

DECEMBER 2021

NARRATIVE REPORT

**Together Against Hate Speech - joint initiative of the Polish
members of the ICC family**

PROJECT FUNDED BY COUNCIL OF EUROPE



Nucleus

Neutron

Introduction

The idea for this project was created jointly by three Polish members of the Intercultural Cities Programme: Lublin, Kraków and Wrocław. After many discussions and deliberation, the idea of working out a joint participatory campaign or series of events counteracting hate speech and promoting the value of interculturalism for diverse societies, was born. The campaign was supposed to be easy to share with other municipalities across Poland in order to counteract hate speech and promote the values of the Intercultural Cities at the same time and at the same time reusable and recyclable in different settings and contexts.

In cities like Lublin it would be the first attempt to promote diversity and counteract hate speech since the antirumours project "Communication for Integration", while Kraków and Wrocław have worked in the field in the past few years. It is, by all means, a great opportunity, to learn and inspire each other, but most of all it is an opportunity to create an impact across Poland. As far as municipal authorities are concerned, it strengthens the message and creates an opportunity to build an alliance with other Polish ICC members. It is also a direct implementation of a recommendation worked out by the ICC member cities during the 2020 workshop on joint campaigns of the network. As far as Poland is concerned, there has never been an initiative like this before and it gives it the potential to be shared and spread also by the members of the Union of Polish Metropolises which is an association of 12 major Polish cities, or Associations of Polish Cities, which consists of over 350 Polish municipalities. This means that the potential scale of reach can really be large!

INTRODUCTION

The long term goal of the project was raising awareness of local communities, engaging of general audience was needed, and it was going to be achieved through:

- Designing a social campaign counteracting hate speech and promoting interculturalism in diverse societies
- Local context analysis
- Series of local online events
- Final, joint event for 3 cities.



THE PROCESS

In order to create a social campaign built on the basis of local context and in a participatory manner, in times of pandemic where everything had to be done online... the 3 cities needed a 4th party. Someone to be able to guide us all through the process, serve as an external entity who facilitate, gathers and sums up the knowledge and experience of the cities. In order to do that we needed to find a partner with skills and competence – this is why the extensive search was conducted and the Good Company together with Institute of Research on the Future of Collegium Civitas, one of the most prestigious private universities in Warsaw, was selected. After the number of meetings with the Cities and the Partners, we managed to create a plan of activities to be carried out in order to get to the social campaign.

TOGETHER AGAINST HATE SPEECH PROCESS





THE PROCESS

It was decided that the series of local online events, together with individual interviews with the experts selected by each city and desk research, will be the basis of the Local Context Analysis carried out by Collegium Civitas – a necessary step in order to come up with the campaign idea. Next, the idea of campaign will be elaborated and presented by the Good Company. It will be assessed by local residents during another round of online local meetings in each city and – if necessary – corrected, changed or amended. The last step of the way would be a final meeting around the 18th of December (International Migrants Day) to sum up the experience and present its outcomes.

Ultimately, the project consisted of following steps:

- Local Context Analysis: interview with experts, local experts meetings and desk research (October / November 2021)
- Campaign idea and consultations with the cities and local residents (October / November 2021)
- Campaign presentation during the Final Event dedicated to Polish cities and regions and creation of project Manual (December 2021).

THE PARTNER

After an extensive search for partners to be able to perform the steps presented above (the search involved activating contacts from each city, telephone conversations and emails), the Good Company presented the most interesting and comprehensive offer, creating a collective together with Collegium Civitas. Both entities formed a team of experts working jointly on the project:



Grażyna Skarżyńska

Strategic advisor (brand and communication strategies)

Creator of brands and communication strategies for over 20 years, working both with commercial and non-profit entities (mBank, GE Money Bank, ICI Paints, Frito Lays, Dr. Oetker, Mars Polska, PepsiCo Poland, Procter&Gamble, Direct Marketing Association, Wrigley; Childbirth with Dignity Foundation, Urszula Jaworska Foundation, "Your Voice, Your Choice" coalition, SuperLocalGovernment competition; EFFIE Award juror; lecturer and Programme Board Member of the Institute of Research on the Future of Collegium Civitas, head of the GreenACCcademy – postgraduate studies on sustainable development.

