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Meeting of ICC-Ukraine Local Coordinators

6 September 2021, 11.00 – 13.30 CET /12.00 – 14.30 Kyiv

Report by Dr. Kseniya Rubicondo, national coordinator

AGENDA

6 September 2021

11.00 - 11.10 Introduction and Agenda Outline

Dr. Kseniya Rubicondo, National ICC-Ukraine Coordinator

11.10– 12.00 City-participants: discussion of the progress made in implementing the ARS strategy in Ukrainian cities, review of alternative narratives collected, and discussion of the next steps

Local Coordinators will provide an update in the following order (5 min per city):

- Vinnytsia – Ms. Yuliia Kashpruk
- Sumy – Ms. Antonina Kohan
- Pavlograd – Ms. Elena Shulika
- Odessa – Ms. Yuliia Zinchenko
- Melitopol – Ms. Lyudmila Afanasieva
- Lutsk – Ms. Tetiana Gnativ

12.00– 12.50 Cities-members: review of other intercultural policy and activities implementation in the ICC-Ukraine cities, good practice 2021 presentation

Local Coordinators will:

- *discuss the lessons learned: achievements, challenges, solutions (5 min per city in the above listed order)*
- *present good practices 2021 (5 min per city)*
- *discuss and approve the Network priorities for 2022 (thematic and structural)*
- *identify and approve the date for the VII annual meeting of the ICC-Ukraine local coordinators 2022*

12.50– 13.20 Welcoming Policy in ICC City: an update on ICC Welcoming Policy Guide developments in ICC-Ukraine cities, following the relevant ICC-UA Network meeting on April 16, 2021.

Local Coordinators will provide an update in the following order (5 min per city):

- Lutsk – Ms. Tetiana Gnativ
- Melitopol – Ms. Lyudmila Afanasieva
- Odessa – Ms. Yuliia Zinchenko
- Pavlograd – Ms. Elena Shulika
- Sumy – Ms. Antonina Kohan
- Vinnytsia – Ms. Yuliia Kashpruk

13.20– 13.30 Summary/Conclusions

Meeting Participants, local ICC coordinators:

- Lutsk – Ms. Tetiana Gnativ
- Melitopol – Ms. Lyudmila Afanasieva
- Odessa – Ms. Yuliia Zinchenko
- Pavlograd – Ms. Elena Shulika
- Vinnytsia – Ms. Yuliia Kashpruk

Other Participants:

- Ms. Natalia Glebova, NGO “Community +”, Melitopol
- Ms. Kseniya Rubicondo - National ICC-Ukraine Coordinator

Welcome, Objectives and ARS Approach Implementation

After a brief introduction of the meeting agenda, the participants moved directly to a discussion on the progress made by Ukrainian cities in implementing the ICC Antirumours approach, one of the ICCUA network's priority projects for the year 2021.

By the time of the meeting, all cities participating in the project had conducted ARS focus groups, completed rumour mapping and carried out a network-wide survey to identify and rank the most common rumours related to cultural diversity in ICCUA cities. As a result, five most common rumours were identified. This enabled the project participants to move on to the next step in the implementation, namely the development of alternative narratives.

In a round of online and written exchanges with the ARS teams of the cities during the summer 2021, the national coordinator explained the general approach, functionality, relevant concepts and principles for the development of alternative narratives, including the use of '10 criteria for

the creation of effective alternative narratives on diversity' which were partly translated into Ukrainian in order to facilitate the understanding of the new concepts, design and processes.

On this basis, the first attempts to develop alternative narratives in relation to the five common rumours identified in the ICCUA cities (listed below) were made by all project participants by the end of August 2021, with the exception of the city of Sumy, whose local coordinator was absent from the meeting and subsequently informed national coordinator of Sumy's inability to join the implementation of the Antirumours approach in 2021.

Five most common rumours in Ukrainian cities (*listed as ranked*):

1. *"Roma are thieves"*
2. *"Ukrainians are cheap Western European labour"*
3. *"Jews are selfish"*
4. *"internally displaced persons do not want to work" (i.e. "they live on state aid")*
5. *"Muslims are terrorists" (and we must stay away from them)*

The draft narratives were submitted for the national coordinator's review prior to the meeting. Some good examples of such narratives - from Pavlohrad for instance - were presented and discussed at the meeting. Methodological and contextual issues encountered by the ARS teams of the cities in the preparation of the narratives were reviewed and addressed. The national coordinator pointed out that more detailed explanations and consultation (with translation into Ukrainian) will be provided at the second ARS webinar delivered by ICC expert Mr. Dani de Torress on 8 September 2021. She asked the ARS teams to prepare relevant questions for the expert and stressed the importance of the webinar for a successful implementation of the ARS approach in the ICCUA network. The national coordinator emphasised the value of the opportunity for ICCUA cities of receiving tailored advice during the webinar.

