Limassol (99% and 83% agreeing with this) and Patras (73% and 90% agreeing). In contrast, respondents of Had-Dingli are very unlikely to express negative views on these matters (4% and 2%) and, to a lesser extent, respondents in Lyon (36% and 37%) and, in the case of jobs but not infrastructure, Reggio Emilia (36%).
- Similarly, respondents are far less likely to agree that immigration is good for the economy, and makes the country a more interesting place in which to live, in Limassol (7% on both counts) and Patras (6% and 8%). In contrast, respondents are much more likely to feel positively about these issues in Lyon (57% and 67%) and Reggio Emilia (65% and 47%).
- Respondents are more likely to feel that immigration makes them more accepting of, and more knowledgeable about, people with different backgrounds to them in Lyon (49% and 50%) and Reggio Emilia (61% and 57%) and least likely in Patras (11% and 10%) and Had-Dingli (17% and 12%).

**Q4: Please tell me whether you agree or disagree with the following statements?
Immigration ...**

Base: 1,409 adults, aged 15+, in seven towns and cities in the European Union, interviewed face-to-face between 2 December 2011 and 25 February 2012

	Overall	Limassol	Lyon	Patras	Reggio Emilia	Had-Dingli	Coimbra*	Valencia/PN
% agreeing								
xx	<i>At least 10 points more positive to immigration than average on this measure</i>							
xx	<i>At least 10 points more negative to immigration than average on this measure</i>							
Positive statements								
... is good for the economy	34	7	57	6	65	30	42	29
... makes the country a more interesting place to live	33	7	67	8	47	25	38	37
... makes me more accepting of people with different backgrounds to my own	36	21	49	11	61	17	45	51
... has made me feel more knowledgeable about people with different backgrounds to mine	38	33	50	10	57	12	47	57
Negative statements								
... has placed too much pressure on the infrastructure	51	83	37	90	62	2	35	45
... has made it more difficult for people to get jobs	52	99	36	73	36	4	64	52

Source: Ipsos Social Research Institute

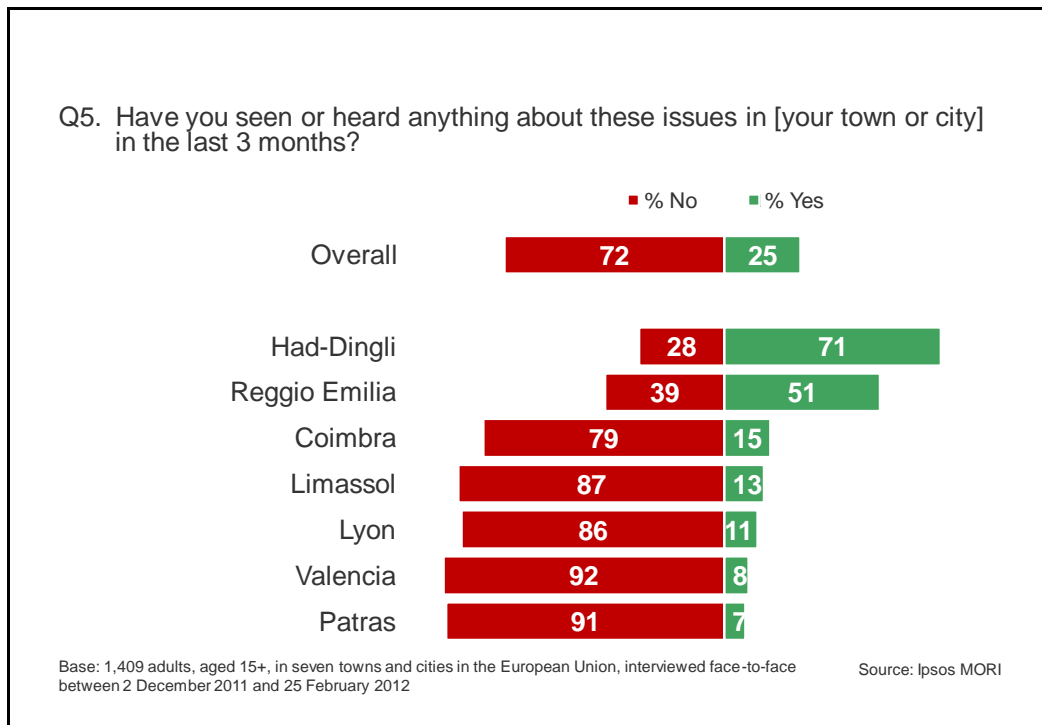
These statements were also put to respondents in the 2011 research. There has been little change in respondents' attitudes between the two surveys on four of the measures but on two measures respondents' views have become more positive:

- 36% of respondents overall now feel that immigration in their area makes them more accepting of people with backgrounds different from theirs (up from 32% in 2011);
- 33% of respondents overall now feel that immigrants make their country a more interesting place to live (up from 26% in 2011).

3.2 Awareness of city campaigns

A quarter of respondents have recently heard about diversity issues locally

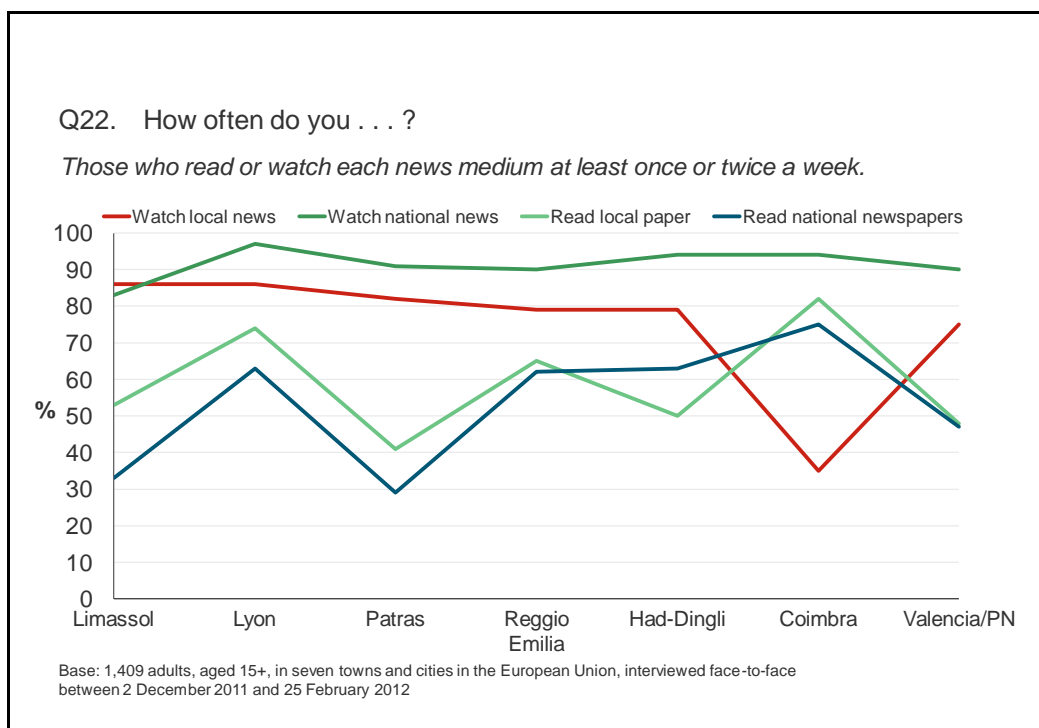
A quarter of respondents overall had, unprompted, heard of information, campaigns or events about diversity, or how different ethnic or religious groups might live alongside each other. There are wide variations between locations; in Had-Dingli and Reggio Emilia, more than half of respondents had seen materials (71% and 57% respectively). However, in all other five locations, only one in seven, or fewer, respondents had seen them – particularly low in Valencia/PN and Patras (8% and 7%).



Better educated respondents are more likely to recall the campaign: 36% of those who have completed at least post-secondary education recall the campaign compared with 19% of less educated respondents. There is also a higher recall among those with relatively low contact with people from different ethnic backgrounds (36%) and those who are more friendly towards new neighbours from diverse backgrounds (34%).

Posters and leaflets are the most recalled campaigns

To place in context the sources of information from which respondents found out about the campaign materials and events, they were asked how often they read or watched the main news media. Overall, national TV news is watched at least once or twice a week by over nine in ten respondents (91%), considerably more than those who watch the local news (74%) or read local or national newspapers (60% and 53% respectively). There are however, some differences between the seven locations:



Posters and leaflets are generally the most recalled media for the campaign, being identified by half of those who say they had seen or heard of information, campaigns or events relating to diversity issues:

Q6: Where did you hear about [the local diversity campaign]?

Base: 351 adults, aged 15+, in seven towns and cities in the European Union, who had seen or heard local campaigns about diversity in the previous three months, interviewed face-to-face between 2 December 2011 and 25 February 2012

	%
Poster	56
Leaflet or flyer	51
Television advertisement, programme or news	29
Newspaper or magazine advertisement or article	23
Radio advertisement, programme or news	13
Photo exhibition	5
Multi-cultural fair or festival including food fairs	4
Living Library	3
Not seen personally but told by family or friend	2
Award ceremony	1

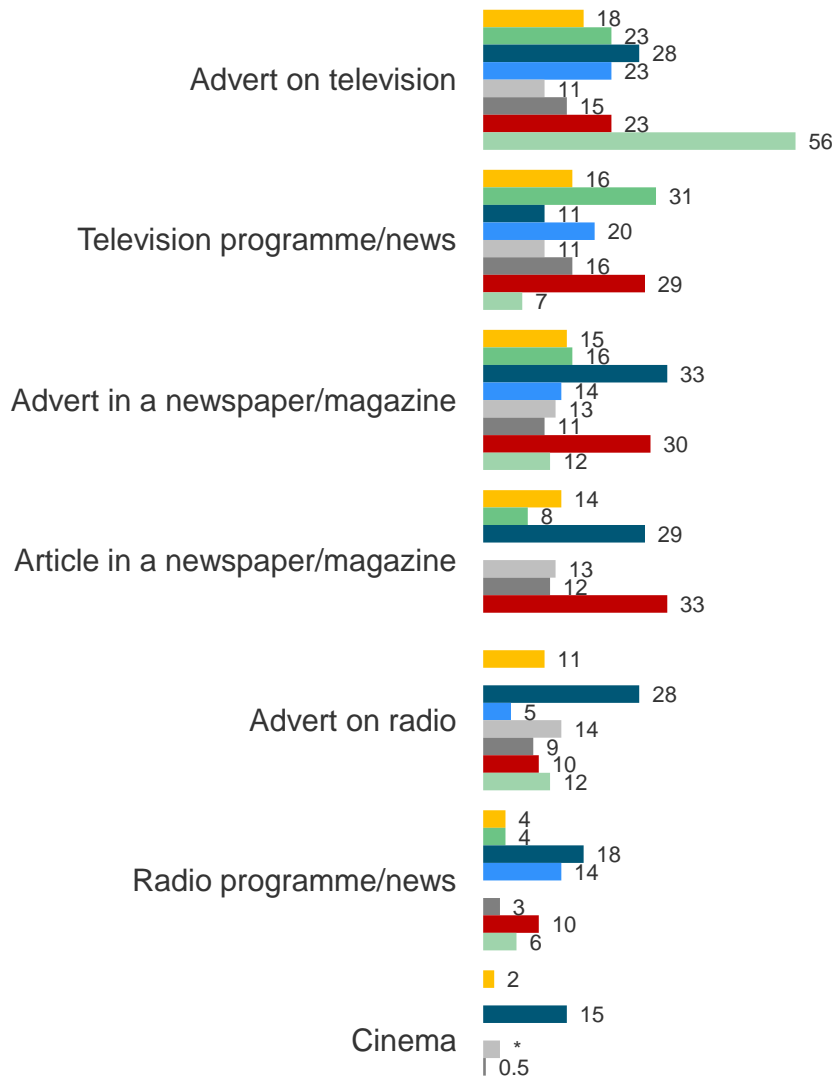
Source: Ipsos Social Research Institute

Respondents' recollection of *precisely* how they heard about the campaign is not likely to be perfect. Given this, and the limited number of interviews in each town and city, some caution should be applied to its interpretation in individual locations. However, the city-

specific data in the following chart below can be regarded as broadly indicative of respondents' recall. The clear distinctions between the seven towns and cities reflect the local approaches to the campaign.

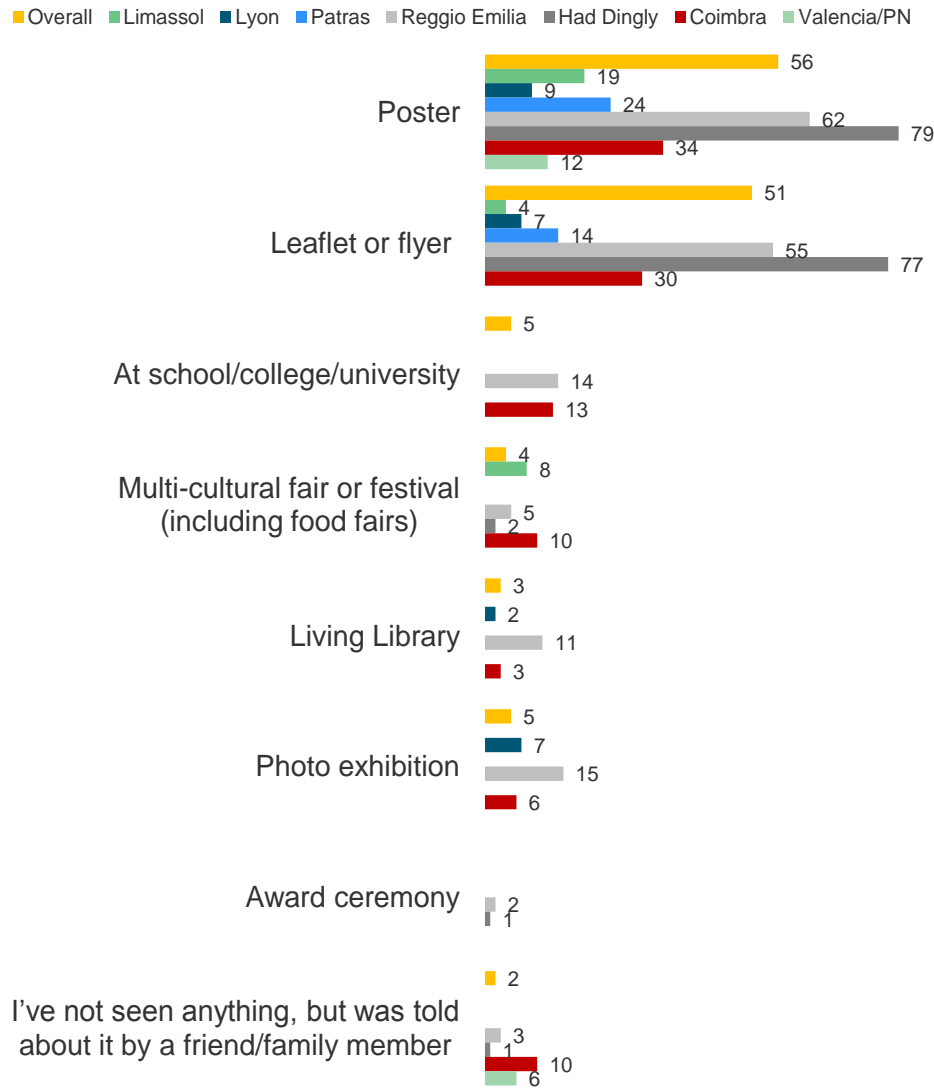
Q6 Where did you see or hear about this?
(unprompted - part I)

Overall Limassol Lyon Patras Reggio Emilia Had Dingly Coimbra Valencia/PN



Source: Ipsos MORI

Q6 Where did you see or hear about this?
(unprompted - part II)



Base: 1,409 adults, aged 15+, in seven towns and cities in the European Union, interviewed face-to-face between 2 December 2011 and 25 February 2012

Source: Ipsos MORI

Overall, there was relatively little distinction between demographic groups. Older people aged 55+ are a little less likely to have seen posters (45% compared with 59% for other age groups) or leaflets (47% compared with 52% for others), and a little more likely to

say they have seen references on TV (32% compared with 28% for others). Posters and leaflets are also more likely to have been noticed by respondents who are in less contact with people from other ethnic backgrounds (67% and 68% respectively, compared with 45% and 35% or other respondents).

After this *unprompted* question, respondents were asked about the messages they took from the campaign (see Section 3.3 below). They were then prompted about the particular campaign materials used in their own town or city and asked again about their recollection (see Section 3.5, which gives a summary for recollection and response for each SPARDA town and city).

3.3 Campaign messages

Takeout from the campaign was around the diversity advantage

Those who recall seeing or hearing something relevant (25% of respondents) perceived that it was concerned both with promoting greater understanding and support for diversity and/or with signposting the existence of particular events as part of the campaign.

Q7: What messages do you think the information, campaigns or events were trying to tell you? (Unprompted)

Base: 351 adults, aged 15+, in seven towns and cities in the European Union, who had seen or heard local campaigns about diversity in the previous three months, interviewed face-to-face between 2 December 2011 and 25 February 2012

	Overall	Limassol	Lyon	Patras	Reggio Emilia	Had-Dingli	Coimbra	Valencia /PN
	% citing each message							
Accept/respect people from different backgrounds	20	12	16	8	17	25	27	18
To learn about different cultures (including foods)	14	0	8	0	12	20	30	0
Multi-cultural event/exhibition is taking place	10	23	0	6	19	3	6	19
Cultural diversity is good for the city	9	0	7	0	7	13	7	6
Integrate with people different from ourselves	8	0	5	6	16	0	17	32
We are all equal	8	0	9	9	12	7	10	13
To increase understanding about migrants and migration	6	4	0	13	16	0	10	0
Immigration is positive for the country and the city	6	11	0	11	7	0	0	0
To live together peacefully	5	4	11	0	3	6	7	0
Discrimination/racism is unacceptable	5	4	4	37	0	5	0	25
We should live in unity	3	0	0	5	2	4	3	0

Respondent took opportunity to express negative views towards migrants and cultural diversity	3	15	11	0	2	0	4	0
Cities can implement strategies to try to improve integration	1	0	0	11	3	0	0	0
We should help and support each other	1	0	0	7	1	0	0	13
Immigration is good for the economy	*	0	5	0	0	0	0	0

Source: Ipsos Social Research Institute

Asking the same question of all respondents once they had been briefed about the content of the communications locally and prompted with visuals of campaign materials, a similar pattern emerges of their views of the campaign's objectives. Not surprisingly, with this more prompted approach, respondents showed more awareness of the real underlying objectives of the campaigns:

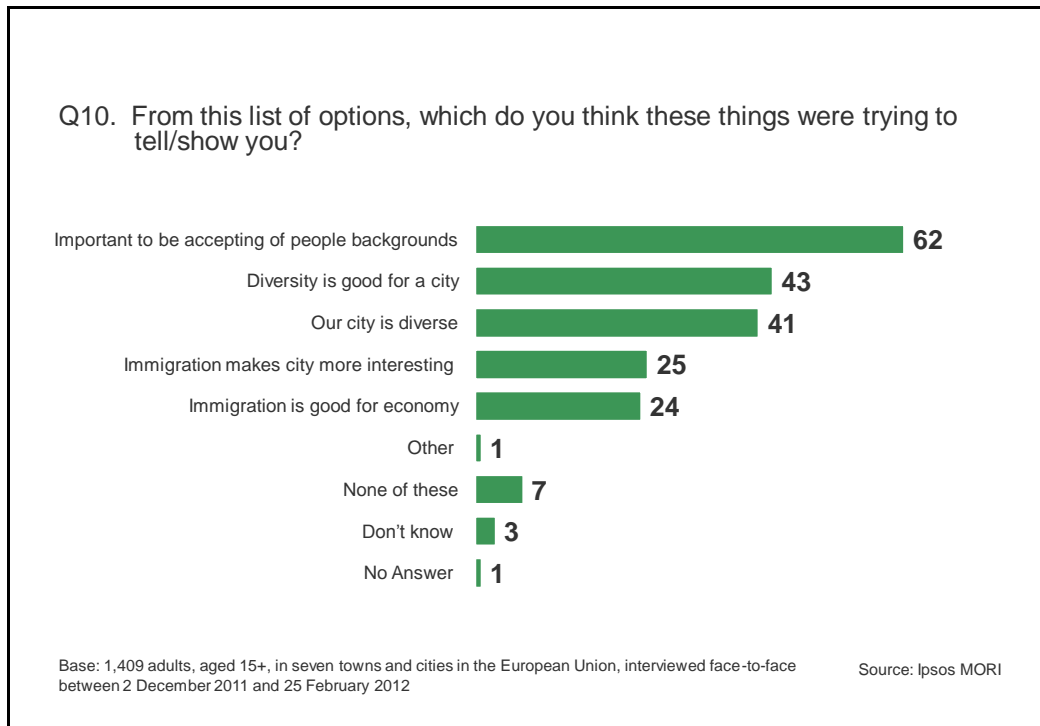
Q9: Thinking about the things you have just seen or heard about, please tell me what messages they were trying to tell you. (Prompted)

Base: 1,409 adults, aged 15+, in seven towns and cities in the European Union, interviewed face-to-face between 2 December 2011 and 25 February 2012

	Overall	Limassol	Lyon	Patras	Reggio Emilia	Had-Dingli	Coimbra	Valencia /PN
	% citing each message							
Accept/respect people from different backgrounds	24	16	52	32	18	20	14	13
Integrate with people different from ourselves	16	6	12	15	20	24	24	14
To learn about different cultures (including foods)	12	1	13	5	4	19	32	10
Cultural diversity is good for the city	9	0	17	0	23	6	4	11
To live together peacefully	8	20	12	4	8	9	2	4
We are all equal	7	4	6	16	10	2	3	10
To increase understanding about migrants and migration	7	3	9	13	15	0	6	3
We should live in unity	6	14	4	*	3	3	3	16
Multi-cultural event/exhibition is taking place	5	1	0	0	10	3	2	18
We should help and support each other	4	2	3	13	1	0	*	11
Discrimination/racism is unacceptable	4	3	3	14	1	0	1	4
Respondent took opportunity to express negative views towards migrants and cultural diversity	4	21	3	2	2	0	0	1
Cities can implement strategies to try to improve integration	2	1	1	2	11	0	1	3
Immigration is good for the economy	1	0	3	1	2	0	1	3
Immigration is positive for the country and city	6	23	2	11	4	0	2	0

Source: Ipsos Social Research Institute

Prompted further with five key intended messages of the campaigns all concerned with different aspects of diversity advantage, almost two thirds of respondents (62%) identified that the campaign was trying to give the message that: *'It is important to be accepting of people from different backgrounds'*.