Ewa Duda – Maciejewska

Creator of the first strategic advisory departments at the marketing agency in Poland - her team managed to collect 14 EFFIE awards for the campaigns effectiveness. Academic lecturer working with Collegium Civitas as well as SWPS (University of Social Sciences and Humanities), works with Civic Education Centre as a trainer. Member of national and international professional boards, such as: Teachers Guild (Design Thinking method), OpenIDEO (HumanCentered Design), Design Sprint's Facilitators Community, EPALE – Electronic Platform for Adult Learning in Europe)



Marcin Olkowicz

Involved in the marketing communication sector for over 30 years, working on projects related to communication, development as well as education. Started his professional journey as higher level manager and board member in finances; business trainer and advisor from 2000, conducting trainings, workshops, courses and schools. Works with Collegium Civitas, SWPS as well as University of Stefan Wyszyński. Trainer of Trainers and Supervisor of Psychological Help and Education Centre INTRA. Actively cooperating with many NGOs.

Roland Zarzycki, Ph.D, Ph.D

Vice-Rector of Collegium Civitas, mathematical sciences as well as human sciences doctor, author of scientific publications as well as speaker. Head of the Programme Board of The Institute of Research on the Future of Collegium Civitas, member of Wrocław Young Scientists and Artists Academy, member of National Board of Development of Social Economy in Poland, member of Sector Board on Marketing Communication, main co-author of the winning Wrocław European Capital of Culture 2016 application and Timisoara (2021/2023), co-funder of many social entities as well as research projects: The Politics of Small Things as the Discourse of the Common Day Ethics in the Globalized World; Future City Jobs. Publicist, activist, vegetarian.