After an update on the implementation of the ARS approach in their cities, the meeting focused on the challenges faced by the ARS teams in the first four months of the project (since May 2021). These challenges included:

- Limited time to fully understand and embrace/adopt the ARS approach, its new - sometimes abstract - concepts, structures and processes.
- Insufficient ARS workshops/seminars in Ukrainian that would enable effective follow-up with experts and more effective implementation.

- The novelty of "alternative narratives" as a methodology for the target audiences and the difficulties in developing positive stories in relation to "negative rumours".
- Challenges in the overall management of the ARS initiative in the post-Covid environment - meeting deadlines, involving participants from different cultural backgrounds, reaching a wider audience, organising more effective face-to-face ARS events - due to limited human and other resources and varying health restrictions.
- Challenges faced by the grant signatory organisation (NGO) related to establishing numerous contractual relationships with a variety of actors involved in the ARS in five different cities in Ukraine.

ICC coordinators additionally pointed out that existing sanitary restrictions still affect the scope of the intercultural events in the municipalities, for example, in terms of the possibility of face-to-face meetings or large scale events that could give more visibility and outreach to the Antirumours. They also emphasised the importance of addressing the challenges listed above - in particular those related to the availability of training in the local language, project timeframe and its management - in the next phases of the ARS implementation in ICCUA, as well as when working on this or other ICC pan-Ukrainian initiatives.

The four remaining steps for the ARS implementation in ICCUA in 2021 were also reviewed. The national coordinator explained the methodology behind the "change maps" and how the "ARS Visions of Success" can be designed for each city. Ways to develop anti-rumour social media campaigns were also discussed. The cities agreed to provide the coordinator with their first "communication campaign plans" in order to get her feedback/advice before launching the events. Local coordinators also proposed that the 2nd evaluation survey of the project should be carried out in early 2022 (instead of late 2021) in order to better capture the changes and impact produced by the ARS implementation in Ukraine, as carrying out the survey just after the social media campaigns would only provide very short-term results of the project work.

Other ICC Policies and Practices

Other intercultural activities and initiatives in the ICC-Ukraine cities were presented and discussed in line with the 2021 ICCUA Action Plan. The local coordinators offered an overview of good practices and lessons learned, the selection of which will be provided to the ICC Programme in a separate document by the national coordinator by the end of the year and after the completion of a number of these initiatives in ICCUA cities.

A discussion on the ICCUA network priorities for 2022 followed. The city representatives expressed their willingness to pursue the implementation of the ARS approach, highlighting the initiative such as Antirumours approach requires more time and the engagement of broader audiences to be more effective city- as well as nation-wide. The importance and priority of addressing the challenges faced so far by cities in implementing the ARS was repeatedly emphasised. The coordinators stated that special attention should be paid to ensuring that the ARS methodology is well understood and mastered by the local ARS teams, which requires time, availability of expert support in the local language, more ARS explanation and follow-up meetings, methodology transfers and training.

The coordinators agreed to meet again in early December 2021 online in order to have the opportunity to review the progress of their ARS teams, to receive advice and methodological support from the national coordinator, to discuss the plans of the ICC-UA network for 2021 and to approve the date of the 2022 annual meeting of ICC-Ukraine coordinators.

Welcoming Policy

At the initiative of the city of Vinnytsia, which expressed interest in reviewing the existing welcoming policies of ICC Cities Global, an online webinar-meeting of ICC local coordinators took place on 16 April 2021. During this meeting, ICC Global and ICCUA good practices in the area of welcoming policies were shared. Some examples included policies and actions implemented Portugal, Greece, Spain and other countries. Inspired by the examples from Portugal and Bilbao (Spain), local ICCUA coordinators agreed to explore locally the possibilities for developing the ICC Welcoming Policy Guide in their cities.

At the current meeting, the results of these inquiries were shared and two ICCUA cities - Vinnytsia and Melitopol - expressed their interest in working on the development of such a document for their respective communities.

By the time of this report, the city of Vinnytsia has officially announced the launch of its work on the welcoming policy design “New Vinnitsa Residents Pro: Choosing the City. Meeting the City. Living in the City”. The city's webpage also provides some background statistics for this policy decision.



Conclusions

The national coordinator summarized the key points discussed during the meeting and presented its conclusions. The ICC coordinators agreed to continue the implementation of the ARS approach in their cities, highlighting the necessity to address the challenges encountered - in particular those related to the availability of training in the local language, project timeframe and management - in the next phases of ARS implementation, as well as when working on this or other ICC pan-Ukrainian initiatives. Particular attention should be paid to ensuring that the ARS methodology is well understood and mastered by the local ARS teams, which requires time, availability of expert support in the local language, more ARS explanatory and follow-up meetings, methodology transfers and training.

The coordinator from Vinnytsia agreed to provide regular updates on the development of its Welcoming Policy initiative and encouraged its ICCUA colleagues to join the effort.

The meeting participants agreed to meet again in early December 2021 online to have the opportunity to review the progress of their ARS teams, to receive advice and methodological support from the national coordinator, to discuss the ICC-UA network plans for 2022, and to approve the date of the 2022 annual ICC-Ukraine coordinators' meeting.