



« Inclusion Influencers »

Project's report





The opinions expressed in this work are the responsibility of the authors and do not necessarily reflect the official policy of the Council of Europe.

Authors: Rede Portuguesa de Cidades Interculturais

Intercultural Cities Unit,

© Council of Europe

Council of Europe, December 2021

Equality, Diversity, Interaction

Introduction

The idea for this project came from the member cities of the Portuguese Network of Intercultural Cities (RPCI) due to the increasing discrimination behaviours identified at the local level. The main target is the youngest part of the population as their daily exposure to social media ends up being the main source of information that influences their behaviours and actions in society. The fact that there are not enough alternative narratives in these media outlets created the need to take action: the goal was to create content that would serve as positive alternatives, spreading kind and factual messages to balance the scale in those media and to offer more tools to create empathy to teachers and other technicians working with children and teenagers. One of the key decisions was to work with Influencers to help create the content and spread the message more efficiently to the target audience.

We worked to create tools that deconstruct and demystify the myths related to the migrant population in our country, with a view to help develop critical thinking, awareness and consciousness, and increase sensitivity, understanding and empathy for these topics.

Although all the member cities engaged toward the main goal of this project, and contributed to the collection and definition of the most common rumours, and many of them also participated in the final webinar, a more restricted working group was set up to test the strategy for the project. The working group was made up of Cascais, Viseu and Albufeira.

We strive to:

- make the youngsters become anti-rumours' agents, agents for change;
- promote a strong message that Portuguese cities are ready to welcome and value all citizens;
- provide teachers with the knowledge and the tools to use the contents produced in their classrooms, thus reaching more children and teenagers;
- provide city officials with the knowledge and tools to use these contents and anti-rumours' methodology, so that they can keep producing and promoting local campaigns about the topic;

In order to achieve that, we developed the following activities:

- Assessment of main social beliefs that pose barriers to inclusion;
- Development of content and social media products that tackle these barriers, using the anti-rumours methodology;
- Dissemination of the products among youth with support of local influencers;
- Empowerment of teachers to use the products with children and youth;
- Empowerment of cities' officers to use anti-rumours' methodologies;
- Development of a joint social media plan.

...and established the following goals:

- Collection of at least 3 beliefs and creation of social media products to counter them;
- Partner up with at least 1 local influencer;
- Provide 1 anti-rumours training session to teachers;
- Provide 1 anti-rumours training session to cities' officers;
- Organise 1 dissemination event and a public campaign.





The process

The RPCI Network delivered this project through the cooperative that manages the network, so it was able to use its team of specialists, with specific communication skills.

These are the steps we took to deliver this project:

1. We've met with the workgroup (project team + cities of Albufeira, Cascais and Viseu) every month to update on the progress and share insights;



2. We've selected 3 rumours to work on, from a list of the main myths/rumours identified by the member cities, based on the list of testimonials from non-migrant Portuguese citizens;

These were :

- "Migrant people come to Portugal to steal jobs from us"
- "Migrant people come to Portugal to live out of our government support"
- "Migrant people are associated with criminality"

3. We've researched and compiled relevant information related with those rumours, and organised 3 Focus Groups with a sample from our target audience, to gain insights and ideas for the contents to create.

To complete the preparation work, the project team wanted to hear directly from young people in the various cities to learn what they already knew about this topic and what would be the best approaches to creating products that resonate to them. With that objective in mind, several children's and youth associations were contacted and they invited young people available to carry out the Focus Group sessions with the team. Three Focus Groups were held with children and young people of different ages (from 11 to 21, divided by age groups) from which important insights and ideas were obtained for the direction of the products to be created. In addition, all young people (over 14 years old) made themselves available to help develop the products together with the team.

The next step was the organisation of anti-rumours training sessions with teachers and with cities' officers.

In October 2021 we organized an anti-rumours training session for teachers (27 participants) and another one for cities' officers (19 participants).

We then researched, compiled and contacted a list of celebrities/ influencers that were relevant for our target audience, and worked with the youngsters, cities' officers, teachers and influencers to create and disseminate the contents for this project.

It was decided to create the following products: an interview with migrant people who have witnessed the process of integration into society and the labour market in Portugal, to demystify the myths related to work and subsidies; two mini comics about the creation of rumours, to demystify the myths related to criminality; and one cooking video with young migrants, to normalise and harmonise the intercultural richness of our cuisine. We also used the [existing antirumours video](#) created by the city of Amadora in 2018.

Não tires conclusões precipitadas...

Através desta curta banda desenhada, chamamos a atenção para os perigos dos estereótipos e da discriminação.