THE CITIES TEAM

Lublin

Anna Szadkowska-Ciężka, Agnieszka Malinowska

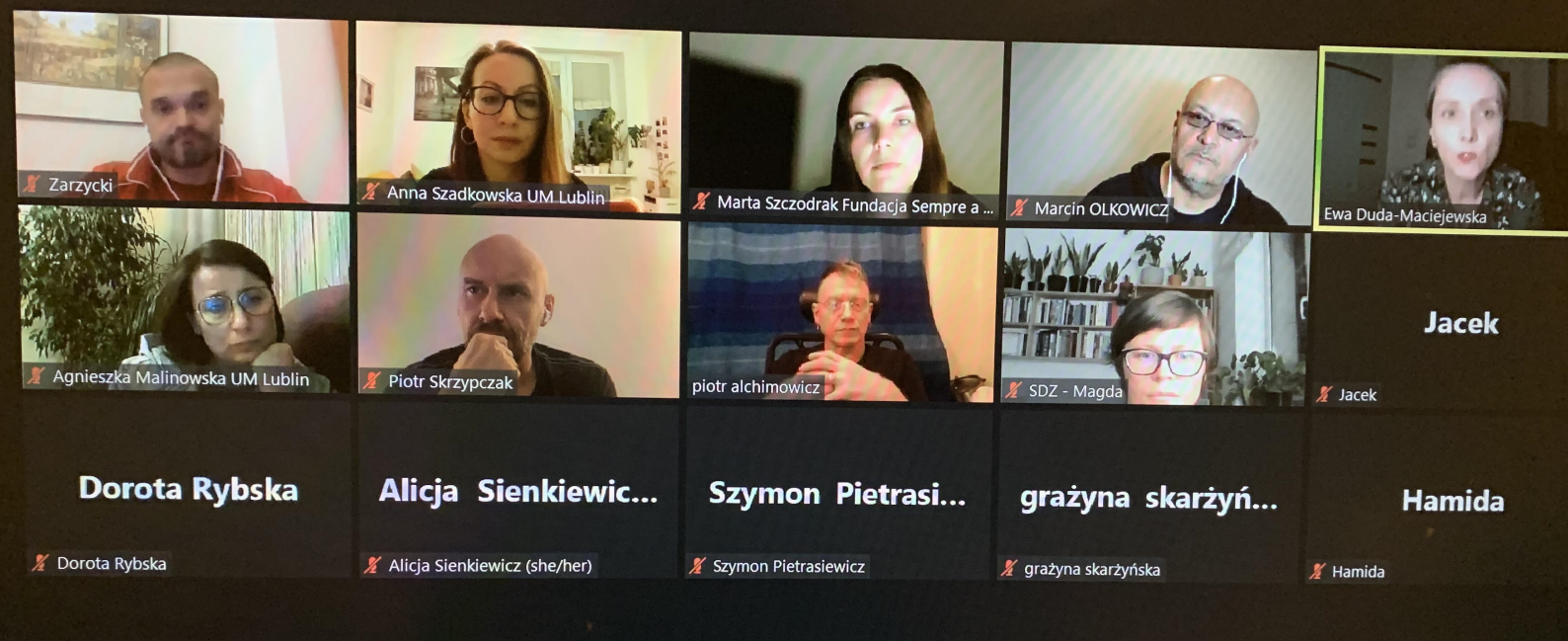
Kraków

Mateusz Płoskonka, Magdalena Furdzik, Ewelina Adamska

Wrocław

Marta Majchrzak, Dorota Kozak-Rybska, Maria Adamiec, Tymon Kubacki

TOGETHER AGAINST HATE SPEECH



Local Context Analysis

Local Context Analysis, as decided by all cities and partners during many meetings at the very beginning of our cooperation, was a necessary step to be able to propose a campaign idea. **In order to examine the local context, the following steps were undertaken:**