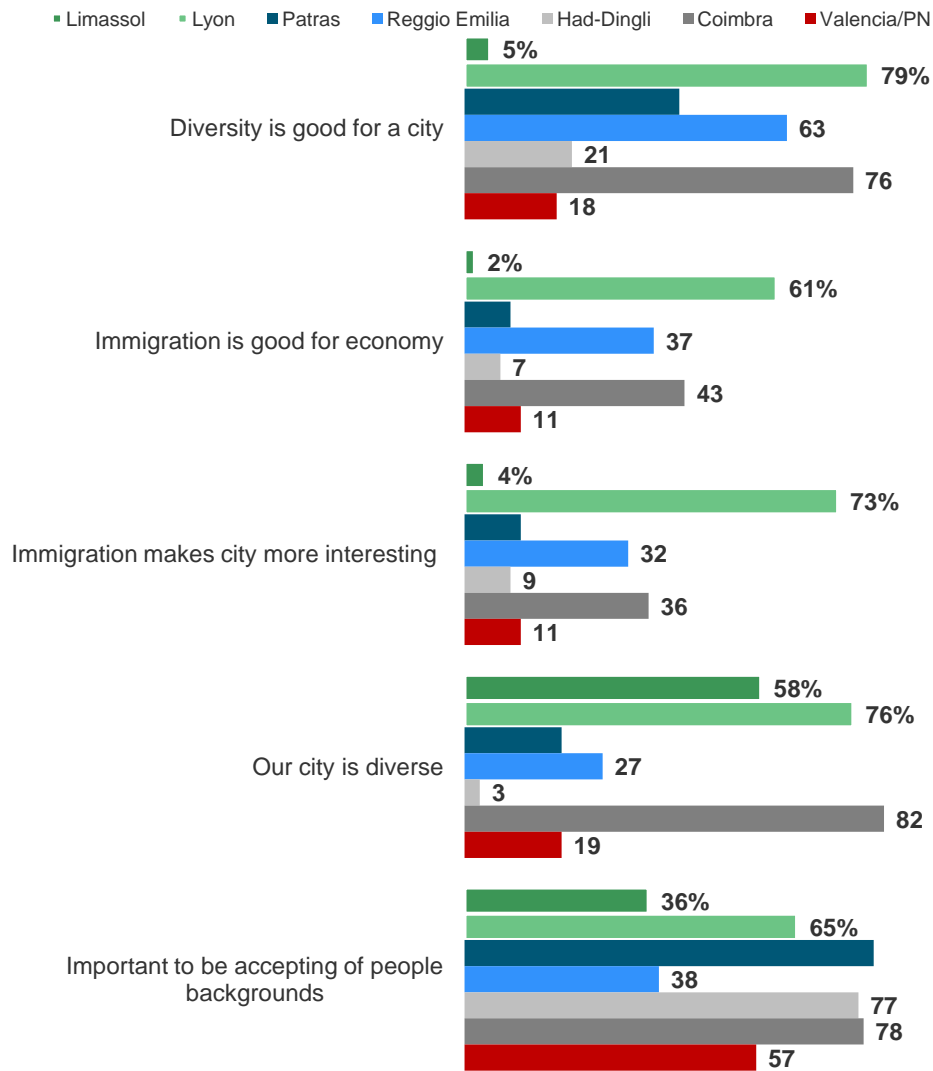
Takeout of the objectives of the campaign varied very widely across the seven towns and cities, but this objective was cited by high numbers of respondents in all seven areas. The variation in takeout across locations reflects the local campaign style and content.

Although respondents were able, if they wished, to identify all of the five intended messages, fewer than half considered that the campaign was trying to promote any of the other four, although each of them describes an aspect of diversity advantage. Each message failed to engender the support of a quarter of respondents in at least three of the towns and cities.

The least-identified positive objective was that *'Immigration makes the city a more interesting place to live'*, which was identified by a quarter of respondents (25%).

The varied response to this issue is illustrated by the following chart which shows takeout of messages in each SPARDA location:

Q10 From this list of options, which do you think these things are trying to tell/show you?



Base: 1,409 adults, aged 15+, in seven towns and cities in the European Union, interviewed face-to-face between 2 December 2011 and 25 February 2012

Source: Ipsos MORI

Ipsos MORI



- '*Diversity is good for the city*' was respondents' most-identified message in Lyon (79%) and Reggio Emilia (63%);
- '*Our city is diverse*' was the most-identified message in Limassol (58%) and Coimbra (82%); and

- *'It is important to be accepting of people from different backgrounds'* was the most-identified message in Patras (80%), Had-Dingli (77%) and Valencia/PN (57%).

In Lyon, all the five intended key messages were identified by at least six in ten respondents as a message of the campaign. In the other cities, fewer identified most potential messages. In Limassol and Had-Dingli, three messages were not apparent to respondents, being identified by fewer than 10%. Respondents in Patras and Valencia/PN also felt that at least three of the five potential messages were not very visible, being chosen by fewer than 20%.

Three of the five messages were selected almost equally by almost all subgroups of respondents:

- *'It is important to be accepting of people from different backgrounds'*, selected by 62% of respondents overall, was a message selected almost equally by most demographic sub-groups, regardless of their own ethnicity or their contact with people from other ethnic backgrounds, or education levels achieved (apart from those who had no formal education). However, it was less selected by older respondents aged 55+ (53%) and those who would be less friendly towards new neighbours (50%).
- *'Diversity is good for a city'*, selected by 43% of respondents overall, was selected less by those who had not had much contact with people from different backgrounds (33%), those who would be less friendly towards new neighbours (28%), or those who had not achieved at least post-secondary education (38%).
- *'Our city is diverse'*, selected by 41% of respondents overall, also met with much consistency in the response between subgroups, although less so by those who have had less contact with people from different backgrounds (35%).

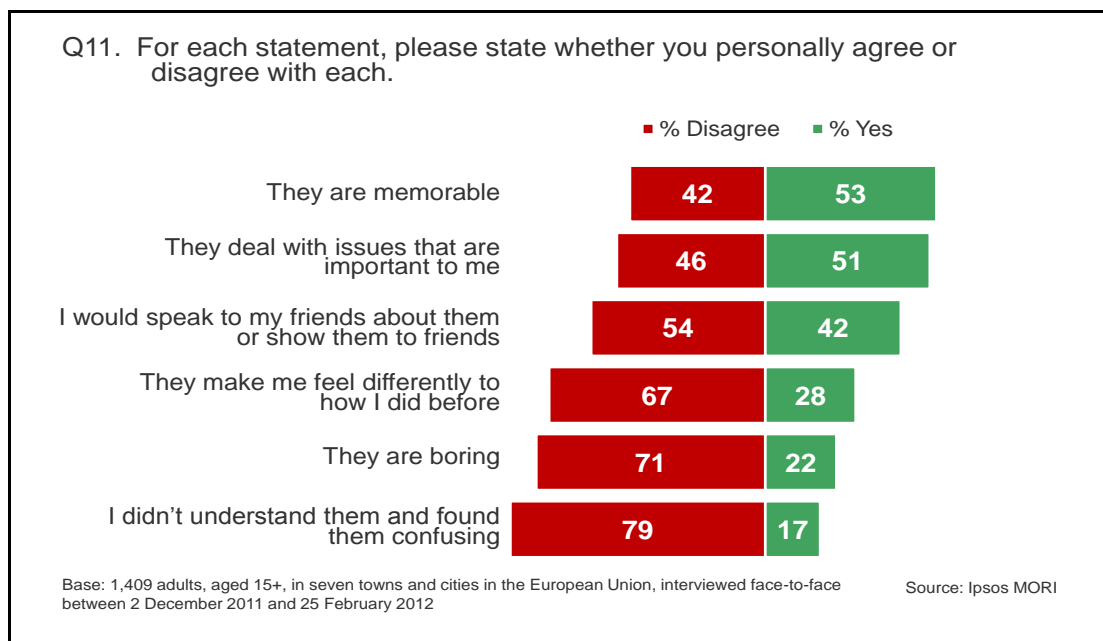
The remaining two messages saw more variations between sub-groups of respondents:

- *'Immigration makes a city a more interesting place in which to live'*, selected by 25% of respondents overall, was identified by higher proportions of: young people, aged 15-24 (30%); by those whose own ethnicity was not white (53%); those who had had more contact with people from different backgrounds (35%) and respondents who had people from other ethnic backgrounds in their family (31%); by those would not be unfriendly to new neighbours (30%); and by those who had been educated to at least post-secondary level (35%).
- *'Immigration is good for the economy'*, selected by 24% of respondents overall, had a similar profile, being identified by higher proportions of those whose own ethnicity was not white (51%), who had had more contact with people from different backgrounds (31%) and who had people from other ethnic backgrounds in their family (30%); by those would not be unfriendly to new neighbours (30%); and by those who had been educated to at least post-secondary level (35%).

3.4 The impact of campaign materials

Most found the campaign materials to be memorable and relevant – once they had been prompted with materials

Although, as discussed earlier, a quarter of respondents had heard anything about the issues covered by the campaigns, at least half of respondents felt the materials and events, once shown to them, were memorable (53%), relevant (50%) and not confusing (67%), and almost four in five respondents did not find them boring (79%). However, most respondents overall did not quite go as far as to say that they would talk to their friends about the materials (42% would, while 54% would not).

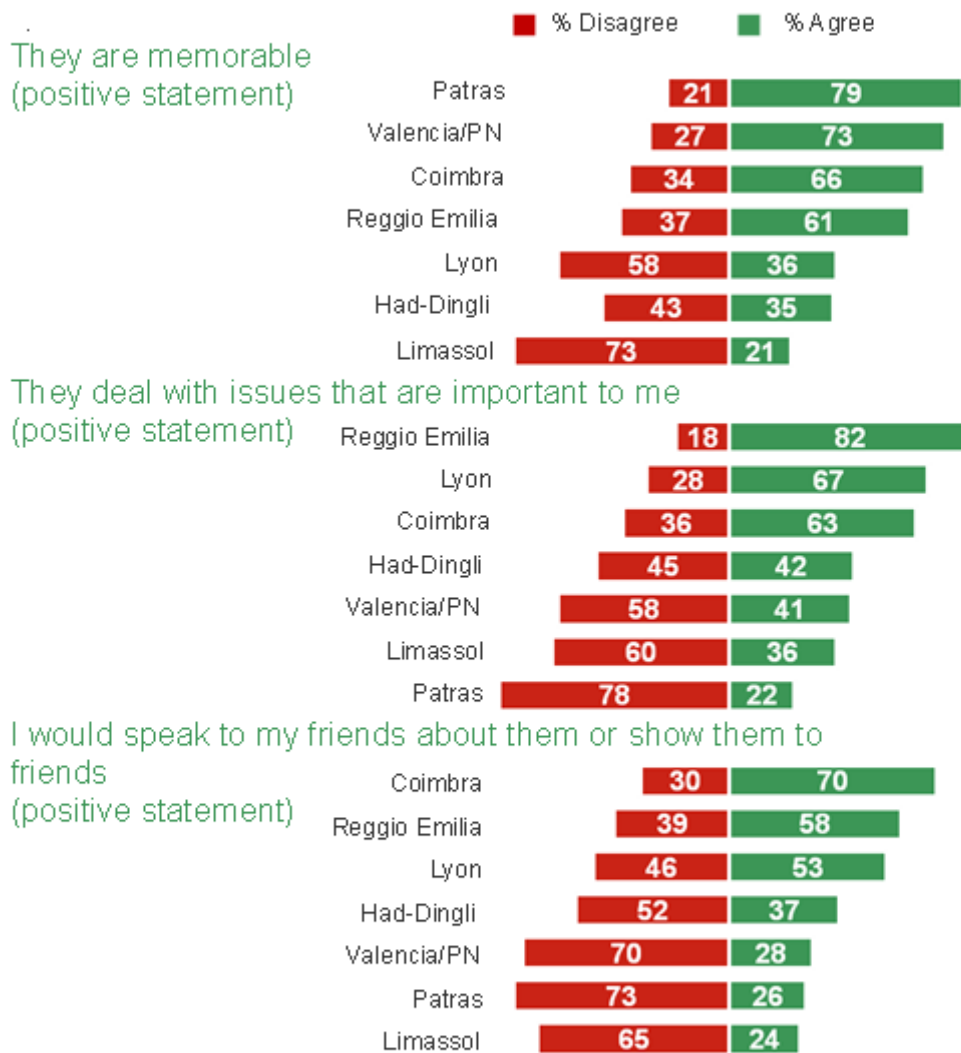


There are again wide variations between respondents' views in each location.

- Around three quarters feel that the campaign was *memorable* in Patras and Valencia/PN (79% and 73%) whereas in Lyon and Had-Dingli just a third of respondents found it memorable (36% and 35%) and only one in five did so in Limassol (21%).
- A great majority of respondents in Reggio Emilia feel that *the issues with which the campaign dealt were important to them* (82%) as did two thirds of respondents in Lyon (67%) and Coimbra (63%); in contrast, just one in five of Patras respondents found it relevant (22%).
- Almost three quarters of respondents in Coimbra *would speak to their friends about campaign materials* (70%), as would over half of respondents in Reggio Emilia (58%) and Lyon (53%). Just a quarter of respondents would in Limassol (24%), Patras (26%) and Valencia/PN (28%).

- The materials were generally perceived as clear. Not much more than a quarter of respondents in any of the locations say they did not understand them and found them confusing. Indeed, more than nine in ten Patras and Reggio Emilia respondents found them easy to understand: 94% and 91% respectively.
- In six out of the seven SPARDA locations, more than twice as many disagreed with the statement that the materials were boring as agreed with it, and in Reggio Emilia and Had-Emilia very few found them boring – just 9% and 3%. The exception was Limassol, where respondents were evenly balanced on the issue: 44% found them boring and 43% did not.

Q11. For each statement, please state whether you personally agree or disagree with each (part I)



Base: 1,409 adults, aged 15+, in seven towns and cities in the European Union, interviewed face-to-face between 2 December 2011 and 25 February 2012

Source: Ipsos MORI

Ipsos MORI



Q11. For each statement, please state whether you personally agree or disagree with each (part II)

■ % Disagree ■ % Agree

I didn't understand them and found them confusing
(negative statement)



They make me feel differently to how I did before
(positive statement)



They are boring
(negative statement)



Base: 1,409 adults, aged 15+, in seven towns and cities in the European Union, interviewed face-to-face between 2 December 2011 and 25 February 2012

Source: Ipsos MORI

Ipsos MORI



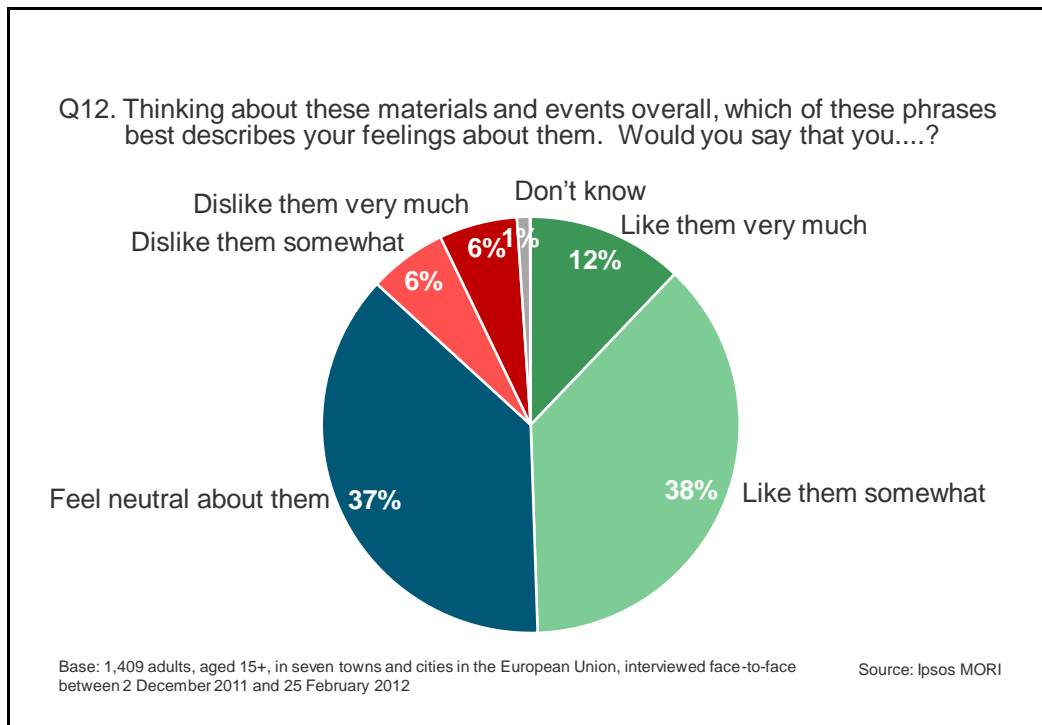
One in four respondents say the materials made them feel differently. A quarter of respondents overall consider that the materials did make them feel differently from how they did before, while two thirds disagreed with that statement. In all seven SPARDA towns and cities, more than half do not agree that it made them feel differently. The biggest impact on respondents, from this perspective, was in Reggio Emilia where

respondents were evenly balanced – 46% felt that the materials made them feel differently from how they did before (the same proportion as disagreed). In Valencia/PN, in contrast, almost no one claims this to be the case (5%).

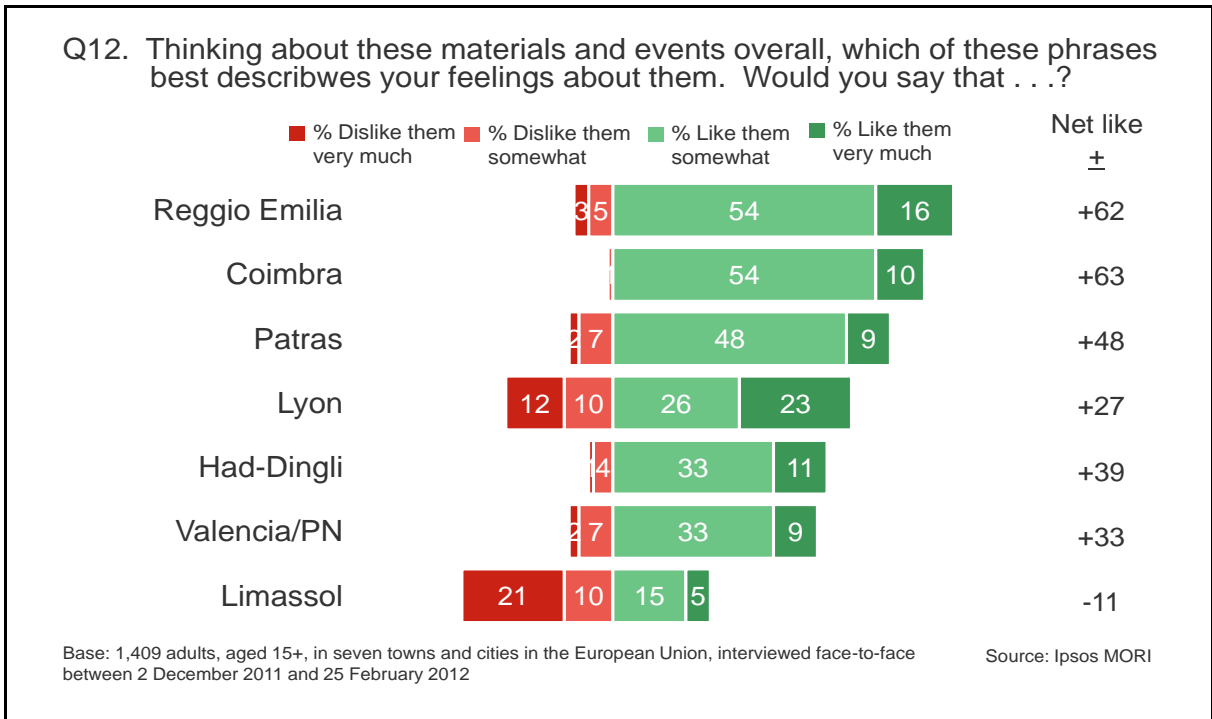
Demographically, a pen portrait may be drawn of those who think positively about these issues because a similar broad pattern emerges for each of these factors. Those who agree with the positive comments, or disagree with the negative ones, tend to be better educated, have had more contact, and tend to be more friendly towards, people from different backgrounds. On some issues, younger age groups tend to be most positive: feeling that the campaign was memorable and easy to understand and making them feel differently to how they previously felt.

Half of respondents liked the materials – few actively disliked them

Half of respondents across the seven towns and cities liked the materials and events overall, with one in eight respondents (12%) liking them ‘very much’.



The proportion liking the materials varies from 20% in Limassol to 64% in Coimbra and 70% in Reggio Emilia. Elsewhere, most respondents were neutral about them – between around a third and half of respondents in each location. Fewer than 10% actively disliked them in any location except for Limassol and Lyon, where the materials were disliked by 31% and 22% respectively.



There are few clear demographic divisions, but younger people (aged 15-24) are more likely to have liked the materials and events overall (53%, compared with 49% generally), along with non-white respondents and those with different ethnic backgrounds within their family (69% and 60%), those who would be friendly to new neighbours from different backgrounds, and those who are better educated (57% of those educated to at least post-secondary stage).

3.5 Recollection and impact of campaigns in each location

This section explores recall of the campaign materials, understanding of the campaign message and resident’s views of the campaign materials, focusing on each city individually. Data from the quantitative survey is reported alongside findings from the qualitative research conducted in each city. The campaign materials for each city are shown in Annex 3.

1. The campaign in Limassol

In Limassol, the campaign was implemented by the city municipality. The overall goal of the campaign was to foster a better understanding of diversity issues in Limassol and increase diversity sensitivity among the city population. The campaign included an opening event, a poster and leaflet advertising the event. Approximately 2500 leaflets were mailed with the monthly cultural programme of the municipality and also placed on counters of various public services in Limassol, such as water boards and the telecommunication authority. A booklet was also distributed door to door in households in the Limassol Municipality.

(i) Quantitative research

Key to tables

xx Above average for the seven locations

xx Below average for the seven locations

xx Same as average for the seven locations

Base unless otherwise stated: 200 adults, aged 15+, in Limassol, interviewed face-to-face between

2 December 2011 and 25 February 2012 ('Overall' base: 1,409 across seven EU towns or cities.)

(a) Unprompted recognition of the campaign

Unprompted recollection of the campaign in Limassol was lower than in most other SPARDA cities. Just 26 people from the 200 sample recalled seeing or hearing anything (13%). In view of the small base size it is not possible to draw general conclusions from the messages observed by those who recalled the campaign.

Q5	Have you seen or heard anything about these issues in your town or city in the last three months? (Limassol base: 200)	Limassol Yes 13%	Overall Yes 25%
----	---	------------------------	-----------------------

Q6	Where did you see or hear about this? (Limassol base: 26)	TV programme: 8 people TV advertisement: 6 people
----	--	--

Q7	What messages do you think the information, campaigns, or events were trying to tell you? (Limassol base: 26)	Forthcoming event: 6 people Don't know: 5 people Negative view of immigration: 4 people
----	--	---

(b) Prompted recognition of the campaign

When shown the poster, leaflet and booklets, respondents generally still did not recall the campaign, just 3-4% recalling having seen leaflets and posters. Having been briefed about the materials, no single clear message was perceived. Around one in five identified 'To live together peacefully' (20%), rather above the SPARDA average of 8% and 'Accepting and respecting people from other ethnic backgrounds' (16% compared with the SPARDA average of 24%).

Q8	Please tell me whether or not you have seen and heard about these ways in which information has been shown in Limassol. (Limassol base: 200)	Yes		No	Heard or saw something similar
		Seen, heard, or attended	Heard about but not seen, heard or attended		
		%	%	%	%
	Leaflet	3	2	95	1
	Poster	4	8	87	2
	Booklet	*	1	97	1

Q9	Thinking about the things you have just seen and heard about, what messages do you think they were trying to tell you? (Limassol base: 200)	Top three	Limassol %	Overall %
		To live together peacefully	20	8
		Accept and respect people from different backgrounds	16	24
		We should live in unity	14	6

(c) Further prompted views of the campaign

When provided with five positive statements about the campaign, the only one which more than half of respondents identified was that: 'Our city is diverse' (58%). Respondents attributed the other four positive statements to the Limassol campaign to a notably lesser extent than most other cities participating in the SPARDA programme.

Q10	And from this list of options, which do you think these things were trying to show you? (Limassol base: 200)	Limassol %	Overall %
	Diversity is good for the city	5	43
	Immigration is good for the economy	2	24
	Immigration makes a city a more interesting place to live	4	25
	Our city is diverse	58	41
	It is important to be accepting of people from different backgrounds	36	62

(d) Respondents' reactions to the campaign, information and events

Given a list of six statements about the campaign, four positive and two negative, respondents were not as positive about campaign materials in Limassol as in most of the other SPARDA cities. They identified the four positive statements *less* than the average for the SPARDA cities and identified the two negative statements (that the materials were 'confusing' or 'boring') *more* than the SPARDA average. Just one in five respondents liked the materials and events overall (20%), compared with the SPARDA average of 49%.

Q11	Attitudes to the materials (Q11) (Limassol base: 200)		Limassol %	Overall %
	Here are a number of statements that you may use to describe the materials and/or events you have just been shown or told about. For each statement please state whether you personally agree or disagree with each.	Memorable	21	53
		Relevant to me	36	51
		Would show to friends	24	42
		Confusing (negative statement)	26	17
		Boring (negative statement)	45	22
		Make me feel differently	22	28

Q12	Liking of materials (Limassol base: 200)		Limassol %	Overall %
	Thinking of these materials and events overall, which of these phrases best describes your feelings about them?	Like	20	49

(ii) Qualitative findings

(a) Campaign awareness

Only one respondent recalled seeing the SPARDA campaign poster but they could not recall its content,

“I think I saw this poster on the coastal road near the Limassol Garden.”