#nãovásnaconversa

REDE PORTUGUESA CIDADES INTERCULTURAIS

APOIOS: Alameda, MUNICÍPIO DE VISEU, CASCAIS, RP CI COOPERATIVA

PATROCÍNIO: CONSELHO DE EUROPA, CONSELHO DE TELEXOIS

As coisas nunca são bem o que parecem...

Através desta curta banda desenhada, chamamos a atenção para os perigos dos estereótipos e da discriminação.

#nãovásnaconversa

REDE PORTUGUESA CIDADES INTERCULTURAIS

APOIOS: Alameda, MUNICÍPIO DE VISEU, CASCAIS, RP CI COOPERATIVA

PATROCÍNIO: CONSELHO DE EUROPA, CONSELHO DE TELEXOIS

Cozinhar com o sabor da interculturalidade

Através da culinária, descobrimos ingredientes comuns entre culturas e outros que permitem unir diferentes sabores e enriquecer a nossa gastronomia.

#nãovásnaconversa

REDE PORTUGUESA CIDADES INTERCULTURAIS

APOIOS: Alameda, MUNICÍPIO DE VISEU, CASCAIS, RP CI COOPERATIVA

PATROCÍNIO: CONSELHO DE EUROPA, CONSELHO DE TELEXOIS

Construção de uma cidade inclusiva

Fomos conversar com pessoas migrantes e recolher as suas experiências pessoais e profissionais no nosso país. Com todos os desafios e aventuras da integração, eles são pessoas independentes que criaram o seu próprio caminho.

#nãovásnaconversa

REDE PORTUGUESA CIDADES INTERCULTURAIS

APOIOS: Alameda, MUNICÍPIO DE VISEU, CASCAIS, RP CI COOPERATIVA

PATROCÍNIO: CONSELHO DE EUROPA, CONSELHO DE TELEXOIS

Deliverables

- A cooking video was produced with Chef Fábio Bernardino and two young migrants (Tini, from Guinea and Helder, from Venezuela); you can see it here: <https://youtu.be/oqyJEaSIQds>
- 2 comics were created, illustrating the creation of rumours in our daily lives;
- Partnership with 3 influencers who made up to 8 publications throughout Instagram and TikTok;
- 1 pedagogical toolkit;
- The project was presented on Carla Rocha's programme ("Manhãs, Manhãs", on Rádio Renascença, renowned radio presenter and renowned nationwide radio station);
- Invitation to participate in the Session "Communicating Immigration: Challenges and Strategies" organized by the National Observatório das Migrações, taking place on December 17th.



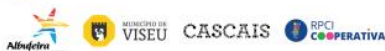
As coisas nunca são bem o que parecem...

Através desta curta banda desenhada, chamamos a atenção para os perigos dos estereótipos e da discriminação.

#nãováснаconversa



APOIOS



PATROCÍNIO



Download it [here](#).

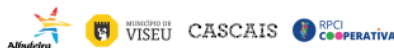
Não tires conclusões precipitadas...

Através desta curta banda desenhada, chamamos a atenção para os perigos dos estereótipos e da discriminação.

#nãováснаconversa



APOIOS



PATROCÍNIO



Download it [here](#).

Cozinhar com o sabor da interculturalidade

Através da culinária, descobrimos ingredientes comuns entre culturas e outros que permitem unir diferentes sabores e enriquecer a nossa gastronomia.



#nãovásnaconversa



REDE PORTUGUESA
CIDADES INTERCULTURAIS

APOIOS



MUNICÍPIO DE
VISEU

CASCAIS



RPCI
COOPERATIVA

PATROCÍNIO

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

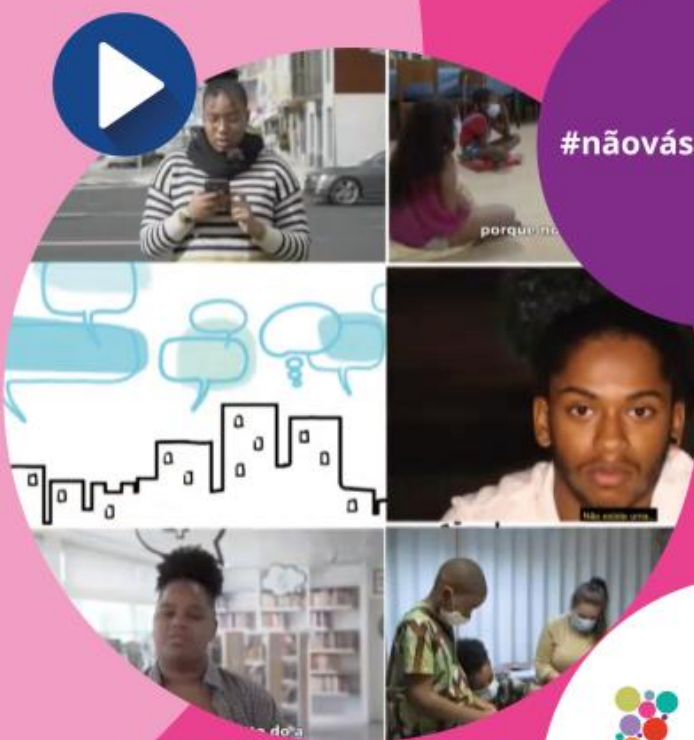


CIDADES INTERCULTURAIS

<https://youtu.be/oqyJEaSlQds>

Construção de uma cidade inclusiva

Fomos conversar com pessoas migrantes e recolher as suas experiências pessoais e profissionais no nosso país. Com todos os desafios e aventuras da integração, eles são pessoas independentes que criaram o seu próprio caminho.