1) Each city representatives were asked to nominate local experts for **individual interviews** (5-6 half an hour phone interviews with experts from each city) based on the following criteria:

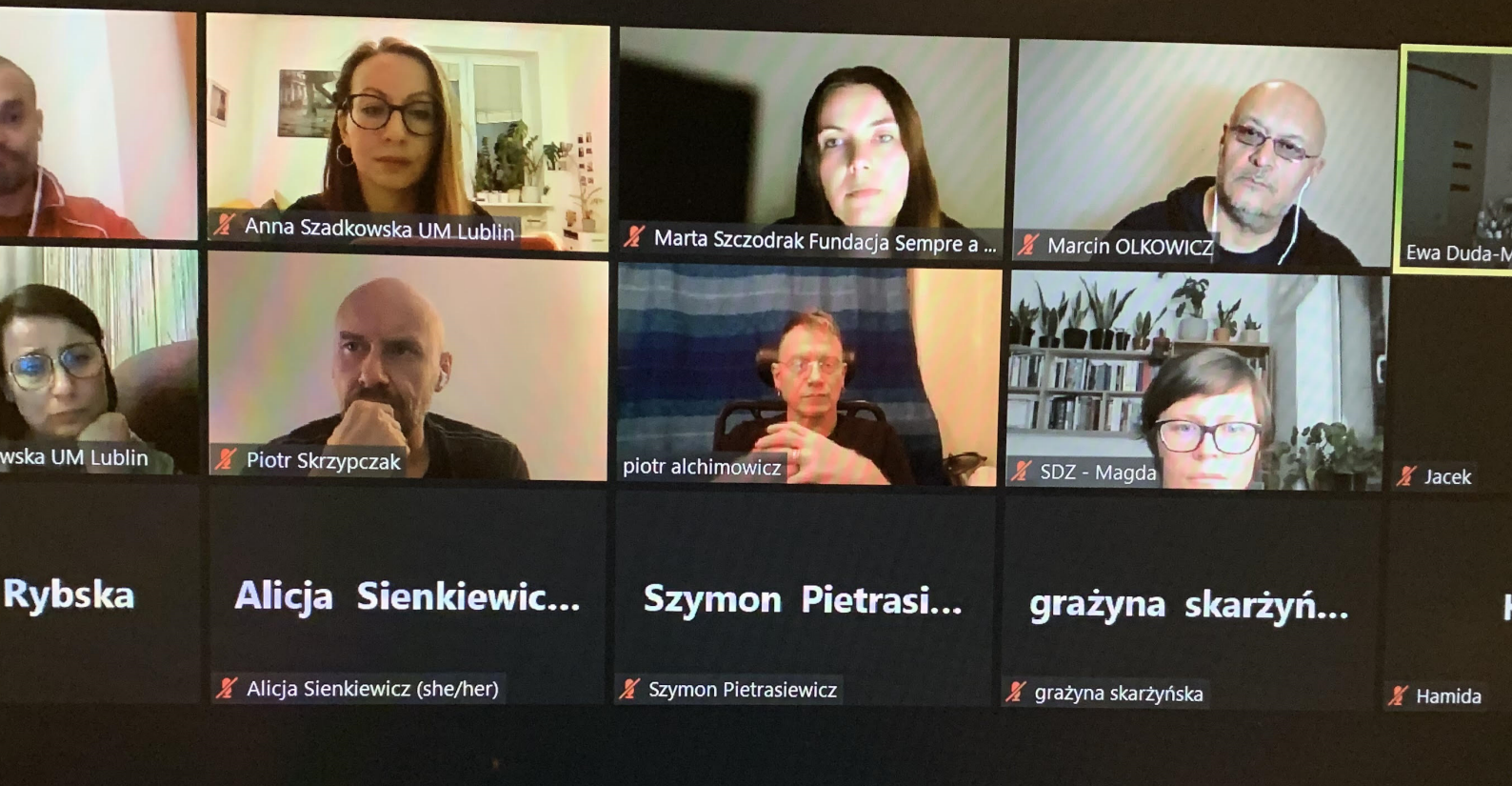
- at least 1 person from each city who can provide the municipality's perspective on hate speech and its counteracting
- at least 1 person from each city who can provide a teacher's / educator's perspective on hate speech and its counteracting
- at least 1 person from each city who can provide a NGOs perspective on hate speech and its counteracting

