

Designing a communication strategy in intercultural cities: a summary

Steps to take before developing a communication strategy

DEFINE

- Objectives
- Audiences
- Key messages



NARRATIVE FRAMEWORK = conceptual framework

WHAT? Challenges facing the city
 WHY? Interculturality matters
 WHAT FOR? Defining an imagined future
 HOW? From personal experience
 FOR WHOM? Citizenship



- Stories
- Messages
- Values
- Ideas
- Emotions
- Awareness

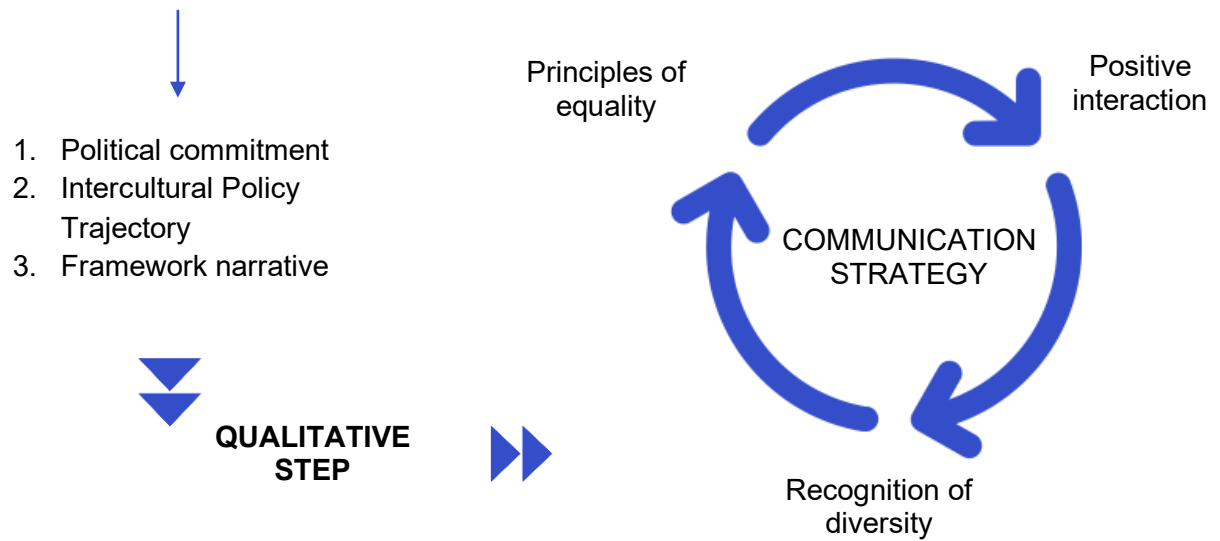
Criteria for creating a **FRAMEWORK NARRATIVE**

1. It is important to know how to listen.
2. Start from your own frame of reference.
3. Take an inclusive and positive approach.
4. Be honest and consistent in the policies you promote.
5. Cooperate and build consensus: this will have a greater impact.
6. Define objectives and audiences.
7. Work on content creation.
8. Encourage interaction and visibility of diversity.
9. Use effective channels of communication.
10. Repeat and reinforce messages.
11. Design a system for evaluating impact.






BACKGROUND DOCUMENTS

DESIGNING A COMMUNICATION STRATEGY IN INTERCULTURAL CITIES

Before your launch!