Participants felt the main reason they had not been exposed to the campaign materials was due to poor distribution. They correctly assumed that the material was distributed door-to-door¹¹ and felt this was not appropriate as they felt most people would just throw the materials away.

“Nobody has seen this! I believe it was not advertised sufficiently.”

“It was not promoted well because we haven’t seen it.”

“If I found this in the mail I would throw it. I don’t pay attention to all these things we get with the mail. We get so many and we throw them. If it was on TV I might have paid more attention to it.”

Participants felt that television and newspapers would have been a more efficient media to ensure respondents were aware of the campaign.

(b) Campaign messages

Participants understood that the poster and leaflet were advertising an event that would “bring people together.”

The slogan “One city... all the world” successfully relayed a message of unity among people different to each other. They felt the graphics supported the slogan and reminded them of a Greek traditional children’s song referring to unity and cooperation between different people.

“It looks worthwhile. And this program of events may give someone a better understanding and help change one’s point of view and behaviour towards immigrants. This wouldn’t hurt us.”

The name SPARDA confused participants as they were not sure of the meaning of it. Some associated the word with “war” due to the fact it was similar to the word “Sparta” which was a dominant military land-power in ancient Greece.

The leaflet contained a programme of events and invited people to attend. Participants correctly identified that the events aimed to increase awareness on issues related to diversity which could potentially change perceptions and attitudes towards cultural diversity. Participants felt that it was not clear what some of the events involved just by looking at the leaflet with the exception of the Opening Ceremony and the “Living Library.”

“It’s not clear what I would find if I attended the events...Would I go there and see other people, talk to other people?”

The booklet was viewed most favourably by participants as they found it informative and that it answered most of their questions arising from the other materials regarding the events. They found the message contained in the booklet was clearer than the leaflet.

“The booklet is interesting if you read it. It is worth reading because it gives information on SPARDA and the events and you understand what happened. The leaflet which simply announced the events lacked that information and you couldn’t know what to expect.”

(c) Campaign materials

Booklet

As highlighted previously, the booklet was viewed favourably by participants. They were drawn to the booklet and re-read/looked at it several times as they were interested in the content as their attention was caught by the visuals.

They felt it was visually appealing due to the colourful pictures which were used to make the factual and descriptive information more interesting. In fact, the participants preferred these images to those used on the leaflet and poster as well as the overall tone of the booklet. They felt the tone more accurately matched the campaign’s message and objectives than the tone of the leaflet and poster.

Poster & Leaflet

The same visuals were used for both the poster and the leaflet.

Participants were less positive about the leaflet and poster advertising the event than they were about the booklet. They felt they looked too serious and formal. They associated the literature with other communications produced by the Municipality and the EU,

“The leaflet looks very serious, like the leaflets in medicine... small letters, formal, little colour.”

They also felt it was not attractive so did not catch their interest. They described the materials as “colourless” which also added to formal tone of the material. Some participants felt that more of the green colour should have been used because that is their perception of a positive inspiring lively world. They felt the visuals should have been more vibrant, as this would have not only attracted the viewer/reader but also be a better match to the intended message.

“The images are very cold to me. And the tone is very serious. Maybe it’s the colours... if it was brighter?”

Participants felt a disconnection between the graphics/images used and the slogan and overall message the material was trying to deliver. They reported that high rise buildings in their minds primarily direct to distance between people as opposed to unity. Moreover, these buildings overshadow the people holding hands, the latter image believed to be the more appropriate in relaying the message.

They felt too much information was included in the leaflet as they had to read the leaflet several times to absorb the information. They reported reading the events programme first, then the information section on project SPARDA.

Events

There was a general consensus initially that these events do not interest them as they are organised by the municipality or the EU, which they felt meant they were likely to be boring. They were also uninterested in the subject of diversity and felt they would not want to spend their free time attending the events.

“These type of events organised by the EU are not very interesting to me.”

“Each one of us is focused on our families, we don’t have time for these things.”

“The subject is not very interesting.”

“Personally I would never attend any of the events. Although I can see where it can benefit.”

After exposure to the booklet, most agreed that they would be most interested in the “Living Library” event as it appeared more interactive and casual.

“I am more attracted to the event where real people share their feelings (Living Library). And I think that the other event which might make me understand diversity well is the photo exhibition.”

They liked the idea of events being interactive and suggested they would be more interested in attending the events if they were set up as a fair, with different stalls, where they could come in contact with people different from themselves.

“It would have been better if they had a more complete programme of events in a day and maybe repeated this over a smaller period of time so that you get the idea. I would go if I had the time.”

They specifically mentioned that they would have been interested in a food fair event where it was also possible to talk to people different from themselves at the event.

2. The campaign in Lyon

In Lyon, the campaign consisted of a giant website. It was prepared and implemented by the ISCPA, Institute of Media in Lyon. It featured a multimedia campaign (internet and social media/Facebook, radio and written press) with a bill boarding campaign in the metro.

(i) Quantitative research

Key to tables
xx Above average for the seven locations
xx Below average for the seven locations
xx Same as average for the seven locations
Base unless otherwise stated: 200 adults, aged 15+, in Lyon, interviewed face-to-face between 2 December 2011 and 25 February 2012 ('Overall' base: 1,409 across seven EU towns or cities.)

(a) Unprompted recognition of the campaign

Unprompted recollection of the campaign in Lyon was lower than the average for the seven SPARDA cities. A total of 25 people from the 200 sample recalled seeing or hearing anything (11%). This is perhaps unsurprising considering the likely coverage of the communication campaign. In view of the small base size it is not possible to draw general conclusions from the messages observed by those who recalled hearing or seeing the campaign.

Q5	Have you seen or heard anything about these issues in your town or city in the last three months (Lyon base: 200)	Lyon Yes 11%*	Overall Yes 25%
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** 25 people represent 11% rather than 12% because of the weightings applied*

Q6	Where did you see or hear about this? (Lyon base: 25)	Newspaper/magazine advert: 7 people Newspaper/magazine article: 7 people TV advert: 6 people Radio advert: 6 people
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Q7	What messages do you think the information, campaigns, or event trying to tell you? (Lyon base: 25)	Accept and respect people from different backgrounds: 3 people To live together peacefully: 2 people Negative view of immigration: 2 people
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(b) Prompted recognition of the campaign

Respondents were shown the poster, leaflet and a screenshot of the website. They were also played the radio advert. On being asked whether they recalled seeing or hearing of specific elements of the campaign, very few recalled anything about it. Just 3-4% recalled seeing a leaflet or poster and just 4% recalled hearing a radio clip. Having been shown the materials and being presented with five possible messages which the materials were intended to give, over half respondents (52%) identified the message: *'To accept and respect people from different backgrounds'*. This was twice as many as the proportion of respondents who chose this messages in the SPARDA cities generally.

Q8	Please tell me whether or not you have seen and heard about these ways in which information has been shown in Lyon. (Lyon base: 200)	Yes	Heard about but not heard or attended	No	Heard or saw something similar
		Seen, heard, or attended	heard about but not heard or attended		
		%	%	%	%
	Leaflet	3	1	95	1
	Poster	4	2	94	0
	Radio clip	4	1	94	0
	Webpage	*	1	99	0

Q9	Thinking about the things you have just seen and heard about, what messages do you think they were trying to tell you? (Lyon base: 200)	Top three	Lyon %	Overall %
		Accept and respect people from different backgrounds	52	24
		Immigration is positive for the city	23	6
		Cultural diversity is good for the city	17	9

(c) Further prompted views of the campaign

When prompted with the materials, Lyon respondents were generally positive about what they perceived the campaign was trying to achieve. When given five positive descriptions of the campaign, more than half of Lyon respondents agreed with all five statements - and agreement with each statement was higher (usually a lot higher) in Lyon than in the SPARDA cities generally.

Q10	And from this list of options, which do you think these things were trying to show you? (Lyon base: 200)	Lyon %	Overall %
	Diversity is good for the city	79	43
	Immigration is good for the economy	61	24
	Immigration makes a city a more interesting place to live	73	25
	Our city is diverse	76	41
	It is important to be accepting of people from different backgrounds	65	62

(d) Respondents' reactions to the campaign, information and events

Lyon respondents were more positive about the campaign than were SPARDA respondents generally. More than half of Lyon respondents found the campaign relevant and something they would share with friends (67% and 53%). However, over a quarter of Lyon respondents also found the campaign confusing and boring (27% and 30%) – a little more than in SPARDA cities generally. Half of Lyon respondents like the campaign overall (49%), exactly the same proportion as in SPARDA cities overall.

Q11	Attitudes to the materials (Q11) (Lyon base: 200)		Lyon %	Overall %
	Here are a number of statements that you may use to describe the materials and/or events you have just been shown or told about. For each statement please state whether you personally agree or disagree with each.	Memorable	36	53
		Relevant to me	67	51
		Would show to friends	53	42
		Confusing (negative statement)	27	17
		Boring (negative statement)	30	22
		Make me feel differently	29	28

Q12	Liking of materials (Lyon base: 200)		Lyon %	Overall %
	Thinking of these materials and events overall, which of these phrases best describes your feelings about them?	Like (NET)	49	49

(ii) Qualitative findings

A focus group was conducted in Lyon with students from the ISCPA (Institut des medias) who were aware of the campaign. Some of the pupils had distributed leaflets or taken some of the photos included in the campaign.

(a) Favourable comments about the radio advert

Participants were positive towards the message contained in the radio advert, despite the fact none of them recalled hearing the advert before the focus group.

They felt it clearly reinforced a message that diversity was positive and discrimination negative,

“They managed to say what they couldn’t write, it implies a lot, it involves people in a fight against discrimination, there’s an added value, the fight against discrimination.”

(b) Otherwise, the campaign’s message was confusing for some participants

Participants were less positive towards the messages contained in the poster and leaflet. Both the underground poster and leaflet included several photos of people who were meant to be different from each other. However, participants felt a key problem was the people chosen to be included on the poster and leaflet. They felt these people did not sufficiently reflect diversity as the people were all relatively young and had a similar skin colour.

“...diversity does not appear. From a distance on the underground, we just feel like we’re looking at students, apart from the skin colour which should be more visible, there’s no kids, no old people.”

“...there should be a black guy, really black, to show diversity, they’re all white.”

They also felt the phrase contained in both materials, “A face = A yes,” was very unclear and that generally the word diversity was not mentioned enough.

“...there is no text, one looks at it but it’s incomplete...you don’t know what it’s about, it feels like there’s no message, the important message is not passed on.” (Underground poster)

“...the underground campaign was the one that had the advantage of being the most visible and it’s the worst one because of the incomprehension of the message, the message can’t be passed on because it is not said.”

They also felt there was not enough reference to the actual website on both the poster and leaflet so it was not clear to people what they were being asked to do.

They also had issues with the use of the ISCPA signature on the poster and leaflet as they felt it took attention away from the main content. Several participants felt the materials looked like adverts for the media school.

“...the text and the address of the website are written in a smaller size than the school logo, the school logo is almost as big as the main logo.”

(c) Further attitudes towards campaign materials

On a closer look at the campaign materials, pupils provided further constructive comment, some of it fairly critical towards aspects of the materials. Overall, they were positive towards the concept of producing the largest website in the world for diversity. Yet, they feel the concept was not taken far enough. They did not think it was interesting to be asked to upload photos; they wanted more interactivity behind the website, including forums for debates and social networking. They feel this interactivity would have made any message more powerful.

“...when you communicate on diversity, you don’t only have to communicate but it has to lead to some exchange and sharing.”

“...a commitment more than to put your face on a page...we’re expecting a purpose...forums, something lively, an exhibition for a week, that everyone can share.”

They also found the website itself to be unclear, with no page explaining the purpose of the site.

“all that necessary to explain, to make people participate, the information isn’t there, an explanatory page is missing.”

They felt the underground poster was not very punchy. They also found the colour coding was too similar to the ISPCA logo and school advertisements,

“It looks like an ad for the school, the small squares in the background emphasise that idea.”

With regards the leaflet, there was a perception that the front page was intriguing as it had no logo. In contrast, they felt the back of the leaflet was overloaded and felt this

made people less likely to read it. They felt the text was too small and that it contained some unnecessary information.

“I look at the pictures but it is too much text for the street, it goes to the bin or to the bottom of the bag. No time to read it.”

They felt the European Integration Fund logo was not highlighted enough and this would have added some credibility and strength to the campaign.

3. The campaign in Patras

The campaign was implemented by the Municipal Enterprise for Planning and Development (ADEP) of the city of Patras. The campaign strived to raise awareness within the local population about the issues of immigration and diversity in order to promote more positive attitudes towards migrants and to stress their contribution to city development. In terms of activities, the campaign centred on a dance and food festival which was held on 17th and 18th December 2011, a theatre performance and a photo exhibition. Wider activities included a leaflet called ‘Πρόγραμμα εκδηλώσεων’ advertising the dance and food festival, articles about the dance and food festival shown in local newspapers and free press (including Peloponisos, Gnomi, Gekonota, Symboulos Epixieriseon, Kirikas, Tetarto), advertisements on websites which included local news websites as well as the local municipality website and television reports advertising the dance and food festival (shown on 2 TV channels: Achaia Channel and Patras TV). There was also a leaflet distribution explaining some of the terms related to migration.

(i) Quantitative research

Key to tables

xx Above average for the seven locations

xx Below average for the seven locations

xx Same as average for the seven locations

Base unless otherwise stated: 200 adults, aged 15+, in Patras, interviewed face-to-face between 2 December 2011 and 25 February 2012 (‘Overall’ base: 1,409 across seven EU towns or cities.)

(a) Unprompted recognition of the campaign

Unprompted recollection of the campaign in Patras was considerably lower than the average for the SPARDA cities. A total of 15 people from the 200 sample recalled seeing or hearing anything (7%). In view of the small base size it is not possible to draw general conclusions from the messages observed by those who recalled the campaign.

Q5	Have you seen or heard anything about these issues in your town or city in the last three months (Patras base: 200)	Patras Yes 7%	Overall Yes 25%
Q6	Where did you see or hear about this? (Patras base: 15)	Poster: 4 people TV advertisement: 3 people TV programme: 3 people	

Q7	What messages do you think the information, campaigns, or events were trying to tell you? (Patras base: 15)	Discrimination and racism are unacceptable: 5 people To increase understanding of migrants and immigration: 2 people
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(b) Prompted recognition of the campaign

Respondents were shown the leaflet advertising the dance and food fair, the “Learn about me” leaflet containing definitions on migration terms, a photo of the children in the street advertising the theatre performance, a photo of the NGO exhibition as well as a poster advertising the photo exhibition.

On being asked whether they recalled seeing or hearing of specific elements of the campaign, very few Patras respondents recalled anything about it. The most identified message was: ‘*To accept and respect people from different backgrounds*’. This was identified by a third of Patras respondents (32%), rather more than the proportion of respondents who chose this message in the SPARDA cities generally (24%).

Q8	Please tell me whether or not you have seen and heard about these ways in which information has been shown in Patras. (Patras base: 200)	Yes Seen, heard, or attended	Heard about but not seen, or attended	No %	Heard or saw something similar %
	Leaflet	1	1	95	3
	Photo exhibition	0	*	94	1
	Articles about dance and food festival in papers	0	0	100	0
	Advertisements on websites	0	1	93	1
	TV reports advertising dance and food festival	0	0	91	2
	The Dance and Food Festival	0	0	94	1
	Leaflet distribution	1	*	94	3
	Two children in costume advertising theatre perf.	0	*	98	0
	The Theatre Performance	0	0	94	1
	Exhibition by NGOs about migrants	0	0	97	2
	Posters for photo exhibition all around city	0	2	91	6
	Posters of the photos	0	1	91	*
	Website of the campaign	0	0	97	0
	The ‘Learn About Me’ leaflet	0	*	97	0

Q9		Top three	Patras %	Overall %
	Thinking about the things you have just seen and heard about, what messages do you think they were trying to tell you? (Patras base: 200)	To integrate well with people who are different from ourselves	15	16
		Accept and respect people from different backgrounds	32	24
		We are all equal	16	7

(c) Further prompted views of the campaign

When briefed, Patras respondents were less positive than the SPARDA average about what they perceived the campaign was trying to achieve. When given five positive descriptions of the campaign, fewer than half of Patras respondents agreed with four of the five statements – in each case below the SPARDA average. The fifth statement (*‘It is important to be accepting of people from different backgrounds’*) was, however, strongly agreed by Patras respondents (80%, compared with a SPARDA average of 62%).

Q10	And from this list of options, which do you think these things were trying to show you? (Patras base: 200)	Patras %	Overall %
	Diversity is good for the city	42	43
	Immigration is good for the economy	9	24
	Immigration makes a city a more interesting place to live	11	25
	Our city is diverse	19	41
	It is important to be accepting of people from different backgrounds	80	62

(d) Respondents’ reactions to the campaign, information and events

Four in five Patras respondents thought that the materials or events they had been shown were memorable (79%), compared with a SPARDA average of 53%. Also, rather more Patras respondents felt that the materials made them feel differently than the average proportion across SPARDA cities (40% compared with 28%). Over half of Patras respondents liked the campaign overall (57%), rather more than the SPARDA average (49%).

Q11	Attitudes to the materials (Q11) (Patras base: 200)		Patras %	Overall %
	Here are a number of statements that you may use to describe the materials and/or events you have just been shown or told about. For each statement please state whether you personally agree or disagree with each.	Memorable	79	53
		Relevant to me	22	51
		Would show to friends	26	42
		Confusing (negative statement)	5	17
		Boring (negative statement)	23	22
		Make me feel differently	40	28

Q12	Liking of materials (Patras base: 200)		Patras %	Overall %
	Thinking of these materials and events overall, which of these phrases best describes your feelings about them?	Like	57	49

(ii) Qualitative findings

(a) Campaign awareness

All participants were exposed to at least one of the campaign’s components. Most participants had either attended the theatrical play (4 participants) and/or the food and dance festival (4 participants). Fewer participants were exposed to the photography exhibition (3 participants) or the exhibition by NGOs about migrants held on the main

pedestrian street (2 participants). Regarding the two children in the city dressed up in costume to advertise the theatre performance, only three (out of 6) participants reported that they knew about the children and only one had actually seen them.

All participants were exposed to the leaflet as it had a quite wide distribution in the city of Patras. The local newspapers and free press as well as the local TV stations are the main sources of information for all respondents. As a result, all participants were aware of the leaflet.

Some participants had unprompted awareness of the adverts for the photo exhibition from local newspapers, magazines and the local television channel.

“I had heard of a photographic exhibition in the city centre or somewhere close, but I did not go. I heard it through word of mouth and I think I saw it written somewhere in a newspaper, but it did not seem interesting...”

“I have read about the photo exhibition in a local magazine.”

“I learned about the events from a local TV channel and then by friends who were talking about it”

Focus group participants were not aware of the blog spots used in the campaign. Though, several participants took notes on the internet addresses in order to have a look at them after the focus group. They reported that having information to go through in their own time makes them more likely to look at it.

(b) Participants were positive about the message in the “Learn about me” leaflet and the photo exhibition poster

This leaflet explained different terms associated with migration. It also included several blogspots where people could log on and find out about the lives of migrants in Patras.

Participants thought the migrant blog spots were another effort to communicate information about migrant communities and their country of origin. Participants were interested about hearing individual stories of migrants.

“I am interested in the individual stories of migrants and how and why they ended up in my country. Though, if Europe wishes to communicate diversity, I think the campaign should focus more on the positive aspects of merging.”

Participants felt the message “Patras through our own eyes” was interesting and clear. They were interested in finding out how people different to themselves perceived the city; how they lived and about their interests. They felt the campaign message was that migrants are people living in their city and the people of Patras should try to listen to them, and understand them, in order to be more tolerant and accepting towards migrants.

Participants reported that Greek people in general and especially Patras inhabitants suffer a lot from the non-controlled and illegal migration in the country. In that context, they reported that for any message to be successful at conveying diversity, a clear and

decisive migration policy by the European Community and the Greek government must be agreed.

(c) The campaign message contained in the leaflet advertising the Dance and Food event was confusing for some participants

The main message in the leaflet advertising the festival, “Each person, one world,” was found to be confusing. They reported that there were many communities involved in the whole campaign: the European Community, the local migrant communities, the theatre community group that conducted the performance and the migrant communities who took the photographs for the exhibition. In that context, participants reported they felt the main message should have been “many persons, communities... one world” rather than each person representing another world.

Despite this reported confusion, they felt the main goal of the whole campaign seemed to be to encourage integration of people with different cultures.

(d) Campaign materials

Leaflet showing terms related to migration

Among the tested materials, the most positively viewed was the material regarding the blog spots of the migrant communities with both the content and the visual layout praised.

The choice of pink-red hues was found to be optimistic and inviting more so than the green-brown colours of the advertising leaflet. Moreover, the photo of the children of different origins holding one globe, symbolising “one world”, was found to be successful at communicating the meaning of the campaign. Some participants did find the leaflet “too busy”, especially as it had lots of word bubbles.

Overall, the leaflet reminded participants a lot of UNICEF communication material. In that sense, if someone looked only briefly at the leaflet, it was felt that one could miss the communication message about Patras being the only Greek city participating in the program of Intercultural Cities.

Participants reported that the distribution could be wider, covering more points of the city or it could have lasted more days in order to reach a larger audience.

Leaflet advertising the dance and food festival

Participants were positive towards the content of the leaflet and the information it contained on the events it held however they were less positive towards its aesthetics.

They thought the advertising leaflet contained too much information with too many graphics and photos. They also felt the colours used were too dark and did not match the optimistic message within the leaflet. Culturally, in Greece and the South of Europe, darker colours were felt to be associated with more serious, formal, even mourning occasions so the colours were not viewed as being suitable for the campaign message. Participants felt this leaflet should have a more open, optimistic, happy and positive tone since it focuses more on the positive aspects of diversity.

The visual was described as that of a man with open arms standing in a wheat field facing the sun. The specific visual was perceived to be more fitting to travel brochures; to nature products and flour-based products like biscuits. Participants reported that a photo of a more urban environment as well as people from a mix of different ethnic backgrounds would have been more suitable. They were much more positive about the photo of the internet blogspot with people dressed in white clothes as this was viewed as a happier, more positive image that fits in better with the campaign message.

They were positive about the stamps on the leaflet and thought these were innovative as it communicated ideas of travelling as well as of different countries. They were also positive about the photos at the bottom of the page as they seem to picture known and recognisable parts of the city of Patras.

Participants felt the distribution of the leaflet could have been improved to encourage more people to attend the event. They reported that the campaign should have been more widely advertised in the local mass media.

Poster for the photo exhibition

Again, participants felt the colours used on the poster were too dark and helped create a pessimistic tone. The photo on the upper left-hand side of a white-haired man shooting a photograph was found to be the least appealing element of the poster. They felt it was too artistic with the “out of focus” element resulting in a blurry, non-interesting photo that fails to communicate the meaning of the photo exhibition: to present Patras through the eyes of migrant groups.

Participants reported that the distribution could be wider, cover more points of the city or it could have lasted more days to increase coverage.

Events

The Patras campaign was very event-focussed including events such as a dance and food festival, a theatre performance, exhibition of NGOs and a photo exhibition.

Participants had mixed views towards the events. They were most positive about the dance and food festival but were less positive towards the other events. They thought the street theatre was quite innovative. However, they reported that the whole campaign might have had more coverage if it was held for more days. They proposed to have the theatre performance and the photo exhibition for the whole winter season and be especially addressed to schools and pupils of all ages since children are more open to the communicated messages and have the “power” to bring home the information and discuss it with their parents

Food and Dance Festival

The food and dance festival was perceived as the most successful event of the whole campaign. Participants reported attending the festival and that there was good attendance.

They enjoyed getting to know about different migrant groups while eating and listening to music and watching the dances. They felt the event created a relaxed environment

where they were more open to the messages that migrant groups wanted to communicate.

“Food offering is very connected to the notion of the Greek hospitality, a notion that is greatly valued by Greeks through the centuries. The fact that migrant groups respected that value and offered food and music to Greek people as an opportunity to mingle was really good.”

“I found the whole atmosphere really relaxing and joyful. I had the opportunity to learn few things about migrants’ culture through eating their food, listening to their music and watching the dance. I saw several friends of mine and neighbours participating in the dances...”

“The food, the music and the dance offered great opportunities for discussion. Easy and happy topics to get to know someone from another country.”