#nãovásnaconversa



APOIOS



MUNICÍPIO DE VISEU

CASCAIS



PATROCÍNIO

CONCELHO DE ALBUFEIRA



<https://youtu.be/sVo-Zv4QNWc>

We also created our youtube channel and posted our video there: [Rede Portuguesa de Cidades Interculturais – YouTube](#)

Furthermore, on 18 November 2021, the Webinar “Resources for Working Inclusion with Children and Youth” took place, with the presence of several municipalities, schools, associations and companies, in addition to the testimony of some the young people and influencers who participated in the project (total of 42 participants);

The campaign with the influencers started on the 10th December and is running until the 18th; the youth influencers created their own content, on top of sharing the content created by the team.

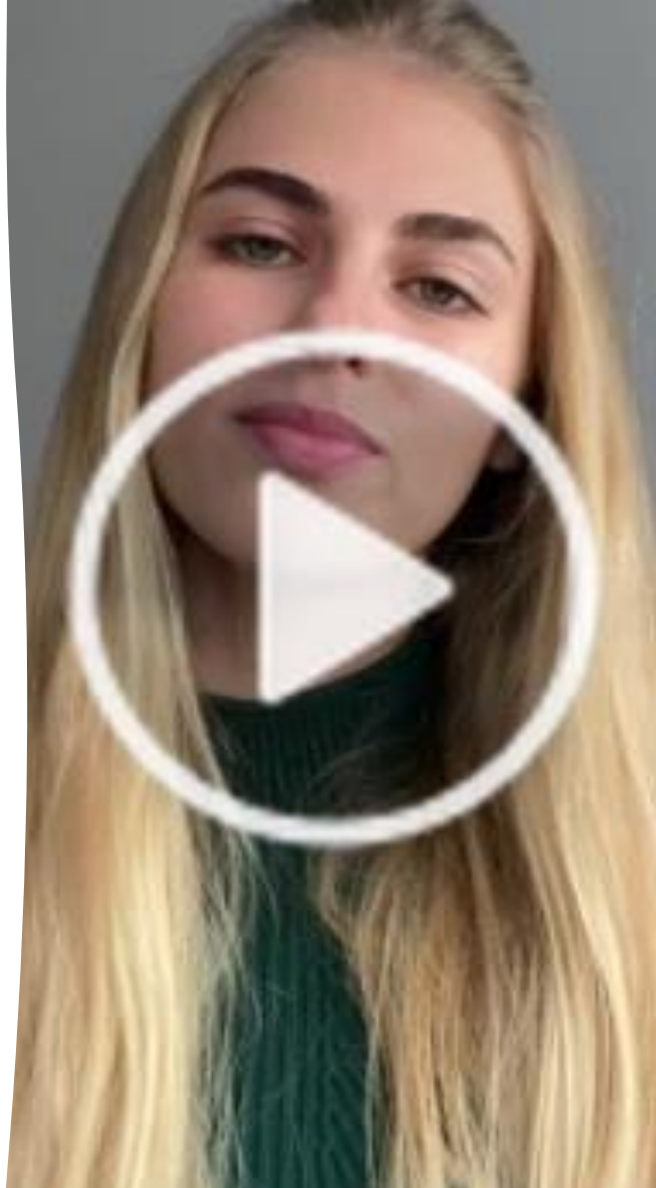
These are the influencers the team is working with:

- [Influencer Mário Skepis](#);
- [Influencer Joana Cardoso](#);
- [Influencer Bernardo Gomes](#)

The campaign's hashtags are:

#nãovásnacversa
#diznãoaosrumores

The news and other content created within the scope of this project have been published on [RPCI's website](#) and respective [Facebook](#), [LinkedIn](#) and [Instagram](#) accounts.





Recursos
para Trabalhar
a Inclusão
Intercultural
com Crianças
e Jovens

**KIT DE
FERRAMENTAS**

To ensure the replicability of the project, the team also created a toolkit that provides teachers and other social agents with interactive tools to work interculturality with children and young people, interactively, in the classroom and beyond.

Download the toolkit [here](#).