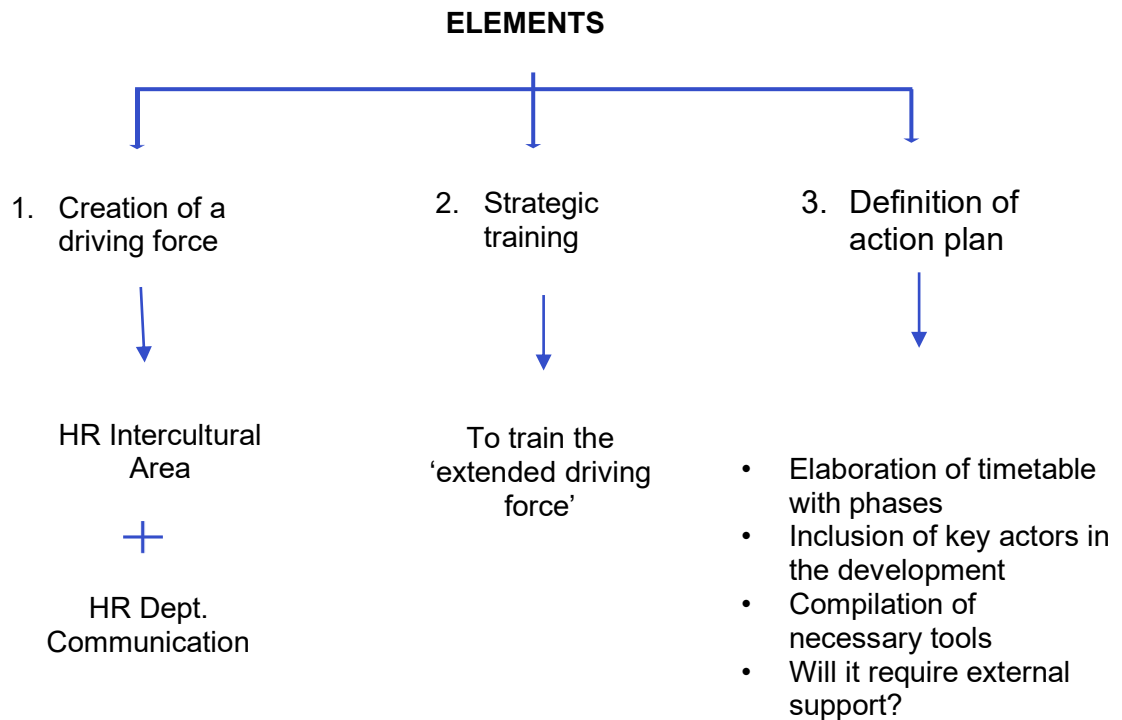


Phases in the design of a communication strategy

PHASES		OBJECTIVES
PHASE 1: Preparation and momentum	—	 <ul style="list-style-type: none"> - Decision making - Check of what you have
PHASE 2: Diagnosis	—	 <ul style="list-style-type: none"> - Knowing the starting situation - Image as complete as possible
PHASE 3: Definition of objectives, audiences and channels	—	 <ul style="list-style-type: none"> - Define the objectives well - Consensus with the driving group
PHASE 4: Content	—	 <ul style="list-style-type: none"> - Include the framework narrative - Adapt it as much as possible to the context
PHASE 5: Lines of work and actions	—	 <ul style="list-style-type: none"> - Coordinate actions - Acting with complexity in mind

Phases in the design of a communication strategy

PHASE 1: Preparation



PHASE 2: Diagnosis

It must contain:



Citizens' perceptions

Especially on issues such as diversity, coexistence and interculturality.



Critical review of current communication

Analysing weaknesses, strengths and challenges of existing intercultural communication



Analysis of the current social context

Identifying challenges for intercultural communication and sketching possible scenarios



Key actors (external and internal)