Two children dressed up in the city

Participants felt this was an impressive idea as it brought the performance close to the people of Patras. The children seem to have been successful at communicating the main message of the campaign about migrants in a more direct and open manner.

“I did not know that the children’s performance was an advertising of the theatre performance. They were walking in the street with a suitcase and I had a vivid impression of what two migrating children could feel while walking around with all their belongings in a suitcase! I know that many migrants, here in the city, wake up in the morning and pack all their belongings as they begin each day with the hope that they will be able to get to a ship and leave Greece for another more wealthy European country. But looking at the children made me feel things.”

The NGO event

Participants felt somewhat ambivalent about this event as they felt they were already used to seeing NGOs being active in the streets.

Most participants reported that they did not see this event. They felt this was probably because it was held during working hours,

“This pedestrian street is indeed a very popular meeting place for the inhabitants of Patras. Mainly young people, students hang around a lot in that street. Though, if the exhibition was held during working hours then I would not have the chance to see it...”

The theatre event

People were least positive about the theatre event as they reported being less inclined to attend such a performance. Some participants reported they had talked about attending the performance with friends but had all decided they were afraid that it might too intellectual or cultural for them.

4. The campaign in Reggio Emilia

In Reggio Emilia, the campaign was implemented by the local municipality in co-operation with the Mondisieme Association. The starting point of the campaign was the shared understanding that there is no single and unique diversity, because all people are different. The main campaign message was: 'Tutti siamo diversi da tutti. Per fortuna!' ('We are all different: Thank Goodness!'). The overall goal of the campaign was to improve social cohesion by promoting diversity as a positive element in the community and to avoid negative interpretations in the media which are believed in turn to have a negative influence on public perceptions. In terms of activities, the campaign centred around the campaign slogan which was printed on posters, postcards and stickers around the city. The postcards and stickers encouraged people to write in a box on the postcards and stickers, the answers on the postcards were compiled into a facebook campaign. A campaign video showing different people answering the question, 'Who do you feel you are different from?' was also broadcast on TeleReggio, You Tube and various social centres. There was also a programme of celebrations which included events such as book presentations, a cooking competition, photo exhibition, movie, presentation about migration statistics as well as a 'Celebration of migration day' which included a music event.

(i) Quantitative research

Key to tables

xx Above average for the seven locations

xx Below average for the seven locations

xx Same as average for the seven locations

Base unless otherwise stated: 208 adults, aged 15+, in Reggio Emilia, interviewed face-to-face between 2 December 2011 and 25 February 2012 ('Overall' base: 1,409 across seven EU towns or cities.)

(a) Unprompted recognition of the campaign

Unprompted recollection of the campaign in Reggio Emilia was higher than most other SPARDA cities, 51% recalling seeing or hearing something of the campaign. Over half of those who recalled something about the campaign had seen posters or leaflets/flyers (62% and 55% respectively). Respondents drew messages both about the events itself and the object of *improving respect and understanding of people from other backgrounds.*

Q5	Have you seen or heard anything about these issues in your town or city in the last three months (Reggio Emilia base: 208)	Reggio Emilia Yes 51%	Overall Yes 25%
Q6	Where did you see or hear about this? (Reggio Emilia base: 107)	Poster: 62% Flyer/leaflet: 55%	

Q7	What messages do you think the information, campaigns, or event trying to tell you? (Reggio Emilia base: 107)	Forthcoming event: 19% Accept and respect people from different backgrounds: 17% To integrate well with people who are different from ourselves: 16% To increase understanding about migrants and migration: 16%
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b) Prompted recognition of the campaign

Respondents were shown the campaign poster, postcard, sticker and programme of the events. On being asked whether they recalled seeing or hearing of specific elements of the campaign, some aspects were relatively well-recalled. One in six respondents recalled personally seeing or hearing the campaign slogan and posters (16% and 18%) and many more had heard of it (a further 51% and 42% respectively). Given the breadth of the campaign in Reggio Emilia, there was a relatively high proportion of people who had at least heard about the activities or heard or seen something similar. The main messages which respondents took from these materials were that 'Diversity is good for the city' and 'To integrate well with people who are different from ourselves', both of which were identified by one in five respondents (23% and 20% respectively), more than the average across SPARDA cities.

Q8	Please tell me whether or not you have seen and heard about these ways in which information has been shown in Reggio Emilia. (Reggio Emilia base: 209)	Yes			Heard or saw something similar
		Seen, heard, or attended	Heard about but not seen, or heard or attended	No	
		%	%	%	%
	Campaign slogan	18	51	27	5
	Campaign poster	16	42	35	7
	Campaign postcard	11	30	49	9
	Campaign stickers	6	18	64	12
	Campaign video	5	11	76	8
	Programme of the celebrations	8	28	48	15
	Book presentation 'What China?'	0	6	85	8
	Cooking competition	1	22	62	14
	Photo exhibition	8	11	69	11
	Presentation of statistics about migration	0	6	82	12
	Presentation of short cartoon movie	0	6	83	11
	Book presentation 'Green Continent'	0	7	83	10
	Celebration of Migration Day	3	13	75	9

Q9	Thinking about the things you have just seen and heard about, what messages do you think they were trying to tell you? (Reggio Emilia base: 208)	Top three	Reggio Emilia %	Overall %
			Cultural diversity is good for the city	23
	To integrate well with people who are different from ourselves	20	16	
	Accept and respect people from different backgrounds	18	24	

(c) Further prompted views of the campaign

When briefed, Reggio Emilia respondents were more positive than the SPARDA average about what they perceived the campaign was trying to achieve on three of the five counts tested. In particular, two thirds of Reggio Emilia respondents identified that 'Diversity is good for the city', compared with a SPARDA average of 63%.

Q10 And from this list of options, which do you think these things were trying to show you? (Reggio Emilia base: 208)	Reggio Emilia %	Overall %
Diversity is good for the city	63	43
Immigration is good for the economy	37	24
Immigration makes a city a more interesting place to live	32	25
Our city is diverse	27	41
It is important to be accepting of people from different backgrounds	38	62

(d) Respondents' reactions to the campaign, information and events

Reggio Emilia respondents were more positive about the materials and events they were shown, compared to the SPARDA average, on all six counts tested. In particular, just 9% thought that they were boring or confusing, half the proportions in SPARDA generally. Some 70% of Reggio Emilia respondents liked the materials, the highest of all the SPARDA locations.

Q11 Attitudes to the materials (Q11) (Reggio Emilia base: 208)		Reggio Emilia %	Overall %
Here are a number of statements that you may use to describe the materials and/or events you have just been shown or told about. For each statement please state whether you personally agree or disagree with each.	Memorable	61	53
	Relevant to me	82	51
	Would show to friends	58	42
	Confusing (negative statement)	9	17
	Boring (negative statement)	9	22
	Make me feel differently	46	28
Q12 Liking of materials (Reggio Emilia base: 208)		Reggio Emilia %	Overall %
Thinking of these materials and events overall, which of these phrases best describes your feelings about them?	Like	70	49

(ii) Qualitative findings

A focus group was held in Reggio Emilia with local respondents. No participants had unprompted or prompted awareness of the campaign materials.

(a) Participants felt the campaign message could be sharper

Despite the positive findings from the quantitative study, participants in the focus group felt the message behind the stickers, postcards and posters could benefit from being sharper. As the message of the materials was not clear, some participants felt they were

not that important or useful. The campaign slogan - 'Tutti sono diversi da tutti' ('Everyone is different from everyone else') was felt too vague. They did not immediately link the slogan to cultural diversity. They also felt the sentence 'Campagna per la valorizzazione delle diversità culturali, promossa dal Consiglio d'Europa e dal Comune di Reggio Emilia' is written in too small a font to contribute to the understanding of the campaign.

(b) Campaign materials

The campaign posters, stickers and postcards

Participants felt the poster, stickers and postcards could be improved on two levels. They felt these materials must be improved on two levels. Firstly, a clearer message as discussed previously. Second, the visuals could be more striking or intriguing and have more of an impact on the reader. They described the materials as “colourless,” “sad” and “anonymous.” They did not like the “wrinkled paper” effect and felt it made it look careless.

Poster

Participants felt the poster would benefit from being larger; A3 was felt too small which meant people were less likely to pay attention to it. They agreed with where the posters were located, although many participants regularly visit these locations and did not notice the poster which they felt supported their criticisms of the material being lack lustre, dull in colour and too small to be noticed. However, this is contradictory to the findings in the quantitative section of the report as a relatively high proportion of respondents recalled seeing the campaign materials.

Postcards

All the sentences on the front and back of the postcard focused on diversity. This word was perceived by participants as being too generic and abstract for people to understand the message of the materials.

Stickers

Participants questioned the images on the stickers. They felt that when you read the sentence 'Io sono diverso da questo' ('I am different from this'), the arrow points at yourself. The invitation to write below the arrow was not understood and the participants asked “Where?”

They also felt it had no clear links with the events and it did not communicate anything about the campaign as a whole.

Campaign video

Participants positivity towards the campaign video was fuelled by images of the people interviewed which were described as being “nice” and “funny.” They liked the idea of the video filming average people and felt it made the film feel spontaneous and natural. However, the video faced the same criticisms as the other visual stimuli; they felt the campaign message was not strong enough as the concept of “diversity” was felt to be too generic and it was not clear that this was mainly about cultural diversity.

Events

Several events were organised as part of the campaign. As no participants had attended the events, participants could only offer their initial reactions to the events as they were presented and whether they would have attended had they known about the events.

Book presentation – “What China?”

Participants felt the event would have provided information about Chinese culture. Participants were not interested in the event and did not think they would have attended had they known about it.

Cooking competition – “The World through the oven”

This event was the most popular on the programme. They thought the event was to give both Italian people and migrants the opportunity to learn about each others' cultures through food. They found the event appealing and felt if they had known about the event they would have attended.

Photo exhibition on Migrant stories

They felt the photo exhibition would show migrants' backgrounds and stories to develop a feeling of empathy with the Italian public. Some participants felt the event sounded sad and depressing, feeling it was too emotionally heavy for them to want to attend even if they had know about it. A couple of older participants felt they would have been interested in attending the event. They did suggest that maybe more people would have done if it was advertised in a more positive and constructive way and the venue was moved to a more appropriate place for a photo exhibition such as Spazio Gerra and/or Circolo Arci Tunnel.

Presentation of statistics about migration

None of the participants felt they would attend this event if they had known about it. They felt it would be an interesting event for certain groups of professional people.

Book presentation – “Green Continent”

This event was participated as being related to ecology. They felt hosting such an event was up to date, eco friendly and politically correct. Almost all participants still stated they would not attend the event even if they had heard about it as it is not of personal interest to them.

Celebration of migration day

Participants felt this day would give both Italian people and migrants the possibility to get to know more about each other. They perceived it as being interesting, useful and constructive. They felt the event was worthwhile as it gave people the chance to meet people different to them. Participants say they would all have attended if they had known about the event.

Music event – the Melting Tunnel

The perceived intent of the event was to create a situation and context where Italian people and migrants can have a good time together. Focus group participants thought the event would be amusing and convivial. All the younger participants (19-36 years) felt they would have attended this event had they known about it. Older participants were equally as positive about the event but less likely to say they would have attended.

5. The campaign in Had-Dingli

The campaign was run by Dingli Council. It aimed to develop inter-cultural dialogue and cross-cultural understanding. They also used it as a PR opportunity to market the town of Had-Dingli. The campaign focused around a Diversity Fair which was publicised in local and national press, on billboards, flyers and posters. They also published a multi-cultural recipe book and a children's colouring book.

(i) Quantitative research

Key to tables
xx Above average for the seven locations
xx Below average for the seven locations
 xx Same as average for the seven locations
 Base unless otherwise stated: 200 adults, aged 15+, in Had-Dingli, interviewed face-to-face between 2 December 2011 and 25 February 2012 ('Overall' base: 1,409 across seven EU towns or cities.)

(a) Unprompted recognition of the campaign

Unprompted recollection of the campaign in Had-Dingli was considerably higher than in any other SPARDA location, 71% recalling seeing or hearing something of the campaign. Over three quarters of those who recalled something about the campaign had seen posters or leaflets/flyers (79% and 77% respectively). A quarter of respondents who recalled the campaign identified its message as being the need 'To accept and respect people from different backgrounds' and a fifth identified 'To learn about different cultures including foods'.

Q5	Have you seen or heard anything about these issues in your town or city in the last three months (Had-Dingli base: 200)	Had-Dingli Yes 71%	Overall Yes 25%
Q6	Where did you see or hear about this? (Had-Dingli base: 141)	Poster: 79% Leaflet or flyer: 77%	
Q7	What messages do you think the information, campaigns, or event trying to tell you? (Had-Dingli: 141)	Accept and respect people from different backgrounds: 25% To learn about different cultures (incl. foods): 20% Cultural diversity is good for the city: 13%	

(b) Prompted recognition of the campaign

Respondents were shown an invitation to the Diversity Blend Festival, a letter sent to young people about the event, children’s drawing book and the food blend book. On being asked whether they recalled seeing or hearing specific elements of the campaign, many aspects were relatively well-recalled. Almost half Had-Dingli respondents had seen the recipe book (48%) and a third had seen the invitation letter to young people for the Festival (36%), the Diversity Blend Festival Event (32%) and an advertisement on local radio for the Festival (29%). The message which the highest proportion of respondents took from the materials was: ‘*To integrate well with people who are different from ourselves*’, which was identified by 24% of respondents (compared with a SPARDA average of 16%).

Q8	Please tell me whether or not you have seen and heard about these ways in which information has been shown in Had-Dingli. (Had-Dingli base: 200)	Yes			No	Heard or saw something similar
		Seen, heard, or attended	Heard about but not seen, heard or attended	Heard about but not seen, heard or attended		
		%	%	%	%	%
	Invitation to the Blend Festival	18	11	59	10	
	Invitation letter to young people for the Festival	36	11	42	8	
	Advertisement on local radio for the Festival	29	15	42	10	
	Diversity Blend Festival Event	32	17	35	12	
	Children’s drawing book	7	3	82	2	
	Recipe Book	48	7	33	11	

Q9	Thinking about the things you have just seen and heard about, what messages do you think they were trying to tell you? (Had-Dingli base: 200)	Top three	Had-Dingli %	Overall %
			To integrate well with people who are different from ourselves	
	Accept and respect people from different backgrounds		20	24
	To learn about different cultures (incl. foods)		19	12

(c) Further prompted view of the campaign

When briefed, fewer Had-Dingli respondents than the SPARDA average identified four of the five possible objectives tested. The one exception was the statement that ‘*It is important to be accepting of people from different backgrounds*’ which was identified by 77% of Had-Dingli respondents, compared with a SPARDA average of 62%.

Q10	And from this list of options, which do you think these things were trying to show you? (Had-Dingli base: 200)		Had-Dingli %	Overall %
	Diversity is good for the city		21	43
	Immigration is good for the economy		7	24
	Immigration makes a city a more interesting place to live		9	25
	Our city is diverse		3	41
	It is important to be accepting of people from different backgrounds		77	62

(d) Respondents' reactions to the campaign, information and events

Had-Dingli respondents were generally less positive on the materials or events they had been shown, compared to the SPARDA average. However, fewer identified the materials as 'boring' or 'confusing' than the SPARDA average (3% and 11% respectively compared with the average of 17% and 22%). Some 44% of Had-Dingli respondents liked the materials, slightly less than the SPARDA average of 49%.

Q11	Attitudes to the materials (Q11) (Had-Dingli base: 200)		Had-Dingli %	Overall %
	Here are a number of statements that you may use to describe the materials and/or events you have just been shown or told about. For each statement please state whether you personally agree or disagree with each.	Memorable	35	53
		Relevant to me	42	51
		Would show to friends	37	42
		Confusing (negative statement)	11	17
		Boring (negative statement)	3	22
		Make me feel differently	24	28

Q12	Liking of materials (Had-Dingli base: 200)		Had-Dingli %	Overall %
	Thinking of these materials and events overall, which of these phrases best describes your feelings about them?	Like	44	49

(ii) Qualitative findings

(a) Campaign awareness

There was a high level of unprompted recall of all the campaign materials in both focus groups. All respondents had unprompted recall of at least two campaign materials (Focus group 1, 6 participants: focus group 2, 5 participants). The recipe book, billboard and event were particularly well recalled. Newspaper and magazine articles and the children's colouring book were recalled by more participants once they were prompted.

(b) The campaign's message of awareness and respect was clear to participants

In the qualitative research, participants commonly thought that the overall objective of the campaign was to create awareness, inform respondents about different cultures, and promote tolerance and respect towards people different to themselves. Encouraging integration was seen as a secondary objective of the campaign.

In general, participants agreed that it was clear that the campaign was about diversity; however, the 'blend' concept was less clear and therefore given less attention.

"I understood that it was about diversity when I received the recipe book - the concept of 'blend' was not clear"

Participants generally did not feel that the message was strong enough to change people's attitudes towards migration and cultural diversity. Most participants mentioned that, just by attending an event like the 'Diversity Blend Fair' or by cooking different cuisines, they were not going to learn anything new about diversity and integration, which would change their current perceptions and beliefs.

"If the aim was to encourage people to be more open-minded I don't think that this was accomplished as the way the campaign was organised was not strong enough to change people's opinion"

Participants felt that the most effective messages would be those related to real personal experience, messages that are emotional.

(c) Not everyone thought this was the right place for the campaign

Generally the campaign was well-received. Most felt the event was a good marketing tool to promote the locality and encourage more Maltese and foreigners to visit the town. There was also a feeling of pride that their locality was going to host a big event and something which was different.

On the other hand, participants felt that it should have been advertised outside Dingli to draw a more diverse crowd, since the area has very few foreigners and different ethnic, cultural and religious groups.

Some felt that the campaign should have taken place in an area which was more affected by diversity.

'Organised with a very good initiative in mind, but it was not the right place for the campaign'

'I enjoy it when they organise events in Dingli. However, I think that hosting this event in Dingli was not appropriate'

Overall the participants thought that the tone of the campaign was appropriate. They felt the tone of the campaign was enjoyable, positive and friendly – which they agreed was right for the message it was delivering and to reach a wide audience. They also felt that the campaign had a serious tone – which they also felt was right. If anything, they felt the message was not strong enough.

(d) Campaign materials

'Food Blend'

The recipe book 'Food Blend' was the most liked and effective communication material. Participants felt it expanded their cooking knowledge and felt that it was important for the

objectives of the campaign as it encouraged people to experiment with different cuisines. Participants felt that the purpose of the recipe book and ethnic food stalls at the event was to learn about the traditional food of different countries and also to experience and 'try out' different cultures through food.

'You can try new recipes and experiment with different cuisines which we can adapt to our cuisine - recipes are also explained in great detail'

There were mixed views towards the quality of the recipe book. It was produced on glossy paper and some felt this quality made them more likely to take notice of it and not throw it away. Others felt the book could have been produced at less expense and from recycled paper.

Some participants felt that the objective of promoting diversity was not completely reached and that the event did not really contribute to their understanding of people from different backgrounds, mainly because the focus of the event was not entirely on ethnic cultures.

'The billboard advertised ethnic food stalls but at the event I did not see any ethnic food stalls - I would have preferred if there was a stall with Chinese, Indian or Arabic food, rather than just traditional Maltese food, beer, burger and chips etc. - the focus was more on something Mediterranean rather than ethnic'

There was also mixed reaction to the music selected for the event. Overall, participants agreed that the Maltese band 'Tribali', who play ethnic music were suitable for the event. However, they disagreed on whether Ira Losco, a Maltese singer, was suitable for the event. Whilst, some participants appreciated her wide appeal and ability to attract more people to the event, others argued that her style of music was not suitable in this context.

Overall, the participants agreed that there should have been more authentic ethnic music and food. Those participants who went to the event also felt that the food stalls should have been less expensive.

'It was a pity that even though there were different styles of food, it was expensive - only certain people were able to afford buying from different stalls'

'Prices were expensive and I did not like the way the paying system was set up - as you had to purchase tokens of five euros'

Participants also felt that there should have been more people from different ethnic groups at the event to share their personal story and experience.

'At the event there was a group of people of different skin colour who were amongst the crowd at the event but for example none of them were playing their traditional music'

Participants felt that the timing of the event (in December) was not appropriate, because of the bad weather and as it was during Christmas time where people usually have less

money to spend. They felt that the timing affected the turnout of visitors for the event. Others felt that main highlights of the event should have been organised on Sunday rather than Friday evening – as this would have been more suitable for families to attend.

Generally, participants were positive about the event with some feeling it should be held once a year and become associated with Dingli, while others said that the event should be held in different localities each year. These participants also felt that if the event should be repeated there should be more foreigners participating.

Communications advertising the event

A letter advertising the event, a billboard advertisement and television/radio adverts were used to market the event.

Participants had mixed feelings regarding the billboard, although all agreed that it was located in an eye catching place. Some participants felt the colours were eye catching and complemented the theme of ethnicity and diversity, while, others felt they should have been brighter and more eye catching. A number of participants felt the billboard had too many words and lacked focus. Some participants also criticised the fact the venue of the event was not named on the billboard. Others also added that the billboard was too distracting to look at while driving. On the other hand, the balloons were seen as a good concept to symbolise diversity, although, some participants felt that the message of diversity could have been clearer.

Most participants liked the letter as it was eye catching and the colour scheme was suitable for the campaign. Also, the fact that the letter was sent by the Mayor was seen as a personal touch and they appreciated that they received something different and not related to politics from the local council. Other participants enjoyed the fact that the letter was written in Maltese.

'Eye-catching because there is a photo of our young mayor and the colour scheme is attractive, layout was well planned.'

In general participants also liked the radio and TV adverts for the event, although, the majority of participants only commented about these when prompted. The general feeling was that the adverts could have been better used in order to reach a wider audience. For example, some participants mentioned that there should have been more promotion on TV especially on popular programmes or before the news.

One participant suggested that in order to make the radio advert more effective it could have been presented by a more popular radio presenter.

Colouring Book

In general, participants were least positive about the colouring book, mainly as it was for children and because they had not seen it. A few considered this material the most important as they felt it was trying to educate children which they felt was the most effective way to change perceptions towards diversity and integration.

Participants felt that if the colouring book had been distributed to every household (like the recipe book) it would have been more effective.

Again, the concept of the balloons was liked by most respondents, who felt that it had a clear and effective message of diversity for children.

'A good symbolic concept to create awareness in children, it enables children to understand the concept of being different'

'It is not just passing on the message of diversity but the sad face of the square balloon is also sending the message that excluding those who are different than you is hurtful'

6. The campaign in Coimbra

The campaign was run by the local municipality in co-operation with Coimbra University. The overall aim of the campaign was to show to the population of Coimbra that cultural diversity exists and that it adds value to the life of its inhabitants. Campaign activities included a photo exhibition, a cultural diversity event and a documentary film as well as associated adverts for these events.

(i) Quantitative research

Key to tables

xx Above average for the seven locations

xx Below average for the seven locations

xx Same as average for the seven locations

Base unless otherwise stated: 200 adults, aged 15+, in Coimbra, interviewed face-to-face between 2 December 2011 and 25 February 2012 ('Overall' base: 1,409 across seven EU towns or cities.)

(a) Unprompted recognition of the campaign

Unprompted recollection of the campaign in Coimbra was lower than the SPARDA average. Some 30 people from the 200 sample recalled seeing or hearing anything (15%). In view of the small base size it is not possible to draw unprompted conclusions from the messages observed by those who recalled the campaign.

Q5	Have you seen or heard anything about these issues in your town or city in the last three months (Coimbra base: 200)	Coimbra Yes 15%	Overall Yes 25%
Q6	Where did you see or hear about this? (Coimbra base: 30)	Poster: 10 people Newspaper/magazine article: 10 people Newspaper/magazine advert: 9 people Leaflet/flyer: 9 people	
Q7	What messages do you think the information, campaigns, or event trying to tell you? (Coimbra base: 30)	To learn about different cultures (incl. foods): 9 people Accept and respect people from different backgrounds: 8 people	

(b) Prompted recognition of the campaign

On being asked whether they recalled seeing or hearing specific elements of the campaign, none were recalled by more than 2% of Coimbra respondents, although one in seven respondents (14%) had heard of 'Cultural Diversity in the City' and one in ten (10%) of the 'Gentes to Coimbra' documentary. Thinking of the messages which the campaign was trying to impart, a third of respondents mentioned '*Learning about different cultures, including food*' (32%) and a quarter identified '*Integrating well with people who are different from themselves*' (24%) – in each case these factors were mentioned by a higher proportion of respondents in Coimbra than in the SPARDA towns and cities generally.