The experts also mentioned specific names and projects that they would like represented among the local experts group.

2) There was an **online expert meeting** for each city – representatives of local NGOs, institutions and local experts on the subject were invited to these meetings. The meetings were a form of focus group interview, run and moderated by our Partner (detailed Agenda - see next page).

The first online meeting was in Lublin (08/10/2021, 17.30 CET), the second in Kraków (12/10/2021, 17.30 CET) and the last one in Wrocław (15/10/2021, 17.30 CET).

3) **Desk research:** a careful, thorough desk research was also undertaken by our partner and author of the Local Context Analysis with regards to hate speech in general (as a phenomenon, not only in cities participating in the project, but more broadly). The analysis, together with the results from individual interviews as well as group meetings, can be found as Appendix 1 to this Narrative Report.



Online Expert Meetings Agenda

1. Summary of **results of the preliminary diagnosis** regarding the scope and manifestations of hate speech in reality and in virtual reality in all three cities participating in the project (Kraków, Lublin, Wrocław) – with special attention to the part regarding a specific city for which a meeting is held.
2. **Critical discussion** around the presented preliminary diagnosis, aimed at its deepening, broadening and altogether bettering.
3. Conversation on **needs** and **barriers regarding intercultural integration** as well as ideas of form and channels of communication which could reach residents and move their hearts and minds.

THE CAMPAIGN

ATOMY



TOGETHER AGAINST HATE SPEECH



A to my, nagłówki

Opis danego wydarzenia
z datą i szczegółami
z datą i szczegółami
z datą i szczegółami

Materiał przygotowany przy finansowym wsparciu Rady Europy.
Pochodzenie zdjęć: Pexels oraz Kancelaria Prezydenta - Marketing Miasta Lublin



Key recommendations based on diagnosis

RESIDENTS

All three cities struggle with the manifestations of hate speech, which intensify the feeling of loneliness, alienation, atomization, disengagement and escape from responsibility among residents.

INITIATIVES

In each of the three cities, a number of valuable initiatives is carried out in the area of integration activities as well as identifying and counteracting hate speech. At the same time, it is noticeable that the activities counteracting hate speech are dispersed.