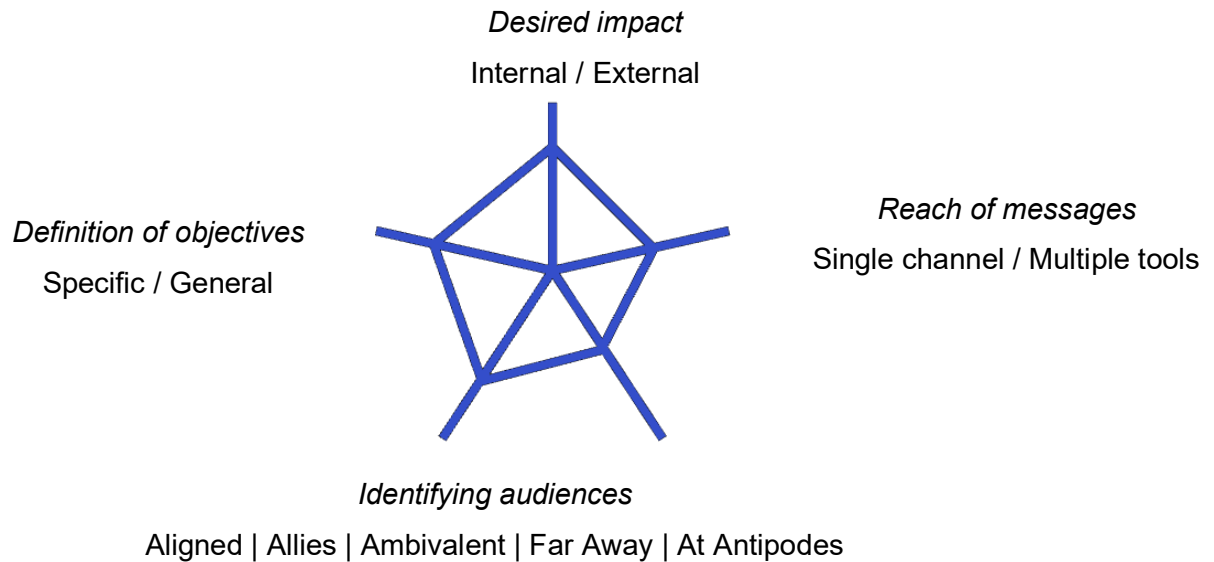
Identifying especially under-represented key actors so far



**ONGOING
PROCESS**

Phases in the design of a communication strategy

PHASE 3: Definition



PHASE 4: Content

NARRATIVE FRAMEWORK: City-specific

<i>Narrative content</i>		<i>Creating summary documents</i>
1. Challenges, values and process involved in committing to interculturality.	➡	Summary of 1-2 pages
2. Key ideas of the narrative, linked to the context of the city.	➡	Story ½ page
3. Key concepts:	➡	Glossary
Diversity, culture, identities, coexistence, citizenship, inclusion, discrimination, intersectionality, racism, segregation, assimilationism, multiculturalism, interculturalism, segregation, transversality, narrative...		

Phases in the design of a communication strategy

PHASE 4: Content

Adaptation and grounding of the framework narrative

- Audience identification
For example: allies, young people, journalists, educational staff...
- Selecting messages for each audience
Translating language for each audience
- o Creation of cross-cutting narratives
Impact and sensitise a wider range of actors
- o Involve the different municipal areas
With narratives that explain interculturality from different points of view
- Generation of spaces for reflection
- Collaboration between agents



Creating summary documents

□ 1 document 1-2 pages

With implications for each area by incorporating the principles of interculturality

□ 1 document ½ page

Includes narrative with 3-4 key ideas for communicating the intercultural outlook

□ 1 List

Includes examples of the impact of intercultural policies and projects

PHASE 5: Lines of work and actions

- 1: Coordination, competencies and follow-up
- 2: Review of institutional communication
- 3: Update of the diagnosis on interculturality
- 4: Narrative laboratory
- 5: Proactive actions
- 6: Work and relationship with the media

Phases in the design of a communication strategy

PHASE 5: Actions

- *1: Coordination, competences and monitoring*
 - Internal coordination
 - Training
- *2: Review of institutional communication*
Assessing institutional communication as a whole:
Does it reinforce interculturality?
- *3: Update of the interculturality diagnosis*
 - Monitoring the evolution of the population's perceptions
 - Media treatment of the issue
- *4: Narrative Lab*
Identifying and collecting useful stories for the city's intercultural narrative
- *5: Proactive actions*
 1. Identification of strategy objectives
 2. Identification of target audiences
 3. Selection of audiences
 4. Identification of areas and channels of communication
 5. Assessing and deciding who is involved in the process
 6. Identification of existing opportunities in the context
 7. Drawing up a list of possible actions
 8. Creation of content
 9. Review with a global view of the strategy
 10. Implementation and evaluation of actions
- *6: Work and relationship with the media*
 - To know and analyse the media with the capacity to influence.
 - Training in intercultural competences
 - Adapting messages to the media
 - Building partnerships
 - Harnessing the media and enhancing the community dimension