Q8	Please tell me whether or not you have seen and heard about these ways in which information has been shown in Coimbra. (Coimbra base: 200)	Yes	Heard	No	Heard or saw something similar
		Seen, heard, or attended	about but not seen, heard or attended		
		%	%	%	%
	Invitation for the Day of Cultural Diversity	2	8	86	4
	Invitation to take part in photo contest	2	8	86	4
	Cultural Diversity event in Coimbra	1	14	74	9
	Prize ceremony for the photo contest	1	5	90	3
	Photos from the photo contest	1	5	90	3
	Gentes de Coimbra (documentary)	2	10	84	3

Q9	Thinking about the things you have just seen and heard about, what messages do you think they were trying to tell you? (Coimbra base: 200)	Top three	Coimbra %	Overall %
			To learn about different cultures (incl. foods)	
	To integrate well with people who are different from ourselves		24	16
	Forthcoming event		16	5

(c) Further prompted view of the campaign

When briefed, Coimbra respondents were notably more positive than the SPARDA average about what they perceived the campaign was trying to achieve on each of the five counts tested. Over three quarters of respondents identified 'That our city is diverse' (82%), 'It is important to be accepting of people from different backgrounds' (78%) and 'Diversity is good for the city' (76%).

Q10	And from this list of options, which do you think these things were trying to show you? (Coimbra base: 200)	Coimbra %	Overall %
	Diversity is good for the city	76	43
	Immigration is good for the economy	43	24
	Immigration makes a city a more interesting place to live	36	25
	Our city is diverse	82	41
	It is important to be accepting of people from different backgrounds	78	62

(d) Respondents' reactions to the campaign, information and events

Coimbra respondents were generally more supportive about the materials or events they had been shown, compared to the SPARDA average. Around two thirds of Coimbra respondents found them to be memorable, relevant and something they would discuss with friends (66%, 63% and 70% respectively). However, a quarter of respondents also said that they were confusing and boring (26% and 28%), a higher proportion than in SPARDA generally. Some two thirds of respondents said they liked the materials or events overall (64%), much more than the SPARDA average of 49%.

Q11	Attitudes to the materials (Q11) (Coimbra base: 200)		Coimbra %	Overall %
	Here are a number of statements that you may use to describe the materials and/or events you have just been shown or told about. For each statement please state whether you personally agree or disagree with each.	Memorable	66	53
		Relevant to me	63	51
		Would show to friends	70	42
		Confusing (negative statement)	25	17
		Boring (negative statement)	26	22
		Make me feel differently	28	28

Q12	Liking of materials (Coimbra base: 200)		Coimbra %	Overall %
	Thinking of these materials and events overall, which of these phrases best describes your feelings about them?	Like	64	49

(ii) Qualitative findings

(a) Campaign awareness

All participants had **unprompted** awareness of the communication campaign as they had been recruited specifically because they attended the event. Two hundred and sixteen invitations were sent out for the event to councillors, university entities, respondents of the parishes "freguesias", migrant associations, students and the media. All the participants who attended received an email invitation, they were not aware the advertisement for the diversity event was shown in local press and that it was advertised to the public. They were all involved in the SPARDA project: some of them participated in the documentary, others in the Photo Contest and another two participants were part of the organisation.

This meant that almost all participants were very aware of diversity issues before the event because they worked with cultural associations and organisations either in, or in close proximity to, the city of Coimbra.

All of them attended the diversity event and there was access to the photos and the documentary at the event.

(b) Campaign messages

Participants identified the objective of the materials was to inform people about the event and the photo contest. One criticism was that the name “SPARDA” doesn’t send any specific message itself and for people who aren’t directly invited to the events, the communication materials wouldn’t probably create any desire to attend.

They all felt that the main objective was to look at the media in relation to diversity. They felt the campaign could be improved if further investments are made in campaigns, in the local and national media, in order to reach all different kinds of people, not just professionals as they thought it had done in this case.

(c) Campaign materials

All participants attended the event which they felt aimed to understand how the media portrays diversity. They felt the event was organised to share both the documentary and winning photos from the photo contest with the objective to generate awareness about diversity.

Some attended to receive the prizes of the competition, others to see the documentary which they took part in and others because they were the organisers.

They were generally supportive towards the concept of the event and felt it was useful to bring together different kinds of people and serve as a reminder that they share a goal – to have a united and diverse city. It gathered together people from varied professional backgrounds who work with different cultural groups to exchange ideas. However, this campaign didn’t reach the general population; it reached people who were already aware of diversity issues. That being said, all of the participants stress the need to further develop these types of campaigns and events.

They were most positive about the interactive parts of the event. The membership of the event sounds diverse, with people from different professional backgrounds and they found it interesting to hear people share their views.

They were least positive about the length of the event, feeling it was too short for all people who attended to share their views. They were also disappointed that the event was a “one off” and that there were no subsequent events organised for continuation.

“And the event was a waste in my opinion because no one else did anything, it didn’t have continuity...”

They felt it could have a specific space/ time in the agenda for participants to exchange opinions among their selves and have more events programmed and associated to the Diversity theme.

They felt the event should have been better publicised and communicated outside the people who attend the event. Almost everybody who attended the event was already sensitive to these issues.

Photo contest

The photo contest took place at the cultural diversity event. Three participants were very involved with the photo contest, with one sitting on the jury and two taking part in the contest. They felt the contest was a good way to generate awareness of diversity issues but the contest should have been advertised in local schools and universities.

Documentary

The documentary was also shown at the event. Participants felt the documentary presented a positive vision of diversity in the city of Coimbra and that Coimbra was a multicultural city. However, they felt it should have been more balanced, also showing the negative aspects of diversity and the problems that diversity can cause in local communities.

The advert for the Diversity Fair in the local press

They received the event advert via email and had not realised it was also placed in the local press. Their main criticism was that it didn't give any information about what SPARDA actually is so they felt if you did not have existing knowledge you would be less likely to attend the event. They felt there was too much emphasis on the name and logo SPARDA.

"I think knowing and having some practice with banners and posters for the launch, the person would read Sparda, not know what it is and put it in the trash."

They were also critical towards the layout and colours of the advert, feeling it was almost amateur, with lettering that was too small and it doesn't seem to focus on the main objective – Diversity.

"It visually highlights the logo, but this ad is sloppy, unbalanced, without contrast and I can give here my aesthetic criticism."

The advert for the photo contest in the local press

As with the advert for the diversity fair, participants received this advert via email and were not aware it was placed in the local press.

They felt the advert was not really publicising the event, it more outlined the rules of the competition for participants. They were complementary towards the colour and structure but were so because they thought it was suitable for communicating the rules of the competition, not for advertising an event as it does not draw people's attention.

7. The campaign in Valencia and Pactem Nord

In Valencia and the area of Pactem Nord, the campaign was prepared and implemented by the PACTEM Nord Consortium – a local institution. The main objective of the PACTEM Nord Campaign was to raise awareness of the value of diversity, promoting the concept of diversity across society in general, and conveying the message that a pluralistic society will not only be richer in talents but will also have a greater chance of social and economic development. The campaign sought to connect people through diversity celebration activities and to "attract" a wider audience that usually have no contact with migrant communities. The campaign included an awards ceremony (November 2011) and a Cultural Diversity Fair (December 2011).

(i) Quantitative research

Key to tables

xx Above average for the seven locations

xx Below average for the seven locations

xx Same as average for the seven locations

Base unless otherwise stated: 201 adults, aged 15+, in Valencia/PN, interviewed face-to-face between 2 December 2011 and 25 February 2012 ('Overall' base: 1,409 across seven EU towns or cities.)

(a) Unprompted recognition of the campaign

Unprompted recollection of the campaign in Valencia/PN was considerably lower than most other SPARDA cities. Just 16 people from the 200 sample recalled seeing or hearing anything (8%). This is likely due to the large area covered in the campaign and the small sample size used in the survey, as well as by the campaign himself. In view of the small base size it is not possible to draw unprompted conclusions from the messages observed by those who recalled the campaign.

Q5	Have you seen or heard anything about these issues in your town or city in the last three months (Valencia/PN base: 201)	Valencia/PN Yes 8%	Overall Yes 25%
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Q6	Where did you see or hear about this? (Valencia/PN base: 16)	TV advertisement: 9 people Radio programme: 2 people Newspaper/magazine advert: 2 people
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Q7	What messages do you think the information, campaigns, or event trying to tell you? (Valencia/PN base: 16)	To integrate well with people who are different from ourselves: 5 people Discrimination and racism are unacceptable: 4 people To accept and respect people from different backgrounds: 3 people
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(b) Prompted recognition of the campaign

Participants were shown a poster advertising the event, an example of an advert placed in the local media (El Periodico), an example advert on a website and the programme for the event. On being asked whether they recalled seeing or hearing specific elements of the campaign, none were recalled by more than 3% of Valencia/PN respondents and very few had heard about them or something similar. At least nineteen in twenty respondents (between 94% and 98%) had not heard of them. Thinking of the

messages which the campaign was trying to impart, one in six respondents identified that they were advertising a forthcoming event or that 'We should live in unity'.

Q8	Please tell me whether or not you have seen and heard about these ways in which information has been shown in Valencia/PN. (Valencia/PN base: 201)	Yes			Heard or saw something similar
		Seen, heard, or attended	Heard about but not seen, heard or attended	No	
		%	%	%	%
	Poster advertising the Diversity Fair	3	1	94	1
	Advertisements in the local media	1	1	98	0
	Advertisements on websites	3	1	96	0
	Advertisements on social networking sites	2	0	97	*
	Radio advertisement for the Diversity Fair	1	1	97	1
	TV advertisement for the Diversity Fair	0	*	98	1
	Diversity Fair	2	0	98	0
	The programme for the Diversity Fair	2	0	98	0

Q9	Thinking about the things you have just seen and heard about, what messages do you think they were trying to tell you? (Valencia/PN base: 201)	Top three	Valencia/PN %	Overall %
			Forthcoming event	
	We should live in unity		16	6
	To integrate well with people who are different from ourselves		14	16

(c) Further prompted views of the campaign

When briefed, Valencia/PN respondents were notably less positive than the SPARDA average about what they perceived the campaign was trying to achieve on each of the five counts tested. Although over half identified 'It is important to be accepting of people from different backgrounds' (57% compared with the SPARDA average of 62%), no more than one in five identified any of the other potential messages tested.

Q10	And from this list of options, which do you think these things were trying to show you? (Valencia/PN base: 201)	Valencia/PN %	Overall %
	Diversity is good for the city	18	43
	Immigration is good for the economy	11	24
	Immigration makes a city a more interesting place to live	11	25
	Our city is diverse	19	41
	It is important to be accepting of people from different backgrounds	57	62

(d) Respondents' reactions to the campaign, information and events

Three quarters of Valencia/PN respondents found the materials 'memorable' once they had been shown them. On the other attributes tested, Valencia/PN's responses were fairly close to those found in SPARDA generally. Around two fifths of respondents said they liked the materials or events overall (42%), rather less than the SPARDA average of 49%.

Q11	Attitudes to the materials (Q11) (Valencia/PN base: 201)		Valencia/PN %	Overall %
	Here are a number of statements that you may use to describe the materials and/or events you have just been shown or told about. For each statement please state whether you personally agree or disagree with each.	Memorable	73	53
		Relevant to me	41	51
		Would show to friends	28	42
		Confusing (negative statement)	17	17
		Boring (negative statement)	17	22
		Make me feel differently	5	28

Q12	Liking of materials (Valencia/PN base: 201)		Valencia/PN %	Overall %
	Thinking of these materials and events overall, which of these phrases best describes your feelings about them?	Like	42	49

(ii) Qualitative findings

(a) Campaign awareness

No participants had **unprompted** awareness of the communication campaigns in Valencia and Pactem Nord.

All participants did have **prompted** awareness of the communication campaigns. Three out of 9 participants recognised the poster advertising the diversity fair, outside the city's community centre, at the Faculty (University of Valencia) and outside the Town hall. Despite not listening to the radio at home, 3 out of 9 participants had heard the radio advertisement about the event. They think they might have heard it somewhere else, for example, in a café or bar. Three out of 9 respondents had attended the Diversity Fair. Therefore in total, 9 participants had prompted awareness of the campaign.

Participants had no prompted awareness of adverts in the local media including El Periodico de Aqui; the television advertisement for the Diversity Fair (shown on Television Municipal de Valencia); adverts on websites including Horta Noticias, Ajuntament Foios, Comunitat Valenciana and Mac Meliana Feria or the adverts on social networking sites (such as Facebook).

The main reason people gave for the lack of awareness with these adverts was that they were not familiar with the media used. They felt the advert on television should have been placed on another channel, as they felt there were at least two channels more popular with the Community of Valencia. They also felt the advert placed in El Periodico de Aqui could have been placed in a more popular newspaper.

They perceived the websites as institutional and felt they would only be seen or checked on a regular basis by employees or people that had direct contact with these institutions. Internet usage was also low in the group and only the younger participants used the internet. This also meant that there was a low awareness of social networking websites such as Facebook.

b) Campaign messages

Participants were generally supportive of the concept of the diversity fair. Participants thought the objective of the Diversity Fair was to bring people of different cultures closer together. They expected the event to showcase food, the customs and culture of different countries.

"I thought it was good to bring other cultures closer to people with the traditional clothes, dolls, etc."

"The purpose of this is to bring other cultures closer to people."

"An encounter of cultures - The Cultures and Diversity fair - about food, the customs, the culture and all that."

Some participants found the message behind the Diversity Fair confusing as several organisations were mentioned in the event advertisements and they were unsure of the meaning of the word "cross sector."

"The objective is to promote the different cultures. It is not clear because it's mentioning the women's associations, trade fair, cross sector... I don't know, there is too much information and at the end of the day no one knows what the fair is all about."

"Where was the program? They should have put some posters up with the program of the diversity fair because if you are interested in the program you will go."

The same images were used for all communication materials advertising the Diversity Fair. Participants generally liked the hands shown in the adverts, and the colours used. However, they felt the hands were only given meaning after you had read the rest of the information on the materials.

"You realise what the drawing of the hands mean when you read the message, but you need to read first, and it should be the other way around, that through the image you have an interest in reading."

They also felt some of the wording should be changed to make the message clearer. Instead of the word cross sector, it should be diversity and cultures.

"The font should be bigger in the most important words. Here the biggest word is cross sector and it should be diversity and cultures."

The group believed that the message should be about diversity and culture and not about other issues. They explained that it had to be thought to educate the citizen by means of a powerful message and that it should contain and describe the specific activities and the program of the Diversity Fair.

"The hands should be bigger and flags of the different countries should appear in the background with a bit of every culture."

"We did not like the fact that, no specific cultures were mentioned in the banner, and that the text of the advert does not focus on the cultures but on trade."

"They should be able to immerse you in the cultures through the communications themselves."

As mentioned previously, there was confusion around the wording used in the adverts. The word "cross sector" was mentioned alongside the words "diversity", "cultures", "trade and women's association" caused a great deal of confusion. Participants agreed that it was difficult to know what the event was about. They also explained that, the word cross sector in a bigger font and trade, conflicted with the words, social diversity and cultures.

"It is not a good thing to mix the word trade with diversity and cultures, all in the same headline."

Only the younger participants thought that it was applicable or useful to use social networking sites such as Facebook or Twitter but they felt that it was very important to get through to them. They also pointed out and saw the benefit in that it was cost free.

(c) Campaign materials

Generally, the concept of diversity fair was well received. Participants thought that the objective was to bring people from different cultures closer together.

As stated previously, 3 out of 9 participants attended the event. In one case the participants heard about it by word of mouth. Another woman was asked to help out at a stall by someone and a man came across the fair while in the street.

Participants who attended the event generally thought it was good entertainment,

"What I liked the most, was the colourfulness. It was like the hand (in the advertising poster) with all the colours, the stalls were also in different colours."

They were most favourable towards seeing people who hand crafted objects, watching people from Perú, México and other countries perform and dance, typical food dishes and costumes.

However, one criticism was that too much emphasis was placed on selling products,

"At the entrance, everything was about selling, after that, there were associations and then, everything else was selling, there was a stall to sell sweets, another one to sell clothes, furniture."

Towards the end of the discussion they were still referring to the Diversity Fair as the Trade Fair. This reflects that, trade, was the perceived objective of the event and so a recommendation from the participants would be to focus more on diversity, education and culture. Participants agreed that there was usually a degree of cynicism attached to events and fairs as they were used as an excuse or pretext to sell things to people.

No one agreed to having consciously learnt anything from the event. They found that it was, most of all, entertaining. However, they did pay attention to people who hand

crafted objects, pieces of clothing, people performing and dancing from Perú and México, different foods and traditional dolls.

The poster, adverts in the local press and on websites

The event advertisements were also generally well received. Participants like the hands included in the adverts. It was the colours in the poster and, the appearance of having been drawn by a child that first attracted their attention to it. The hands were interpreted as, two friends saying hello to each other or two people, where one of them, has the colours and is therefore integrated in society, and the other who is lacking some of the colours, is still trying to get fully integrated.

The colourful hand. It got my attention because I thought the colours were cool. The small hand got me interested."

They felt the adverts looked fun and cheery. This was perceived as the correct tone for the adverts as they were advertising a Diversity Fair.

Despite the fact participants liked the image and thought it was colourful and quite lively, they did not feel it carried a powerful enough message on its own, as discussed previously. They also found the wording used in the adverts confusing. They felt it should have avoided the confusion provoked by mixing in the headline words full of content, such as cross sector, diversity, cultures, trade and women's associations.

Also, it was suggested that both the fonts of the text and the drawings took more of the white space in all the adverts. A bigger font should be used to highlight the most important part of the text.

There were mixed reactions to the logos used in the adverts, some felt they should be larger as they wanted to know who was responsible for the event, others thought if the logos were larger this would overcrowd the advert.

The other criticism of the adverts centred around their distribution. For the poster, people felt it could have been improved by placing it all over the city in multiple places and as discussed previously, they felt that the local media used could have been placed in more popular publications.

The younger participants felt the website adverts could have been placed on more popular sites.

"They (the organisers) should pick websites that are known to the public not those that are unknown. For example, social networking sites or media that is better known. It might be that the other one's are more expensive but if we don't look at these ones."

Another website could be the "University of Valencia" and the online versions of the Valencian newspapers of "Las Provincias" and "Levante", that are newspapers with a stronger presence, more important."

Radio and Television adverts

Participants were generally critical towards the radio and television adverts. They felt they were too short and contained too much information.

"You can remember what is said in the advert (TV) only when you watch it two or three times. Once is just not enough."

"The (TV) advert makes you feel a little dizzy because it has too many images passing too quickly. We are all paying attention now but, if at home, you would not notice it."

People also felt the event came across very much as a trade event from these adverts, a place where you go to buy and sell rather than learn.

"The advert informs of what the event is going to be about but does not manage to help you retain the right information. Because is centered in the cross sector and economy aspects. The message that you take from it is that there is going to be selling and buying not that you are going there to learn."

"They just want you to go there."

They were critical towards the images used in the television advert. The group found that it was lacking some images as it was only based on the static images of the poster. They did not think that it was attractive enough to be remembered. Participants could identify that it was advertising a Fair in Paterna but it was difficult to retain the place and the dates when it was taking place.

Participants also felt the television advert was placed on a channel which was not popular enough. They mentioned two other channels for the Community of Valencia (Canal 9, Punt 2), that they believed are watched by a greater number of viewers and presented more interesting content.

4. Conclusion

In general, there has been a slight positive shift in attitudes towards migrants and cultural diversity. There has been some increase in friendliness over the last year, it is now higher towards new neighbours in four of the eight ethnic groups tested across the seven locations. Also, overall, fewer respondents report tension on both counts than was found in the 2011 research – from one in four respondents who perceived religious tensions last year and from a third of respondents who perceived tensions between ethnic groups (from 24% down to 19% in relation to religious tension; from 31% down to 24% about tension between ethnic groups).

Respondents have a mixed view of the benefits of immigration and in some cases are quite sceptical. Presented with six attitudinal statements on some potential benefits of immigration, on balance, respondents are critical of the impact of immigration, these findings are in line with those from the 2011 surveys. However, on two measures respondents views have become more positive with more respondents feeling immigration in their area makes them more accepting of people with a background different to theirs (32% in 2011 to 36% in 2012) and immigrants make their country a more interesting place to live (26% in 2011 to 33% in 2012). This mixed view towards the benefits of immigration show the importance of providing the public with more information on the diversity advantage including the real costs and benefits of immigration and diversity.

Variations according to ethnic group and by locality

Most respondents in the seven towns and cities would feel friendly towards someone moving in next door, regardless of their ethnic background, with one exception, Gypsies/Roma people towards whom just two in fives respondents would be friendly if they were to move in as new neighbours. There are also city variations, in line with the findings from the 2011 surveys, with respondents in Patras and Limassol being less likely to be friendly towards neighbours regardless of their ethnic background.

There are also differences between the views held by respondents of the 7 SPARDA towns and cities in relation to realising the diversity advantage. For example, there is a much higher level of belief that jobs and infrastructure are disadvantaged in Limassol and Patras, than in Had-Dingli (where very few express negative views on these matters) and Lyon.

As public perceptions differ by locality, it is important to measure public perception before designing local communication strategies.

Certain groups are less likely to be positive towards migrants and realise the diversity advantage

In general, those with lower levels of education are the most critical in their views towards migrant and cultural diversity as well as realising the diversity advantage.

Interestingly, both ethnic and religious tension is perceived greater by respondents from non-white ethnic groups and respondents with high levels of contact with people of different backgrounds, as well as those with lower levels of education.

Cities should consider whether it is appropriate to target these groups to improve attitudes towards migrants and cultural diversity and decrease tension.

Best practice guidance for designing locally targeted communication campaigns

As each city and its respondents face different migration issues, it is impossible to formulate best practice guidance which has a one size fits all approach. However, there are some clear findings from this research regarding respondents' opinions and preferences towards these campaigns. These can be used to formulate some suggested broad guidance for European cities which want to develop future communication campaigns targeting the issue of migrants and cultural diversity.

Best practice guidance 1: Having a clear and focussed campaign message people can understand

- The campaign slogan should depict the message in some way. For example, the Patras leaflet – Patras through our own eyes – seems to have been easily understood by respondents as they had a good idea of the intention of the leaflet, from the slogan and images. In comparison, participants in cities which used SPARDA as a campaign message tended to find the communications harder to understand.
- Campaign messages should also be focussed so they are easy for people to understand. Having a broad message such as “Diversity is good” may confuse people if they are not clear about what is specifically meant by the word “diversity”? Who is delivering the message? And what they are being asked to do?
- In the case of events, it needs to be clear to people that an event is going to take place and when. However, the message behind the event also needs to be clear otherwise people may not be interested in attending. When advertising an event it may be worthwhile including the programme of the event or the main highlights on posters or leaflets to help support the campaign message.

Best practice guidance 2: Designing suitable campaign materials

- Posters and leaflets are the most recalled campaign media overall, but clearly this reflects the nature of the campaigns in each area.
- The colours, images used and content of the material are all of the utmost importance in helping to effectively deliver campaign messages.
- It is important to use images alongside the slogan that help to explain the message. It is also important to use colours and create a tone which supports the message; otherwise it can reduce the impact of the message. For example, in the Patras leaflet advertising the event, the colours were perceived by some as being dull and the image confusing, which affected their perception of the event.

- The wording in the material needs to support the slogan and should be simple. For example, in Valencia, participants were confused by the words, “trade” and “cross sector” in the material as they felt they gave out a different message to the words “diversity” and “cultures”.
- Logos of the organisations supporting the events can be helpful to support the campaign message. However, it is important these do not overshadow the overall message and tone of the material. For example, some of the campaign material advertising the event in Limassol was perceived as being too formal which can put people off attending. In Lyon, the ISCPA logo was perceived as overshadowing the campaign message.