THE POTENTIAL FOR CHANGE

Attacking or stigmatizing hate speech may be counterproductive.

It is organization of common, everyday experiences which lead to joint activities and dialogue, that has the potential to prevent the escalation of negative forms of expression and to stimulate a sense of shared responsibility.

Joint umbrella for activities and communication

- It is important to showcase and promote a proven in practice, effective process of preparation of good, inclusive activities supporting intercultural integration in local communities.
- Creation of a communication platform, sign and slogan for activities preventing the emergence of hate speech could encourage wider use of such community building activities among cities.
- The common framework for initiatives in the area of hate speech prevention will increase their visibility for residents.

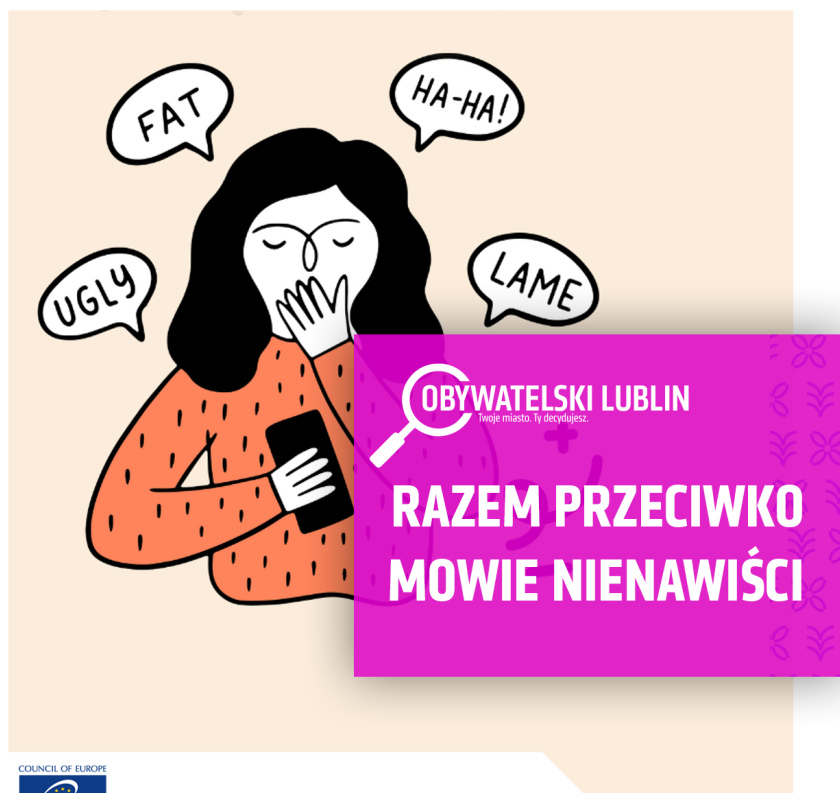


Based on Local Context Analysis....

... the recommendation was to not limit ourselves to a one time anti hate speech communication campaign - especially that it was pointed by our experts that direct fight against hate speech is not effective in the long run, pushing it further underground.

Instead, what was proposed to the cities as well as the residents during the second round of local meetings, was to create a joint programme with its slogan, logo and basic communication materials to be used by any interested city.

During the second round of online meetings in cities this idea was proposed, together with 3 different visuals. The "A TO MY" (ATOMS / THIS IS US wordplay) was selected by participants of the meetings.



Meetings with the residents

As outlined in the Process, consultations with the residents of Lublin, Kraków and Wrocław were the 4th step of the project. Once more, the Good Company / Collegium Civitas team met with each city to discuss their idea (in this case - 2 variations of the same idea) and hear what residents of each city has to say about each of them. It was also up to residents to decide, which form of the common slogan and logo they like the most, and the verdict was the same in each of the cities! What participants pointed out were: 1) the dynamic, active, inviting character of this logo 2) the inclusive character of this logo 3) the wordplay was considered really on point when it comes to building inclusive communities (ATOMS / A TO MY (THIS IS US)).