Best practice guidance 3: Carefully consider the target group and area

- Despite the fact all campaigns targeted the general public; it appears some of them mainly attracted the attention of people already aware of the advantages of diversity.
- The quantitative study shows that people with a lower education level are least likely to know about the diversity advantage so it may be worthwhile targeting some events specifically at these groups.
- Respondents in several cities mentioned the perceived importance of targeting children and young people in campaigns as they felt this was the best way to change attitudes towards migrants and cultural diversity. They felt by targeting this group it was also possible they may communicate the message to their parents.
- Careful attention should be paid to suitable distribution of campaign materials. In many cities, the reach of the campaign appears to be limited.
- Should campaigns be targeted at areas where there is a diverse community or tensions between people of different ethnic or religious groups? Participants in Had-Dingli were very positive about the campaign and felt it should become a regular event however, they queried whether it would have a high impact as the town has little diversity. They felt the reach of the campaign should have been wider.
- For cities with severe migration policy issues, such as Patras, participants felt targeted communication campaigns would currently make little difference without an agreed EU migration plan having been implemented.

Best practice guidance 4: Events

- Events were generally well received by participants. They seemed to favour lively, sociable events to learn about migrants and cultural diversity. Campaign materials for events should reflect the tone of the event and also look fun and interesting.
- Interactive events were viewed most favourably. Food fairs were especially popular where people felt they could learn about food from other countries, as

well as events where people could hear interesting stories from migrants and get to meet people different to them. Music events were also popular, where people could learn about music from other countries: a relaxed and fun atmosphere.

- Events such as book readings and presentations were less popular.
- Events should involve stalls and activities which are affordable or of no cost to the attendee. In a few cities, participants felt that the fair was more about trade and items were too expensive, which detracted from the main message behind the event.

In conclusion, findings from the study provide some positive indicators in terms of messages which respondents have drawn from the campaigns. Two-thirds of respondents in the quantitative survey identifying that campaigns sought to engender the message that “it is important to be accepting of people from different backgrounds.” The different approaches used in each area mean lessons can be learnt from respondents’ reactions to the campaigns and these can be used to inform best practice guidance. However, the experiences of the project managers in each SPARDA locality and of Intercultural Cities in general, will prove to be of equal importance when formalising best practice guidance in implementing targeted communication campaigns in cities across Europe.

Annexes

Annex 1: Wave one questionnaire

Good morning/afternoon/evening. My name isfrom the Ipsos Social Research Institute, an independent research organisation. We are carrying out research for the Council of Europe and the European Commission. The research will help the Council of Europe understand more about people's attitudes towards those who are different from themselves.

We want to hear from people in several countries in Europe about their views. By taking part you will be helping with a very important study. The interview should take around 15 minutes to complete.

I would like to assure you that all the information we collect will be kept in the strictest confidence and use for research purposes only. It will not be possible to identify any particular individual or address in the results.

IF RESPONDENTS ASK WHAT THE DATA WILL BE USED FOR: The answers to the question will be used to help target communication campaigns in diversity.

0. Screening question

Q0. How long have you lived in *[the town/city]*?

READ OUT - ONE ANSWER ONLY

Less than 1 year ago	1
1 year to less than 5 years	2
5 years to less than 10 years	3
More than 10 years	4
Don't know (DO NOT READ OUT)	8
No Answer (DO NOT READ OUT)	9

-> CLOSE INTERVIEW

-> CONTINUE WITH INTERVIEW

-> CONTINUE WITH INTERVIEW

-> CONTINUE WITH INTERVIEW

-> CLOSE INTERVIEW

-> CLOSE INTERVIEW

I. Opportunities for encounters with difference

Please be as open as possible with your answers. We are interested in your OWN personal views and experiences – not what you think we WANT to hear, or you OUGHT to say, just your OWN view. There are no right or wrong answers.

(ON NEW SCREEN:) To begin with, I would like to ask some questions about how often you come into contact with people who are different from yourself, starting with the people living in your neighbourhood.

So, for the next 2 questions, we want you to think of your neighbourhood, that is, a few streets around where you live.

ASK ALL

Q1. In your neighbourhood, roughly what proportion of the people are...?

READ OUT EACH STATEMENT A-D - RANDOMISE STATEMENTS - ONE ANSWER ONLY PER STATEMENT A-D – SHOWCARD WITH SCALE

It's just your best guess we want – don't worry if you are not sure.

INTERVIEWER, READ IF NECESSARY: By neighbourhood I mean a few streets around where you live.

		All or almost all	More than a half	About a half	Less than a half	None or almost none	Don't know	No Answer
A.	Of a different ethnic background than you	1	2	3	4	5	8	9
B.	Of a different religion to you	1	2	3	4	5	8	9
C.	Not born in <i>[the host country]</i>	1	2	3	4	5	8	9
D.	Do not speak [the official language of the <i>[host country]</i>	1	2	3	4	5	8	9

ASK ALL

Q2. Are you currently in paid employment? This includes all employment: full-time and part-time, permanent and temporary jobs.

READ OUT - ONE ANSWER ONLY

Yes	1
No	2
Don't know (DO NOT READ OUT)	8
No Answer (DO NOT READ OUT)	9

-> GO TO Q3

-> GO TO Q5

-> GO TO Q5

-> GO TO Q5

IF YES (CODE 1) AT Q2, OTHERS GO TO Q5
 The next questions are about the people you work with.

Q3. Thinking about your work colleagues, roughly what proportion of your work colleagues...?

READ OUT STATEMENTS A-D - RANDOMISE STATEMENTS - ONE ANSWER ONLY PER STATEMENT A-D – SHOWCARD WITH SCALE

		All or almost all	More than a half	About a half	Less than a half	None or almost none	Not Applicable – does not have work colleagues (Spontaneous)	Don't know	No Answer
A.	Of a different ethnic background than you	1	2	3	4	5	6	8	9
B.	Of a different religion to you	1	2	3	4	5	6	8	9
C.	Not born in <i>[the host country]</i>	1	2	3	4	5	6	8	9
D.	Do not speak <i>[the official language of the host country]</i>	1	2	3	4	5	6	8	9

Question 4 removed

READ TO ALL

I'd now like to ask about something different.

ASK ALL

Q5. Thinking about any trips you have made outside [*the host country*], including trips for leisure and business, approximately how many times IN THE LAST TWO YEARS have you travelled to another country?

INTERVIEWER: IF RESPONDENT IS UNSURE, PLEASE ASK THEM TO GIVE AN APPROXIMATE NUMBER.

READ OUT - ONE ANSWER ONLY

More than 10 times	1
Between 5 and 9 times	2
Less than 5 times	3
Never	4
Don't know (DO NOT READ OUT)	8
No Answer (DO NOT READ OUT)	9

ASK ALL

Q6. Have you ever lived in another country from [*the host country*] for a period of 6 months or more?

READ OUT - ONE ANSWER ONLY

Yes	1
No	2
Don't know (DO NOT READ OUT)	8
No Answer (DO NOT READ OUT)	9

ASK ALL

Q7. We'd like to know about the people you come into contact with in your day-to-day life. By coming into contact, we mean talking to people or doing something together not just happening to be in the same place and passing each other by.

In your day-to-day life, where, if at all, do you USUALLY come into contact with people who have the following backgrounds? Please tell me all that apply.

People who...? PROMPT: Where else?

READ OUT STATEMENTS A-D - RANDOMISE STATEMENTS – SEVERAL ANSWERS POSSIBLE PER STATEMENT A-D – SHOWCARD WITH PLACES

- | | |
|--|--|
| <ul style="list-style-type: none"> 1. In your local public spaces (e.g. local streets, local park) 2. In local facilities(e.g. shops, doctor surgery, library) 3. On local public transport 4. Online chat room/social networking sites 5. At your work, school or college 6. At a group, club or organisation you belong to (e.g. sports/social club or voluntary organisation) 7. At your child's crèche, nursery or school | <ul style="list-style-type: none"> 8. At a place of worship or other religious meeting place 9. At a local café or restaurant 10. At a local bar, pub or club 11. Somewhere else 12. Nowhere – I never come into contact with people from this background |
|--|--|

		1. Local public spaces	2. Local facilities	3. Local public transport	4. Online	5. Work, school, ...	6. Group, club, ...	7. Child's crèche, ...	8. Place of worship, ...	9. Local café, ...	10. Local bar; pub, ...	11. Somewhere else	12. Now here	98. Don't know	99. No Answer
A.	Of a different ethnic background than you	1	2	3	4	5	6	7	8	9	10	11	12	98	99
B.	Of a different religion to you	1	2	3	4	5	6	7	8	9	10	11	12	98	99
C.	Not born in <i>[the host country]</i>	1	2	3	4	5	6	7	8	9	10	11	12	98	99
D.	Do not speak <i>[the official language of [the host country]</i>	1	2	3	4	5	6	7	8	9	10	11	12	98	99

II. Attitudes towards migrants and other groups of people

Q8. Which of the following people would you consider to be a 'migrant' in *[the host country]*?

READ OUT - SEVERAL ANSWERS POSSIBLE - SHOWCARD

A person escaping war or persecution in another country and seeking protection in <i>[the host country]</i>	1
A person not born in <i>[the host country]</i> who has come to earn a living	2
An academic who was not born in <i>[the host country]</i> but has come to work in a university in <i>[the host country]</i>	3
A person born in another country but now living permanently in <i>[the host country]</i> with a <i>[host country]</i> passport	4
A person born in <i>[the host country]</i> but their parent(s) were born in another country	5
Don't know (DO NOT READ OUT)	8
No Answer (DO NOT READ OUT)	9

IF "1 YEAR TO LESS THAN 5 YEARS" (CODE 2) AT Q0 (SCREENING QUESTION), PROMPT Q9A, OTHERS (CODE 3 & 4 AT Q0) PROMPT Q9b

Q9a. In your opinion, since you started living in *[the town/city]* has the amount of migrants ...?

Q9b. Over the last 5 years, in your opinion has the amount of migrants in *[the town/city]*....?

READ OUT - ONE ANSWER ONLY

Increased a lot	1
Increased a little	2
Stayed the same	3
Decreased a little	4
Decreased a lot	5
Don't know (DO NOT READ OUT)	8
No Answer (DO NOT READ OUT)	9

Q10. How do you personally feel towards the *[increase in the number of migrants/the fact the number of migrants has remained the same/the decrease in the number of migrants mentioned at Q9]* in *[the town/city]*?

READ OUT – ONE ANSWER ONLY

Very positive	1
Fairly positive	2
Neither positive or negative	3
Fairly negative	4
Very negative	5
Don't know (DO NOT READ OUT)	8
No Answer (DO NOT READ OUT)	9

Q11. Thinking about the people who live in your neighbourhood, to what extent do you agree or disagree that they share the same view towards the *[increase in the number of migrants/the fact the number of migrants has remained the same/the decrease in the number of migrants mentioned at Q9]* in *[the town/city]*?

SHOWCARD - ONE ANSWER ONLY

Definitely agree they share the same view	1
Tend to agree they share the same view	2
Tend to disagree they share the same view	3
Definitely disagree they share the same view	4
Don't know (DO NOT READ OUT)	8
No Answer (DO NOT READ OUT)	9

In the next set of questions, we are interested in your attitudes towards other groups of people. Please be as open as possible. There are no right or wrong answers – it is YOUR opinion that we want.

ASK ALL

Q12. People have different views on different people. For the next few questions, I would like to know how you feel about a number of groups. Please rate how YOU feel about them on a thermometer that runs from zero to a hundred degrees.

The higher the number, the WARMER or more favourable you feel about that group.
 The lower the number, the COLDER or less favourable you feel about that group.

How do you feel about...?

READ OUT EACH GROUP A-H – RANDOMISE GROUPS – WRITE DOWN SCORE FOR EACH GROUP – SHOWCARD WITH THERMOMETER

	0-100	DK	NO ANSWER
A. Muslim people		998	999
B. Black people		998	999
C. Asylum seekers (An asylum seeker is someone who has made an application for asylum. They have left their country and feel unable to go back as they fear persecution there because of their background or beliefs. They do not feel able to rely on their own government for protection.)		998	999
D. Jewish people		998	999
E. Gypsies/Roma		998	999
F. Economic migrants (people who have left their home country to seek work in another country)		998	999
G. Illegal migrants		998	999
H. White people		998	999

ASK Q13 FOR ANY STATEMENT THAT SCORED BELOW 50 AT Q12

Q13. I'd like to ask you about those you are COLDER towards. So, thinking about [STATEMENT FROM Q12 SCORING LESS THAN 50], have you ever done any of the following to people from that group because they are [GROUP]? Please just tell me all that applies

READ OUT EACH GROUP MENTIONED AT Q12 AND THAT SCORE LOWER THAN 50 – SEVERAL ANSWERS POSSIBLE PER GROUP – SHOWCARD WITH SCALE

	Avoided them	Said something negative to them	Given them a dirty look	Made a physical gesture towards or at them (e.g. pushing, blocking them)	Something else	None of the above	Don't Know	No Answer
A. Muslim people	1	2	3	4	5	6	8	9
B. Black people	1	2	3	4	5	6	8	9
C. Asylum seekers (An asylum seeker is someone who has made an application for asylum. They have left their country and feel unable to go back as they fear persecution there because of their background or beliefs. They do not feel able to rely on their own government for protection.)	1	2	3	4	5	6	8	9
D. Jewish people	1	2	3	4	5	6	8	9
E. Gypsies/Roma	1	2	3	4	5	6	8	9
F. Economic migrants (people who have left their home country to seek work in another country)	1	2	3	4	5	6	8	9
G. Illegal migrants	1	2	3	4	5	6	8	9
H. White people	1	2	3	4	5	6	8	9

Question 14 removed

ASK ALL

Q15. If the following people moved next door to you, to what extent, if at all, would you be friendly or not to towards them? Please ONLY read out what applies to your answer.

READ OUT EACH GROUP A-H – RANDOMISE GROUPS – ONE ANSWER ONLY PER GROUP – SHOWCARD WITH SCALE

	Very friendly	A little friendly	Not very friendly	Not at all friendly	Don't Know	No Answer
A. Muslim people	1	2	3	4	8	9
B. Black people	1	2	3	4	8	9
C. Asylum seekers (An asylum seeker is someone who has made an application for asylum. They have left their country and feel unable to go back as they fear persecution there because of their background or beliefs. They do not feel able to rely on their own government for protection.)	1	2	3	4	8	9
D. Jewish people	1	2	3	4	8	9
E. Gypsies/Roma	1	2	3	4	8	9
F. Economic migrants (people who have left their home country to seek work in another country)	1	2	3	4	8	9
G. Illegal migrants	1	2	3	4	8	9
H. White people	1	2	3	4	8	9

III. Social cohesion and integration

I'd like to ask you about your local area or neighbourhood. By that, I mean the area within 15-20 minutes walking distance of your home.

ASK ALL

Q16. To what extent do you agree or disagree that this local area is a place where people from different ethnic and religious backgrounds get on well together?

READ OUT – ONE ANSWER ONLY

Definitely agree	1
Tend to agree	2
Tend to disagree	3
Definitely disagree	4
Too few people in local area (DO NOT READ OUT)	5
All same backgrounds (DO NOT READ OUT)	6
Don't know (DO NOT READ OUT)	8
No Answer (DO NOT READ OUT)	9

ASK ALL

Q17. Thinking about all the people who live in your neighbourhood, to what extent do you agree or disagree with each of these statements.

READ OUT STATEMENTS A-C - ONE ANSWER ONLY PER STATEMENT – SHOWCARD WITH SCALE

		Definitely agree	Tend to agree	Tend to disagree	Definitely disagree	Don't know	No Answer
A.	People in this neighbourhood are willing to help their neighbours.	1	2	3	4	8	9
B.	This is a close-knit neighbourhood.	1	2	3	4	8	9
C.	People in this neighbourhood DO NOT share the same values.	1	2	3	4	8	9

ASK ALL

Q18. Would you say that....

READ OUT – ONE ANSWER ONLY

many of the people in your neighbourhood can be trusted	1
some can be trusted	2
a few can be trusted	3
or that none of the people in your neighbourhood can be trusted	4
Just moved here (DO NOT READ OUT)	5
Depends (DO NOT READ OUT)	6
Don't know (DO NOT READ OUT)	8
No Answer (DO NOT READ OUT)	9

ASK ALL

Q19. Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?

READ OUT – ONE ANSWER ONLY

Most people can be trusted	1
You can't be too careful	2
Depends (DO NOT READ OUT)	3
Don't know/No opinion (DO NOT READ OUT)	8
No Answer (DO NOT READ OUT)	9

ASK ALL

Q20. In all countries, there sometimes exists tension between social groups. In YOUR opinion, how much tension is there between each of the following groups in YOUR neighbourhood?

READ OUT STATEMENTS A & B AND SCALE- ONE ANSWER ONLY PER STATEMENT

		A lot of tension	Some tension	No tension	Doesn't apply to my neighbourhood (SPONTANEOUS)	Don't know	No Answer
A.	Different religious groups	1	2	3	4	8	9
B.	Different ethnic groups	1	2	3	4	8	9

IV. The diversity advantage

ASK ALL

Q21. Please tell whether you agree or disagree with each of the following statements.

READ OUT STATEMENTS A-F – RANDOMISE STATEMENTS – ONE ANSWER ONLY PER STATEMENT – SHOWCARD WITH SCALE

		Strongly agree	Tend to agree	Neither agree or disagree	Tend to disagree	Strongly disagree	Not Applicable (SPONTANEOUS)	Don't know	No Answer
A.	Immigration is good for the <i>[host country]</i> economy	1	2	3	4	5	6	8	9
B.	Immigrants make <i>[the host country]</i> a more interesting place to live	1	2	3	4	5	6	8	9
C.	Immigration has placed too much pressure on the infrastructure of <i>[the town/city]</i>	1	2	3	4	5	6	8	9
D.	Immigration in my area makes me more accepting of people with backgrounds different to mine	1	2	3	4	5	6	8	9
E.	Immigrants in <i>[the host town/city]</i> have made it more difficult for <i>[the host country nationality]</i> people to get jobs	1	2	3	4	5	6	8	9
F.	Immigration in my area has meant I feel more knowledgeable about people with different backgrounds to mine	1	2	3	4	5	6	8	9

V. Demographics and social identity

Finally, I would like to ask some questions about you and your background to make sure that we have spoken to a wide variety of people.

I would like to assure you that all the information we collect will be kept in the strictest confidence and used for research purposes only. It will not be possible to identify any individual in the results.

ALL (DO NOT ASK)

Q22. The respondent is:

ONE ANSWER ONLY

Male	1
Female	2

ASK ALL

Q23. May I ask, what is your age?

WRITE DOWN AGE

Age	
No Answer	99

ASK ALL

Q24. Are you currently...?

READ OUT – ONE ANSWER ONLY

Single	1
Married	2
Living as a couple without being married	3
Separated de facto	4
Divorced or legally separated	5
Widow/er	6
Don't know (DO NOT READ OUT)	8
No Answer (DO NOT READ OUT)	9

ASK ALL

Q25. Please could you tell me to which of the following groups would you say you belong?

READ OUT – ONE ANSWER ONLY

White	1
Black	2
South Asian Indian, Pakistani, etc.	3
East Asian Chinese, Japanese, etc.	4
Arabic, Central Asian	5
Native American, Aboriginal	6
Latin American	7
Other (please specify)	8
<hr/>	
Don't know (DO NOT READ OUT)	98
No Answer (DO NOT READ OUT)	99

ASK ALL

Q26. In which country were you born?

DO NOT READ OUT – PRE-CODED LIST - ONE ANSWER ONLY

Austria	1
Belgium	2
Bulgaria	3
Cyprus	4
Czech Republic	5
Denmark	6
Estonia	7
Finland	8
France	9
Germany	10
Greece	11
Hungary	12
Ireland	13
Italy	14
Latvia	15
Lithuania	16
Luxembourg	17
Malta	18
Netherlands	19
Poland	20
Portugal	21
Romania	22
Slovakia	23
Slovenia	24
Spain	25
Sweden	26
United Kingdom	27
Other (please specify) _____	28
Don't know (DO NOT READ OUT)	98
No Answer (DO NOT READ OUT)	99

ASK IF NOT HOST COUNTRY (AS APPROPRIATE) AT Q26

Q27. May I ask, in which year did you first come to live in *[the host country]*?

Year (YYYY)	
Don't know (DO NOT READ OUT)	9998
No Answer (DO NOT READ OUT)	9999

ASK IF NOT HOST COUNTRY (AS APPROPRIATE) AT Q26

Q28. Are you a *[host country]* citizen? By citizen, we mean legally entitled by birth or naturalisation.

READ OUT – ONE ANSWER ONLY

Yes	1
No	2
Don't know (DO NOT READ OUT)	8
No Answer (DO NOT READ OUT)	9

ASK ALL

Q29. What is your religion even if you are not currently practising?

DO NOT READ OUT – ONE ANSWER ONLY

Christian – Church of England/Anglican/Episcopal	1
Christian – Roman Catholic	2
Christian – Greek or Russian Orthodox	3
Christian – Other Eastern Orthodox	4
Christian – Methodist	5
Christian – Baptist	6
Christian – Protestant (general/not specific)	7
Christian – no denomination	8
Christian – Other Christian	9
Jewish	10
Hindu	11
Muslim – Shiite	12
Muslim – Sunni	13
Muslim – Other	14
Sikh	15
Buddhist	16
Don't belong to any religious group / Has no religion (SPONTANEOUS)	17
Other (please specify)	18
<hr/>	
Don't know (DO NOT READ OUT)	98
No Answer (DO NOT READ OUT)	99

Q30. What is your present occupation?

SHOW CARD. ONE ANSWER ONLY - IF THE INTERVIEWEE IS NOT CURRENTLY IN PAID WORK, CODES 1 TO 4 IN Q30 ASK Q31

Q31. Have you done any paid work in the past? What was your last job?

SHOW CARD. ONE ANSWER ONLY

	Q30	Q31
	CURRENT JOB	LAST JOB
NOT ACTIVE		
Housework/Responsible for shopping and taking care of the home	1	
Student	2	
Unemployed/temporarily not working	3	
Retired or unable to work	4	
SELF-EMPLOYED		
Farmer	5	1
Fisherman	6	2
Professional (lawyer, doctor, accountant, architect, etc.)	7	3
Shop owner, artisan, other self-employed person	8	4
Business owner, owner (full or partner) of a company	9	5
EMPLOYEE		
Professional (lawyer, doctor, accountant, architect, etc.)	10	6
General management, director or top management (managing director, other director)	11	7
Middle management (department head, technician, teacher)	12	8
Employed position, working mainly at a desk	13	9
Employed position, not at a desk but travelling (salesmen, driver, etc.)	14	10
Employed position, not at a desk, but in a service job (hospital, restaurant, police, fire brigade, etc.)	15	11
Supervisor	16	12
Skilled manual worker	17	13
Unskilled manual worker, domestic employee	18	14
HAS NEVER DONE PAID WORK		15

Q32. Could you please tell me at what age you finished full-time education?

INTERVIEWER: IF STILL STUDYING, ENTER CODE 00

Age	
Don't know (DO NOT READ OUT)	98
No Answer (DO NOT READ OUT)	99

Q33. Please tell me which is the highest educational or professional qualification you have obtained.

INTERVIEWER: IF STILL STUDYING, CHECK FOR HIGHEST ACHIEVED SO FAR.

READ OUT – ONE ANSWER ONLY

No formal education	1
Primary education	2
Secondary education (first cycle and/or second cycle)	3
Postsecondary education non tertiary	4
Tertiary education (Bachelors, Masters, PhD)	5
Other	6
Don't know (DO NOT READ OUT)	8
No Answer (DO NOT READ OUT)	9

ASK ALL

Q34. How often do you.....?

READ OUT – ONE ANSWER ONLY – SHOWCARD WITH SCALE

		Everyday	Several times a week	Once or twice a week	Less often	Don't know	No Answer
A.	watch the local news on television	1	2	3	4	8	9
B.	watch the national news on television	1	2	3	4	8	9
C.	read the news in local newspapers	1	2	3	4	8	9
D.	read the news in national newspapers	1	2	3	4	8	9
E.	listen to the news on the radio	1	2	3	4	8	9

ASK ALL

Q35. For the next questions, I'd like you to think about your family.

Do any of your family, as listed on this card, have an ethnic background that is DIFFERENT to yours?
Please tell me all that apply.

SEVERAL ANSWERS POSSIBLE BUT ONLY FOR CODE 1 & 2 - SHOWCARD

Yes, someone from my immediate family (parents, husband/wife/partner, children)	1
Yes, someone from my extended family (e.g. grandparents, uncles, aunts, cousins)	2
No	3
Not applicable – respondent has no family (DO NOT READ OUT)	4
Don't know (DO NOT READ OUT)	8
No Answer (DO NOT READ OUT)	9

Annex 2: Wave two questionnaire

Good morning/afternoon/evening. My name isfrom the Ipsos Social Research Institute, an independent research organisation. We are carrying out research for the Council of Europe and the European Commission. The research will help the Council of Europe understand more about people’s attitudes towards those who are different from themselves.

We want to hear from people in several cities in Europe about their views. By taking part you will be helping with a very important study. The interview should take around 15-20 minutes to complete.

I would like to assure you that all the information we collect will be kept in the strictest confidence and used for research purposes only. It will not be possible to identify any particular individual or address in the results.

IF RESPONDENTS ASK WHAT THE DATA WILL BE USED FOR: The answers to the question will be used to help improve targeted communication campaigns.

0. Screening question

Q0. How long have you lived in *[the town/city]*?

READ OUT - ONE ANSWER ONLY

Less than 1 year ago	1
1 year to less than 5 years	2
5 years to less than 10 years	3
More than 10 years	4
Don't know (DO NOT READ OUT)	8
No Answer (DO NOT READ OUT)	9

- > CLOSE INTERVIEW
- > CONTINUE WITH INTERVIEW
- > CONTINUE WITH INTERVIEW
- > CONTINUE WITH INTERVIEW
- > CLOSE INTERVIEW
- > CLOSE INTERVIEW

I. Opportunities for encounters with difference

Please be as open as possible with your answers. We are interested in your OWN personal views and experiences – not what you think we WANT to hear, or you OUGHT to say, just your OWN view. There are no right or wrong answers.

(ON NEW SCREEN:) To begin with, I would like to ask some questions about how often you come into contact with people who are different from yourself, starting with the people living in your neighbourhood.

So, for the next question, we want you to think of your neighbourhood, that is, a few streets around where you live.

ASK ALL

Q1. In your neighbourhood, roughly what proportion of the people are...?

READ OUT EACH STATEMENT A-D - RANDOMISE STATEMENTS - ONE ANSWER ONLY PER STATEMENT A-D – SHOWCARD WITH SCALE

It's just your best guess we want – don't worry if you are not sure.

INTERVIEWER, READ IF NECESSARY: By neighbourhood I mean a few streets around where you live.

All or almost all	More than a half	About a half	Less than a half	None or almost none	Don't know	No Answer
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A.	Of a different ethnic background than you	1	2	3	4	5	8	9
B.	Of a different religion to you	1	2	3	4	5	8	9
C.	Not born in [<i>the host country</i>]	1	2	3	4	5	8	9
D.	Do not speak [the official language of the [<i>host country</i>]	1	2	3	4	5	8	9

II. Attitudes towards different groups of people

In the next set of questions, we are interested in your attitudes towards other groups of people. Please be as open as possible. There are no right or wrong answers – it is YOUR opinion that we want.

ASK ALL

Q2 . People have different views on different people. For the next few question, I would like to know how you feel about a number of groups. If the following people moved next door to you, to what extent, if at all, would you be friendly or not to towards them? Please ONLY read out what applies to your answer.

READ OUT EACH GROUP A-H – RANDOMISE GROUPS – ONE ANSWER ONLY PER GROUP - SHOWCARD WITH SCALE

		Very friendly	A little friendly	Not very friendly	Not at all friendly	Don't know	NO ANSWER
A.	Muslim people	1	2	3	4	8	9
B.	Black people	1	2	3	4	8	9
C.	Asylum seekers (An asylum seeker is someone who has made an application for asylum. They have left their country and feel unable to go back as they fear persecution there because of their background or beliefs. They do not feel able to rely on their own government for protection.)	1	2	3	4	8	9
D.	Jewish people	1	2	3	4	8	9
E.	Gypsies/Roma	1	2	3	4	8	9
F.	Economic migrants (people who have left their home country to seek work in another country)	1	2	3	4	8	9
G.	Illegal migrants	1	2	3	4	8	9
H.	White people	1	2	3	4	8	9

ASK ALL

Q3. In all countries, there sometimes exists tension between social groups. In YOUR opinion, how much tension is there between each of the following groups in YOUR neighbourhood?

READ OUT STATEMENTS A & B AND SCALE- ONE ANSWER ONLY PER STATEMENT

		A lot of tension	Some tension	No tension	Doesn't apply to my neighbourhood (SPONTANEOUS)	Don't know	No Answer
A.	Different religious groups	1	2	3	4	8	9
B.	Different ethnic groups	1	2	3	4	8	9

ASK ALL

Q4. Please tell whether you agree or disagree with each of the following statements.

READ OUT STATEMENTS A-F – RANDOMISE STATEMENTS – ONE ANSWER ONLY PER STATEMENT – SHOWCARD WITH SCALE

		Strongly agree	Tend to agree	Neither agree or disagree	Tend to disagree	Strongly disagree	Not Applicable (SPONTANEOUS)	Don't know	No Answer
A.	Immigration is good for the <i>[the host country]</i> economy	1	2	3	4	5	6	8	9
B.	Immigrants make <i>[the host country]</i> a more interesting place to live	1	2	3	4	5	6	8	9
C.	Immigration has placed too much pressure on the infrastructure of <i>[the town/city]</i>	1	2	3	4	5	6	8	9
D.	Immigration in my area makes me more accepting of people with backgrounds different to mine	1	2	3	4	5	6	8	9
E.	Immigrants in <i>[the host town/city]</i> have made it more difficult for <i>[the host country nationality]</i> people to get jobs	1	2	3	4	5	6	8	9
F.	Immigration in my area has meant I feel more knowledgeable about people with different backgrounds to mine	1	2	3	4	5	6	8	9

IV. Campaign awareness

The next set of questions are about any information, campaigns or events that you may have seen recently in [the city] about diversity, or how different ethnic or religious groups might live alongside each other. This might include immigrant communities living in the city.

ASK ALL

Q5 Have you seen or heard anything about these issues in [the city] in the last 3 months?

This might have included leaflets, websites, radio adverts, posters, adverts or programmes on television, newspaper or magazine articles, or street campaigns. It might also have included any events you may have heard about or attended, for example, cultural fairs, festivals, workshops, exhibitions or film screenings.

READ OUT - ONE ANSWER ONLY

Yes	1
No	2
Don't know/not sure/can't remember (DO NOT READ OUT)	3
No Answer (DO NOT READ OUT)	4

ASK ALL WHO STATED "YES" (CODE 1 AT Q5). ALL OTHERS GO TO Q8

Q6 Where did you see or hear about this? Please select all the options that apply.

READ OUT - SEVERAL ANSWERS POSSIBLE - RANDOMISE STATEMENTS 1-16

Advert on television	1
Television programme/news	2
Advert on radio	3
Radio programme/news	4
Cinema	5
Advert in a newspaper/magazine	6
Article in a newspaper/magazine	7
Poster	8
Leaflet or flyer	9
Online website (PROBE – WHICH ONES?) _____	10

At school/college/university	11
Multi-cultural fair or festival (including food fairs)	12
Living Library	13
Photo exhibition	14
Award ceremony	15
I've not seen anything, but was told about it by a friend/family member	16
Other (specify) _____	17
Don't know/can't remember (DO NOT READ OUT)	98
No Answer (DO NOT READ OUT)	99

ASK ALL WHO STATED “YES” (CODE 1 AT Q5). ALL OTHERS GO TO Q8

Q7 What messages do you think the information, campaigns or events were trying to tell you? Anything else? PROBE FULLY FOR MESSAGE THAT RESPONDENT HAS TAKEN FROM WHAT THEY SAW/ HEARD ABOUT

Please write in below. 	1
Don't know/ can't remember (DO NOT READ OUT)	2
No Answer (DO NOT READ OUT)	3

V. Attitudes towards advertising, campaigns and/or events

ASK ALL

Q8 I will now show or tell you about ways in which information has been shown in (CITY). Please tell me whether or not you have seen or heard about them.

Please select one option for each row. Allow respondent time to read through each material before moving on to next.

READ OUT - ONE ANSWER ONLY PER STATEMENT – SHOW DIFFERENT MATERIAL

		Yes – seen / heard/ attended	Yes – heard about (but not seen/ heard/ attended myself)	No	Saw/ heard something similar	Don't know	No Answer
A.	LIST TO BE TAILORED TO THE ACTIVITITES IN EACH CITY	1	2	3	4	5	6
B.		1	2	3	4	5	6

ASK ALL

Q9 Thinking about the things you have just seen or heard about, please tell me what messages you think they were trying to tell you?

Please write in below. <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	1
Don't know/ can't remember (DO NOT READ OUT)	2
No Answer (DO NOT READ OUT)	3

ASK ALL

Q10 And from this list of options, which do you think these things were trying to tell/show you?

Please select all the options that apply.

READ OUT - SEVERAL ANSWERS POSSIBLE - RANDOMISE STATEMENTS

Diversity is good for a city	1
Immigration is good for the economy	2
Immigration makes a city a more interesting place to live	3
Our city is diverse	4
It is important to be accepting of people from different backgrounds	5
Other – please write in	6
None of these	7
Don't know (DO NOT READ OUT)	8
No Answer (DO NOT READ OUT)	9

ASK ALL

Q11 Here are a number of statements that you may use to describe the materials and/or events you have just been shown or told about.
For each statement, please state whether you personally agree or disagree with each.

Please select one option for each row.

ONE ANSWER POSSIBLE PER ROW - RANDOMISE STATEMENTS - SHOWCARD WITH SCALE

		Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Don't know	No Answer
A.	They are memorable	1	2	3	4	5	6
B.	They deal with issues that are important to me	1	2	3	4	5	6
D.	I would speak to my friends about them or show them to friends	1	2	3	4	5	6
E.	I didn't understand them and found them confusing	1	2	3	4	5	6
F.	They make me feel differently to how I did before	1	2	3	4	5	6
G.	They are boring	1	2	3	4	5	6

Q12 Thinking about these materials and events overall. Which of these phrases best describes your feelings about them. Would you say that you....?

Please select one answer only

READ OUT - ONE ANSWER ONLY

Like them very much	1
Like them somewhat	2
Feel neutral about them	3
Dislike them somewhat	4
Dislike them very much	5
Don't know (DO NOT READ OUT)	6
No Answer (DO NOT READ OUT)	7

VI. Demographics and social identity

Finally, I would like to ask some questions about you and your background to make sure that we have spoken to a wide variety of people.

I would like to assure you that all the information we collect will be kept in the strictest confidence and used for research purposes only. It will not be possible to identify any individual in the results.

ALL (DO NOT ASK)

Q13. The respondent is:

ONE ANSWER ONLY

Male	1
Female	2

ASK ALL

Q14. May I ask, what is your age?

WRITE DOWN AGE

Age	
No Answer	99

ASK ALL

Q15. Please could you tell me to which of the following groups would you say you belong?

READ OUT – ONE ANSWER ONLY

White	1
Black	2
South Asian Indian, Pakistani, etc.	3
East Asian Chinese, Japanese, etc.	4
Arabic, Central Asian	5
Native American, Aboriginal	6
Latin American	7
Other (please specify) _____	8
Don't know (DO NOT READ OUT)	98
No Answer (DO NOT READ OUT)	99

ASK ALL

Q16. In which country were you born?

DO NOT READ OUT – PRE-CODED LIST - ONE ANSWER ONLY

Austria	1
Belgium	2
Bulgaria	3
Cyprus	4
Czech Republic	5
Denmark	6
Estonia	7
Finland	8
France	9
Germany	10
Greece	11
Hungary	12
Ireland	13
Italy	14
Latvia	15
Lithuania	16
Luxembourg	17
Malta	18
Netherlands	19
Poland	20
Portugal	21
Romania	22
Slovakia	23
Slovenia	24
Spain	25
Sweden	26
United Kingdom	27
Other (please specify) _____	28
Don't know (DO NOT READ OUT)	98
No Answer (DO NOT READ OUT)	99

ASK IF NOT HOST COUNTRY (AS APPROPRIATE) AT Q14

Q17. Are you a [*host country*] citizen? By citizen, we mean legally entitled by birth or naturalisation.

READ OUT – ONE ANSWER ONLY

Yes	1
No	2
Don't know (DO NOT READ OUT)	8
No Answer (DO NOT READ OUT)	9

Q18. What is your present occupation?

SHOW CARD. ONE ANSWER ONLY - IF THE INTERVIEWEE IS NOT CURRENTLY IN PAID WORK, CODES 1 TO 4 IN Q16 ASK Q17

Q19. Have you done any paid work in the past? What was your last job?

SHOW CARD. ONE ANSWER ONLY

	Q16 CURRENT JOB	Q17 LAST JOB
NOT ACTIVE		
Housework/Responsible for shopping and taking care of the home	1	
Student	2	
Unemployed/temporarily not working	3	
Retired or unable to work	4	
SELF-EMPLOYED		
Farmer	5	1
Fisherman	6	2
Professional (lawyer, doctor, accountant, architect, etc.)	7	3
Shop owner, artisan, other self-employed person	8	4
Business owner, owner (full or partner) of a company	9	5
EMPLOYEE		
Professional (lawyer, doctor, accountant, architect, etc.)	10	6
General management, director or top management (managing director, other director)	11	7
Middle management (department head, technician, teacher)	12	8
Employed position, working mainly at a desk	13	9
Employed position, not at a desk but travelling (salesmen, driver, etc.)	14	10
Employed position, not at a desk, but in a service job (hospital, restaurant, police, fire brigade, etc.)	15	11
Supervisor	16	12
Skilled manual worker	17	13
Unskilled manual worker, domestic employee	18	14
HAS NEVER DONE PAID WORK		15

Q20. Could you please tell me at what age you finished full-time education?

INTERVIEWER: IF STILL STUDYING, ENTER CODE 00

Age	
Don't know (DO NOT READ OUT)	98
No Answer (DO NOT READ OUT)	99

Q21. Please tell me which is the highest educational or professional qualification you have obtained.

INTERVIEWER: IF STILL STUDYING, CHECK FOR HIGHEST ACHIEVED SO FAR.

READ OUT – ONE ANSWER ONLY

No formal education	1
Primary education	2
Secondary education (first cycle and/or second cycle)	3
Postsecondary education non tertiary	4
Tertiary education (Bachelors, Masters, PhD)	5
Other	6
Don't know (DO NOT READ OUT)	8
No Answer (DO NOT READ OUT)	9

ASK ALL

Q22. How often do you.....?

READ OUT – ONE ANSWER ONLY – SHOWCARD WITH SCALE

		Everyday	Several times a week	Once or twice a week	Less often	Don't know	No Answer
A.	watch the local news on television	1	2	3	4	8	9
B.	watch the national news on television	1	2	3	4	8	9
C.	read the news in local newspapers	1	2	3	4	8	9
D.	read the news in national newspapers	1	2	3	4	8	9

ASK ALL

Q23. For the next question, I'd like you to think about your family.

Do any of your family, as listed on this card, have an ethnic background that is DIFFERENT to yours?
Please tell me all that apply.

SEVERAL ANSWERS POSSIBLE BUT ONLY FOR CODE 1 & 2 - SHOWCARD

Yes, someone from my immediate family (parents, husband/wife/partner, children)	1
Yes, someone from my extended family (e.g. grandparents, uncles, aunts, cousins)	2
No	3
Not applicable – respondent has no family (DO NOT READ OUT)	4
Don't know (DO NOT READ OUT)	8
No Answer (DO NOT READ OUT)	9

ASK ALL

Q24. Finally, would you be willing for Ipsos to get in touch with you to talk about these issues in more detail?

IF ASKED: This would likely take the form of a longer interview, for which Ipsos would provide a financial incentive for the time you give.

Yes	1
No	2

IF YES, WRITE DOWN TELEPHONE NUMBER, ADDRESS DETAILS AND EMAIL

Family name: _____

First name: _____

Address: _____

Telephone: _____

E-mail address: _____

Annex 3: Wave two, q8s for each SPARDA town/city

Q8 – Limassol version

ASK ALL
Q8 SA PER ROW.

I will now show or tell you about ways in which information has been shown in Limassol. Please tell me whether or not you have seen or heard about them.

Please select one option for each row. Allow respondent time to read through each material before moving on to next.

		Yes – seen / heard	Yes – heard about (but not seen/ heard myself)	No	Saw/heard something similar	Don't know/ can't remember
A.	Leaflet. This was a 2 sided leaflet detailing the events happening as part of the campaign.	1	2	3	4	5
B.	Poster. This was a poster shown in the city centre and on the main avenues on the seafront.	1	2	3	4	5
C.	Booklet.	1	2	3	4	5

Clarification of materials to show:

1. Leaflet – will show the following pages on card (2 pieces)



2. Poster – will show this image on card:



3. Booklet



Q8 – Lyon version

ASK ALL

Q8 SA PER ROW.

I will now show or tell you about ways in which information has been shown in Lyon. Please tell me whether or not you have seen or heard about them.

Please select one option for each row. Allow respondent time to read through each material before moving on to next.

		Yes – seen / heard	Yes – heard about (but not seen/ heard myself)	No	Saw/heard something similar	Don't know/ can't remember
1.	Leaflet. This was a 2-sided leaflet	1	2	3	4	5
2.	Poster. This was a poster on the metro	1	2	3	4	5
3.	Radio clip. This radio clip was on Radio Sun					
4.	Webpage. This is at touspourladiversite.com and has been created to be the biggest internet page in the world to say yes to diversity	1	2	3	4	5

Clarification of materials to show:

4. Leaflet – will show following 2 images on card:



5. Poster – will show this image on card:



6. Radio clip

This is a 19 second clip we will play to respondents

7. Web page – will show following image on card



Q8 – Patras version

ASK ALL

Q8 SA PER ROW.

I will now show or tell you about ways in which information has been shown in Patras. Please tell me whether or not you have seen or heard about them, or attended the relevant events.

Please select one option for each row. Allow respondent time to read through each material before moving on to next.

	Yes – seen / heard/ taken part	Yes – heard about (but not seen/ taken part myself)	No	Saw/ heard/ took part in something similar	Don't know/ can't remember
1. The leaflet called “Πρόγραμμα εκδηλώσεων» advertising the dance and food festival. This was distributed by Patras volunteers in Riga Feraiou Pedestrian Street and the main squares in Patras (Kings George, Queens Olgas, Psilalonia).	1	2	3	4	5
2. Articles about the dance and food festival shown in local newspapers and free press (including Peloponisos, Gnomi, Gekonota, Symboulos Epixieriseon . Kirikas, Tetarto)	1	2	3	4	5
3. Advertisements on websites. These included local news websites as well as the local municipality website.	1	2	3	4	5
4. Television reports advertising the dance and food festival. These were shown on 2 TV channels (Achaia Channel and Patra TV).	1	2	3	4	5
5. The Dance and Food	1	2	3	4	5

	festival. This was held on 17 th and 18 th December.					
6.	Leaflet distribution. A leaflet was distributed during the events on 17 th and 18 th December in the city and suburbs. It explained some of the terms related to migration (e.g. refugee, asylum seeker, migrant).	1	2	3	4	5
7.	Two children in the city dressed up in costume to advertise the theatre performance held in Lithografeio Theatre (18/12).	1	2	3	4	5
8.	The Theatre Performance. This was held on 18 th December at the Lithografeio Theatre.	1	2	3	4	5
9.	Exhibition by NGOs about migrants. This was held in the main pedestrian street (Riga Feraiou) on 3/12	1	2	3	4	5
10.	The poster for the photo exhibition was put up all over the city	1	2	3	4	5
11.	Photo exhibition. This was held on week commencing 25 th January in 3 cafes in Patras.	1	2	3	4	5
12.	Posters of the photos. These were put up in public spaces including public service offices.	1	2	3	4	5
13.	Website of the campaign. Blogspots were also included on this website.	1	2	3	4	5
14.	The "Learn about me" leaflet. The	1	2	3	4	5

leaflet details the websites and blogspots where people can find out information about migration.					
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Clarification of materials to show, only needed for response items 1, 6, 7, 9 and 10:

8. Leaflet – showing the front and back of the leaflet. Put the images on card.



Κάθε άνθρωπος... ένας κόσμος!

ΠΡΟΓΡΑΜΜΑ ΕΚΔΗΛΩΣΕΩΝ

Σάββατο, 17 Δεκεμβρίου 2011

12:00 – 14:00
Εθελοντές της Ομάδας Ξ του Δήμου Πατρέων διακρίνουν ενημερωτικό υλικό σε σχέση με την μετανάστευση σε κοινά σημεία της πόλης.

12:00
Κέντρο Πατρών
«Η Βασιλίτσα», Διήγηση μιας Ιταρίας Παδών
Το θέατρο Λιθογραφείων και το θέατρο act παρουσιάζουν ένα θεατρικό δράμα με τους μακρούς Ιωάννη και Γιώργη γι' αυτούς που αλλάζουν πατρίδα.

20:00
Α.Σ.Τ.Α. – Έπιταφιασμένοι (Βασιλείου Σ)
Προβολή ντοκιμαντέρ με τίτλο «Σπάζοντας τα πέτρα», το οποίο είχε παραχθεί στο πλαίσιο της δράσης «Διαδρομές Πολιτισμού» (ετήσιο πρόγραμμα 2009 του Ευρωπαϊκού Ταμείου Ένταξης υπέρ των τρίτων χωρών).

Κυριακή, 18 Δεκεμβρίου 2011

12:00
Θέατρο Λιθογραφείων (Μαζώνος 172B)
Θεατρικό ανέλκμα με τη θεατρολόγο και ηθοποιό Σοφία Κλάσι, τον ηθοποιό και σκηνοθέτη Φάνη Δίπλα και τη ποιήτρια και θεατρικό συγγραφέα Τηλέμαχο Τσαυρόπουλο. Έπιτολι ελεύθερο.

18:00
Αθήνα «Αίγλη» (Παλατιού VISO MARE)
- Έκθεση της έκθεσης φωτογραφίας με τίτλο «Η Πάτρα με τα δικά μου μάτια». Οι σάλλογοι των μεταναστών έχουν φωτογραφίσει όψεις της πόλης και η έκθεση θα εκτεθεί μετά τα εγκαίνια σε κεντρικό κωρέ της πόλης.
- Έπιτολι ελεύθερο μεταναστών σε συνεργασία με το Κοινωνικό Γμήμα του Πολιτιστικού Οργανισμού του Δήμου Πατρέων ετοιμάσαν μια βροδιά με χορό και παραδοσιακά εδέσματα των χωρών καταγωγής τους.

6. Leaflet distribution. Leaflet shows terms related to migration (e.g. refugee, asylum seeker, migrant) – show leaflet on card.

Γνωρίζετε ότι:

Μετανάστευση
 Ο όρος μετανάστες αφορά όλους τους ανθρώπους που παύουν να ζουν στην πατρίδα τους και μεταναστεύουν σε άλλες χώρες, συχνά για να βρουν καλύτερες προοπτικές και προστάσεις και να ζήσουν καλύτερα. Επίσης, οι άνθρωποι που μεταναστεύουν για πολιτικούς λόγους.

Επιπτώσεις μετανάστευσης
 Η οικονομική μετανάστευση έχει σημαντική σημασία σε πολλές χώρες του κόσμου. Ωστόσο, αυτός ο όρος αφορά κυρίως άτομα που μεταναστεύουν για λόγους βελτίωσης της ποιότητας ζωής σε κοινωνικά και οικονομικά επίπεδα. Η πιο κοινή μετανάστευση μπορεί να είναι η μετανάστευση από την Ελλάδα.

Επιπτώσεις μετανάστευσης
 Πρόσβαση, μεταφορά, μετακίνηση, υποδομή ή παροχή υπηρεσιών με τη χρήση ανθρώπινων πόρων. Η οικονομική μετανάστευση μπορεί να είναι η μετακίνηση εργαζομένων ή εταιρειών και η μετακίνηση των ανθρώπων και η μετακίνηση των εργαζομένων. Η μετακίνηση των εργαζομένων μπορεί να είναι η μετακίνηση εργαζομένων από την Ελλάδα στην Ελλάδα ή στην Ελλάδα στην Ελλάδα ή στην Ελλάδα στην Ελλάδα.