ATOMY



Online Residents Meetings Agenda

1. **Presentation of two creative concepts** (A TO MY and THE WHOLE CITY) - the order will be changed each time to avoid any type of bias
2. **Residents' feedback:**
 - spontaneous information;
 - what type of information was retained - words, pictures, emotions, associations that come to minds, what do they make of them and what elements caught their attention and why?
 - deepening: understanding, identification, narrator, recipient, potential, analogies, barriers;
 - understanding of the message: what is the idea about, what did creators have in mind - how do you understand this name; how would you tell about it to someone close to you? What is the main thought? Is anything unclear?
 - Identification: what types of situations from your life come to your mind? Is this an important subject for you and why? Why not?
 - Narrator: let's imagine a person inviting us to such activity, please describe them (demographics, character traits, would you like to hang out with them - why yes/why no?
 - Recipient: what type of people would be interested in this kind of program - description, explanation
 - Potential: would you be interested in activities like this - why yes / why no? What benefits do you see? Is it interesting for you?
 - Analogies: what type of activities do you associate with whis idea? Why? What types of activities do not fit this description? Why?
 - Barriers: is there anything that discourages from participation/ involving? Why yes? Why no? Who wouldn't be interested and why?

TOGETHER AGAINST HATE SPEECH PROCESS



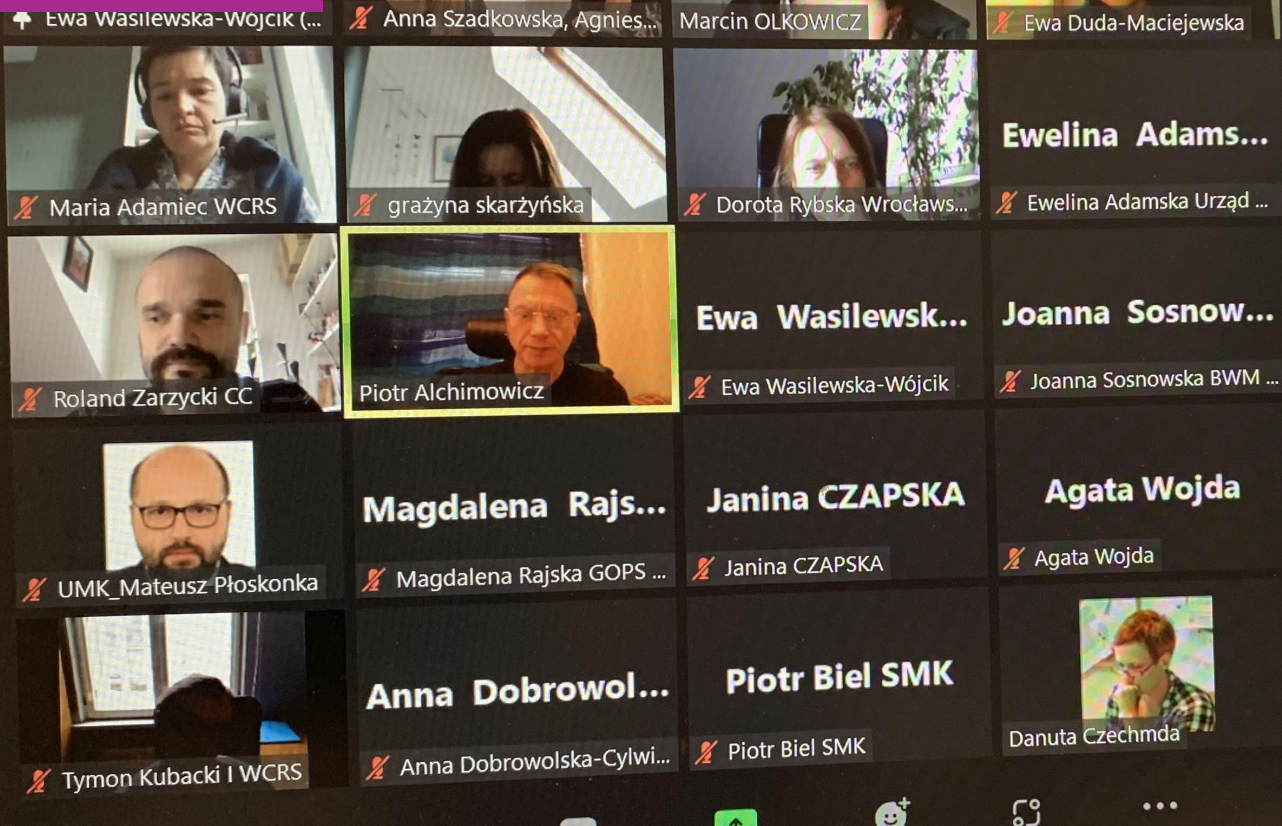
The Outcomes

What was, in the beginnings of the process, a quite simple idea for all the 3 cities - a design of a joining campaign against hate speech - due to the participatory and very collaborative process of working turned into a much more complex, comprehensive vision of **working with cities towards the intercultural model of community building and governance**. All of the Cities, as well as Partners, were quite surprised as to where this process led us. The weeks that preceded the Final Event (which, ultimately, as scheduled for 17th of December, for two reasons - it was Friday and we didn't want to associate Migrants Day with hate speech) were a time of many meetings, many conversations and discussions on the vision of the outcomes of the project.

The need of future collaboration

We all realised that the 5 months we spent together working on a complex project of 3 municipalities, a commercial partner and local residents and experts were just enough to work out a great idea... but not enough time to put it into practice. By the end of the project we all felt the pressure of time to finish something that was not even close to the finish line. The decision was made that more time and more work is needed to test and give structure to the A TO MY umbrella programme and that the final event would be a great idea to assess the interest of other Polish municipalities in such an initiative.

FINAL EVENT



Final event

As previously mentioned, all partners decided that the final event will be carried out on the **17th of December, 2021** and that we will dedicate this event to the municipalities and local communes across Poland. Extensive work was carried out by all partners (the cities and the Good Company Collective) to prepare presentation and agenda for the event. The invitations were sent out to all of our strategic partners across Poland - including all cities' metropolitan areas, Union of Polish Metropolises and the Association of Polish Cities. We were all very happy to welcome 40 participants from across Poland - from Warsaw to small local community in Lubelskie region.

It was an opportunity to promote the concept of interculturalism and cooperation of cities within the Intercultural Cities Programme as well as Migration and Integration Team of the Union of Polish Metropolises.

ATOMY

TOGETHER AGAINST HATE SPEECH



MEDIA COVERAGE

News of 3 Polish municipalities to undertake a joint initiative counteracting hate speech spread quickly after a press release was made. It provoked media's interest and gave all the involved parties an impulse to design the joint modus operandi.

- <https://wiadomoscilublin.pl/20210715416642/um-lublin-razem-przeciwko-mowie-nienawisci-1626326467> (access date: 27.12.2021)
- <https://www.miasta.pl/aktualnosci/lublin-krakow-i-wroclaw-przeciwko-mowie-nienawisci> (access date: 27.12.2021)
- <https://lajf.info/lublin-krakow-i-wroclaw-przeciwko-mowie-nienawisci/> (access date: 27.12.2021)
- <https://radio.lublin.pl/2021/07/lublin-z-krakowem-i-wroclawiem-beda-zwalczac-mowe-nienawisci-rada-europy-przyznala-grant/>(access date: 27.12.2021)
- <https://www.panoramalubelska.pl/wiadomosci/2908,lublin-wspolnie-z-krakowem-i-wroclawiem-przeciwko-mowie-nienawisci> (access date: 27.12.2021)
- <https://www.eska.pl/lublin/lublin-bedzie-zwalczal-mowe-nienawisci-aa-aL6C-JZUo-TEjc.html> (access date: 27.12.2021)

ATOMY



Thank you!

This project was possible thanks to the Council of Europe Grant and cooperation between 3 cities: Lublin, Kraków and Wrocław.

This document has been produced with the financial assistance of the Council of Europe. The views expressed herein can in no way be taken to reflect the official opinion of the Council of Europe.



TOGETHER AGAINST HATE SPEECH