Επιπτώσεις μετανάστευσης
 Πολύπλοκη είναι η κατάσταση μετανάστευσης, η οποία μπορεί να είναι η μετακίνηση εργαζομένων ή εταιρειών και η μετακίνηση των εργαζομένων. Η μετακίνηση των εργαζομένων μπορεί να είναι η μετακίνηση εργαζομένων από την Ελλάδα στην Ελλάδα ή στην Ελλάδα στην Ελλάδα.

Επιπτώσεις μετανάστευσης
 Η 150 δισεκατομμύρια για το κόστος του 1995 (από τους πρόσφυγες ως το 2010) είναι περίπου 100 δισεκατομμύρια για τους πρόσφυγες. Η οικονομική μετανάστευση είναι η μετακίνηση εργαζομένων ή εταιρειών και η μετακίνηση των εργαζομένων. Η μετακίνηση των εργαζομένων μπορεί να είναι η μετακίνηση εργαζομένων από την Ελλάδα στην Ελλάδα ή στην Ελλάδα στην Ελλάδα.

18 Δεκεμβρίου
Παγκόσμια Ημέρα Μετανάστευσης

Κάθε άνθρωπος... ένας κόσμος!

- Η Πόλη έχει επιλέξει ως η μοναδική ελληνική πόλη που συμμετέχει στο Ευρωπαϊκό Δίκτυο Πόλεων με τίτλο «International Cities-Διεθνολογικές Πόλεις» (www.citiesinternationalcities.com) του Συμβουλίου της Ευρώπης.
- Σύμφωνα με τον Καλλικράτη σε όλες τις δήμους, έτσι και στην Πόλη, είναι ουσιαστικά Συμβούλιο Εταιρείας Μεταναστών (ΣΕΜ) που έχουν συμβουλευτικό χαρακτήρα και καθόλου έχουν τη λειτουργία της διαμετρικής προβλεπτικής και αντιμετωπίζουν με μετανάστες ως προς την διαχείριση στην τοπική κοινωνία, την επαφή τους με τις δημόσιες αρχές καθώς και την επαφή επαγγελματιών προς το δημόσιο συμβούλιο για την ανάπτυξη τοπικών δράσεων προώθησης της ομαλής κοινωνικής ένταξης τους.
- Στην Πόλη υλοποιείται διεθνές πρόγραμμα από την Υπαιχθησία του ΟΗΕ για τους νεοεισρχόμενους με τίτλο «Protecting Children on the Move» με στόχο την υποβοήθηση και προστασία ανθρώπων προσφύγων (τηλ: 2610 321933).
- Μέχρι το τέλος του 2010 43,7 εκατομμύρια άνθρωποι αναγκάστηκαν να μεταναστεύσουν από την πατρίδα τους (το μεγαλύτερο ποσοστό τα τελευταία 15 χρόνια).
- Το 2010 πάνω από 15.000 κτήσεις ανέλαβε σε 69 χώρες, αριθμός που αυξανόταν ταχύτατα.
- Οι 49 λιγότερο αναπτυγμένες χώρες, που σήμερα παράγουν άδικο σε 2 εκατομμύρια πρόσφυγες.
- Το 4/5 των αναστατευμένων χωρών έχει υποδομή και φιλοξενεί το 4/5 των αφετηριών όλων των προσφύγων.
- Το 3/4 των αφετηριών των προσφύγων κατοικούν σε χώρες που εισπράττονται με τη χώρα παραγωγής τους.
- Πάνω από 4 Α εκατομμύρια πρόσφυγες (4,2% του συνολικού πληθυσμού των προσφύγων) ζούσαν σε χώρες όπου το ετήσιο κατά κεφαλή εισόδημα ήταν κάτω από 3.000 Ευρώ (περίπου 2.250 Ευρώ).
- Πάνω από 850.000 άτομα υποβλήθηκαν αίτηση για άσυλο το 2010.
- Για να είναι 197.600 από 9 μήνες, είναι επιπλέον αναμενόμενα κατά τη διάρκεια του 2010.
- Το 2010 το 44% των νεοεισρχόμενων και το 31% των κατοίκων άδικο ήταν παιδιά κάτω από 18 ετών.
- Εάν ο πληθυσμός των μεταναστών συνεχίσει να αυξάνεται με το ρυθμό των τελευταίων 20 ετών, το σύνολο των διεθνών μεταναστών παρομοίως θα φθάσει τον αριθμό μέχρι και το 40% ως το 2050.

Πηγή: Υπαιχθησία του ΟΗΕ για τους πρόσφυγες «2010 in Review: Trends at a Glance».

7. Two children in the city dressed up in costume to advertise the theatre performance – show this picture on card.



9. Exhibition by NGOs about migrants held on the main pedestrian street – show this picture on card.



10. Poster advertising the photo exhibition



Q8 – Reggio Emilia version

ASK ALL

Q8 SA PER ROW.

I will now show or tell you about ways in which information has been shown in Reggio Emilia. Please tell me whether or not you have seen or heard about them, or attended the relevant events.

Please select one option for each row. Allow respondent time to read through each material before moving on to next.

		Yes – seen / heard/ taken part	Yes – heard about (but not seen/ taken part myself)	No	Saw/ heard/ took part in something similar	Don't know/ can't remember
1.	The campaign slogan. "Tutti siamo diversi da tutti. Per fortuna!" (We are all different: Thank Goodness!)					
2.	Campaign poster. This was shown all over the city including in the Bibliotheca Pannizzi and other libraries, museums, theatres, schools, universities (Università degli studi di Modena) , pubs and social centres (Centro Sociale Rosta Nuova, Circolo ARCI TUNNEL)	1	2	3	4	5
3.	Campaign postcard. These were distributed all over the city including in the Bibliotheca Pannizzi and other libraries, museums, theatres, schools, universities (Università degli studi di Modena) , pubs and social centres (Centro Sociale Rosta Nuova, Circolo ARCI TUNNEL).The white space allows people to write their own response.	1	2	3	4	5
4.	Campaign stickers. These were distributed all over the city including at the Bibliotheca Pannizzi and other libraries, museums, theatres,	1	2	3	4	5

	schools, universities (Università degli studi di Modena) , pubs and social centres (Centro Sociale Rosta Nuova, Circolo ARCI TUNNEL). People can write their own response under the arrow.					
5.	Campaign video. A video clip showing different people answering the question, "Who do you feel you are different from?" This video was broadcast before the tg news on TeleReggio (the whole January 2012); was shown on You Tube (from November 2011 to now), and in various social centres.	1	2	3	4	5
6.	Programme for the celebrations from 1 st – 18 th December. This was distributed at the event as well as around the city.	1	2	3	4	5
7.	Book presentation by Ivano Bolondi "What China?" at the Spazio Gerra, 1 st December	1	2	3	4	5
8.	Cooking Competition "The world through the oven" (Iniziativa "Il mondo tra i fornelli") - Social Centre Rosta Nuova, 2 nd December	1	2	3	4	5
9.	Photo exhibition on "Migrant Stories" in the Pannizzi Library, 4 th December	1	2	3	4	5
10.	Presentation of statistics about migration at the Università degli studi di Modena e Reggio Emilia, 6th December	1	2	3	4	5
11.	Presentation of short cartoon movie "I swear Fidelity", Spazio Gerra, 16 th December	1	2	3	4	5
12.	Book presentation. "Green Continent" by J.L Touadi (Testimonials from Africa), Università	1	2	3	4	5

	degli studi di Modena e Reggio Emilia, 17th December					
13.	Celebration of Migration Day – “Meeting new Italian Citizens” in Sala del Tricolore and a music event "Melting Tunnel" in Circolo ARCI, December 18th	1	2	3	4	5

Clarification of materials to show, only needed for response items 2, 3, 4 and 7:

2. Campaign poster – show the following image on card.



- Campaign postcard – show the following images on two pieces of card. They show the front and back of the postcard.



4. Campaign stickers – show this image on card.



6. Programme of the celebrations – show this image on card.

<p>1 DICEMBRE</p> <p>Spazio Corra, ore 20.30 Presentazione libro fotografico di Ivano Bolondi <i>"Quale Cina?"</i> di T&M editore <i>Quale Cina? La Cina è una nazione composta da regioni diverse, come l'Italia, ciascuna con le proprie caratteristiche linguistiche, storiche e folcloriche, ma Bolondi ha individuato nel "senso dell'armonia" la linea sottile che le percorre unificandole</i></p>	<p>6 DICEMBRE</p> <p>Università degli studi di Modena e Reggio Emilia, sala Mogao viale Allegri 9, ore 9.30 Presentazione del XXI "Dossier Statistico <i>"Immigrazione Caritas/Migrantes 2011"</i> in collaborazione con Caritas Diocesana di Reggio Emilia e Guastalla <i>Il tema di quest'anno è "Oltre la crisi, insieme". Ai partecipanti sarà distribuita copia omaggio del Dossier - fino ad esaurimento scorte. Sarà possibile firmare per la campagna sulla cittadinanza "L'Italia sono anch'io"</i></p>	<p>18 DICEMBRE</p> <p>Sala del Tricolore, ore 10.30 <i>Incontro con i nuovi cittadini italiani</i> Incontro con i cittadini di origine straniera divenuti cittadini italiani nell'anno in corso. Durante l'iniziativa saranno consegnati gli attestati di partecipazione al ciclo di incontri di Cittadinanza Attiva a cura di ANPI Sarà possibile firmare per la campagna sulla cittadinanza "L'Italia sono anch'io"</p>
<p>2 DICEMBRE</p> <p>Centro Sociale Rosta Nuova, ore 20.00 Cena organizzata in collaborazione con la Associazione Cina Tricolore di Reggio Emilia Serata all'interno dell'iniziativa <i>"Il mondo tra i fornelli - Alla riscoperta della via della Seta"</i> Per prenotazioni: Tel. 0522/456108 maria.grazia.simonini@municipio.re.it Sarà possibile firmare per la campagna sulla cittadinanza "L'Italia sono anch'io"</p>	<p>16 DICEMBRE</p> <p>Spazio Corra, ore 18.00 Presentazione del cortometraggio animato <i>"Giuro Fedeltà"</i> realizzato con gli studenti della 5^AE del Liceo Artistico G. Chierici <i>Iniziativa realizzata all'interno della mostra dedicata a William Kentridge in collaborazione con Fondazione Mondinsieme e Assessorato alla Cultura</i></p>	<p>Circolo ARCI TUNNEL, ore 18.00 "IL 18 ALLE 18: MELTING TUNNEL" Musica e parole per l'integrazione culturale insieme a Massimo Zamboni, Giuseppe Faso, Giuseppe Caliceti e graditi ospiti a sorpresa Sarà possibile firmare per la campagna sulla cittadinanza "L'Italia sono anch'io"</p>
<p>4 DICEMBRE</p> <p>Biblioteca Pasuzzi, ore 10.00 <i>"Storie di migranti. L'emigrazione reggiana all'estero - l'immigrazione a Reggio Emilia"</i> Incontro e mostra fotografica realizzata a cura di Rief, federazione italiana lavoratori e famiglie All'interno della Biblioteca sarà allestita una bacheca bibliografica sulle migrazioni Sarà possibile firmare per la campagna sulla cittadinanza "L'Italia sono anch'io"</p>	<p>17 DICEMBRE</p> <p>Università degli studi di Modena e Reggio Emilia, sala Mogao viale Allegri 9, ore 9.00 <i>Letters from Africa</i> Testimonianze dall'Africa e presentazione del libro <i>"Il continente verde"</i> di J.L.Touadi <i>A cura della Fondazione Mondinsieme e in collaborazione con le Scuole superiori di Reggio Emilia e le Associazioni dell'Africa sub Sahariana</i></p>	<p>Per info: Segreteria Assessore Corradini 0522/456737 - 0522/585048 segreteria.assessorecorradini@municipio.re.it</p>

Q8 – Had-Dingli version

ASK ALL

Q8 SA PER ROW.

I will now show or tell you about ways in which information has been shown in Had Dingli. Please tell me whether or not you have seen or heard about them, or attended the relevant events.

Please select one option for each row. Allow respondent time to read through each material before moving on to next.

		Yes – seen / heard/ taken part	Yes – heard about (but not seen/ taken part myself)	No	Saw/ heard/ took part in something similar	Don't know/ can't remember
1.	Invitation to the Diversity Blend Festival in Had Dingli. This advertisement was shown in the local press.	1	2	3	4	5
2.	Letter sent to young people in Had Dingli inviting them to attend the Diversity Blend Festival.	1	2	3	4	5
3.	Advertisement on the local radio for the Diversity Blend Festival. This was played on several local radio stations.	1	2	3	4	5
4.	Diversity Blend Festival Event in Had Dingli. This was held on 2nd-4th December 2011.	1	2	3	4	5
5.	Children's Drawing Book about "Lilla" the balloon.	1	2	3	4	5
6.	Recipe Book. "Food Blend" which has recipes for dishes from countries round the world."	1	2	3	4	5

Clarification of materials to show:

9. Invitation to the Diversity Blend Festival in Had Dingli – show the following image on card.



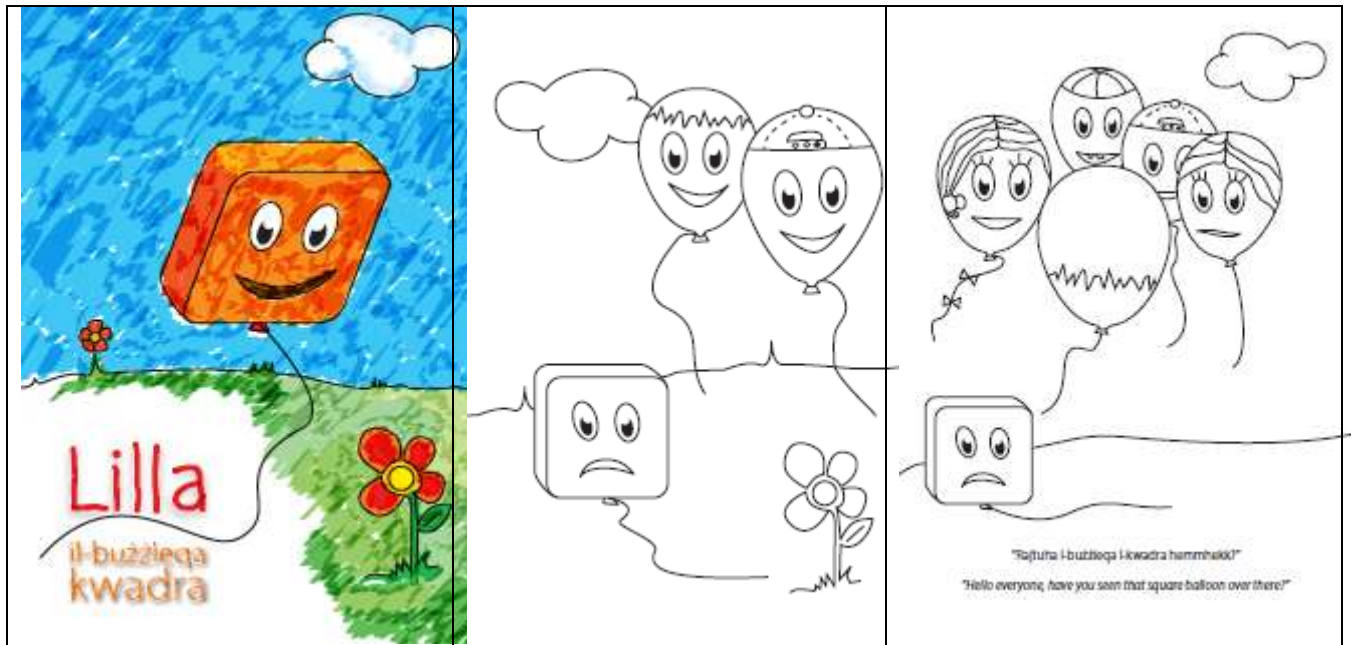
10. Letter sent to young people in Had Dingli inviting them to attend the Diversity Blend Festival – show the letter on card.



11. Radio advertisement – no stimulus needed

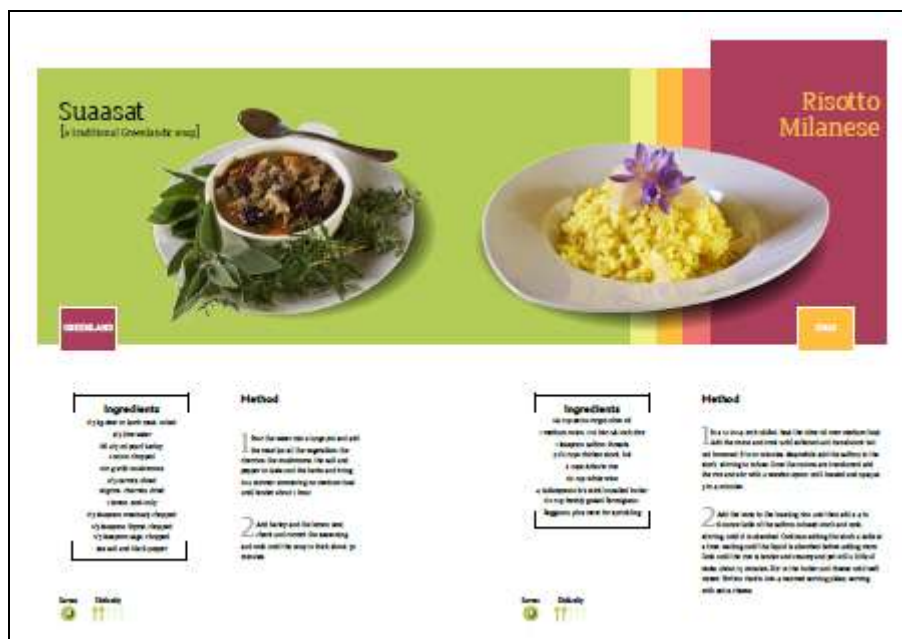
12. Diversity Blend Festival Event in Had Dingli. This was held on 2nd- 4th December 2011– no stimulus needed.

13. Children’s Drawing Book – show the following pages on card (these are the front page, first and second pages of the 9 page book).



14. Recipe Book – show the following pages on card (these are the first and second pages of the 9 page book).





Q8 – Coimbra version

ASK ALL

Q8 SA PER ROW.

I will now show or tell you about ways in which information has been shown in Coimbra. Please tell me whether or not you have seen or heard about them, or attended the relevant events.

Please select one option for each row. Allow respondent time to read through each material before moving on to next.

		Yes – seen / taken part	Yes – heard about (but not seen/ taken part myself)	No	Saw/ took part in something similar	Don't know/ can't remember
1.	Invitation for the day of Cultural Diversity in Coimbra. This advertisement was shown in the local press.	1	2	3	4	5
2.	Invitation to take part in the photo contest. This advertisement was shown in the local press.	1	2	3	4	5
3.	Cultural Diversity Event in Coimbra. This was held on 22nd December 2011 in Coimbra.	1	2	3	4	5
4.	Prize Ceremony for the photo contest. This event was held on 22nd December 2011 in the House of	1	2	3	4	5

	Writing.					
5.	Photos from the photo contest. These have been exhibited in Casa da Escrita and in the library.	1	2	3	4	5
6.	Gentes de Coimbra. A documentary about people from different backgrounds living in the city. It was shown on various websites and social networking sites.	1	2	3	4	5

Clarification of materials to show:

15. Invitation for the day of Cultural Diversity – show the following page on card



16. Invitation to take part in the photo contest – show the following page on card (shown on next page, p3).

SPARDA - COIMBRA
Concurso de Fotografia - Reflexos da Diversidade

O Concurso de Fotografia "Reflexos da Diversidade" é promovido pela Câmara Municipal de Coimbra no âmbito de uma campanha de sensibilização que tem o apoio do Conselho da Europa - SPARDA, Shaping Perceptions and Attitudes to Realise the Diversity Advantage -, com o objectivo de alertar a comunidade para uma melhor integração dos cidadãos estrangeiros que residem em Coimbra.

Condições de participação:
O concurso está aberto de 1 de Novembro a 2 de Dezembro de 2011, data limite para entrega dos trabalhos.

PARTICIPAÇÃO

1. A inscrição é gratuita, através formulário online, disponível no site da Câmara Municipal de Coimbra;
2. A participação é aberta a qualquer pessoa maior de idade, com excepção dos membros do Júri;
3. Cada participante pode apresentar até 2 fotografias, a cores ou a preto e branco, em ambas as categorias do concurso - fotojornalismo e fotografia artística.

TRABALHOS

1. Os trabalhos devem ser entregues em suporte digital, com resolução mínima de 150 dpi na dimensão de 50x60cm, 3500 pixels na dimensão maior;
2. Todos os trabalhos devem conter o nome, idade, morada e contacto (email e telefone), local de recolha da imagem e título. Deverá constar por uma declaração de cedência de direitos de autor, autorizando a participação em exposição e a reprodução da fotografia, pela Câmara Municipal de Coimbra.

JÚRI

1. O júri será constituído por 3 elementos: um representante do Executivo da Câmara Municipal de Coimbra, um responsável pela área de comunicação da Câmara Municipal de Coimbra e um representante da Universidade de Coimbra;
2. A decisão do júri é final e irrevogável, não cabendo recurso.

PRÉMIOS

1. Os prémios serão atribuídos da seguinte forma:
Melhor trabalho na categoria de fotojornalismo: 600€
Melhor trabalho na categoria de fotografia artística: 600€

DIVULGAÇÃO DOS RESULTADOS

1. Os resultados serão divulgados no site da Câmara Municipal de Coimbra, no dia 12 de Dezembro de 2011.

Todos os trabalhos deverão abordar conceptualmente a temática do concurso.

Para mais informações, contactar:
Gabinete de Relações Externas e Comunicação
Praça 8 de Maio (Casa Aninhas, 3º andar) - 3000-300 Coimbra
Email: gre@cm-coimbra.pt | Tel.: 239 857 124



CONSELHO
DA EUROPA



CÂMARA
MUNICIPAL
DE COIMBRA

17. Cultural Diversity Event in Coimbra. This was held on 22nd December 2011 in Coimbra – no stimulus needed.
18. Prize Ceremony for the photo contest. This event was held on 22nd December 2011 in the House of Writing – no stimulus needed.
19. Photos from the photo contest. These have been exhibited in Casa da Escrita and in the library – no stimulus needed.

20. Gentes de Coimbra. A documentary about people from different backgrounds living in the city. It was shown on various websites and social networking sites – show the following screen shot on card.



Q8 – Valencia and Pactem Nord version

ASK ALL

Q8 SA PER ROW.

I will now show or tell you about ways in which information has been shown in Valencia and Pactem Nord. Please tell me whether or not you have seen or heard about them, or attended the relevant events.

Please select one option for each row. Allow respondent time to read through each material before moving on to next.

		Yes – seen / heard/ taken part	Yes – heard about (but not seen/ taken part myself)	No	Saw/ heard/ took part in something similar	Don't know/ can't remember
1.	Poster advertising the Diversity Fair. This was shown in bus and train stations, public parks, health centres, cultural houses and town halls.	1	2	3	4	5
2.	Adverts in local media including El Periodico de Aqui.	1	2	3	4	5
3.	Adverts on websites including Horta Noticias, Ajuntament Foios, Comunitat Valenciana and Mac Meliana Feria.	1	2	3	4	5
4.	Adverts on social networking sites (such as Facebook).	1	2	3	4	5
5.	Radio advertisement for the Diversity Fair. This was played on 97.7 broadcast.	1	2	3	4	5
6.	Television advertisement for the Diversity Fair. This was shown on Television Municipal de Valencia.	1	2	3	4	5
7.	Diversity Fair. This was held on 2nd- 4th December 2011.	1	2	3	4	5
8.	The programme for the Diversity Fair. This was distributed at the event as well as by post to some professionals before the event.	1	2	3	4	5

Clarification of materials to show:

21. Poster advertising the Diversity Fair – show the following image on card.



22. Advert in local media – show the following image on card. card [Stress: asking about all adverts not just El Periodico].



23. Adverts on websites including Horta Noticias, Ajuntament Foios, Comunitat Valenciana and Mac Meliana Feria – show example below on card [Stress: asking about all websites not just Mac Meliana Feria].



24. Adverts on social networking sites (such as Facebook) – no stimulus needed.

25. Radio advertisement for the Diversity Fair – no stimulus needed.

26. Television advertisement for the Diversity Fair – no stimulus needed.

27. Diversity Fair – no stimulus needed.

28. The programme for the Diversity Fair – show all pages on card.

