

#Tool 09



Steps for designing an anti-rumours initiative

Objective

The purpose of this resource is to provide a practical guide setting out the steps to be taken into account when designing anti-rumours initiatives to challenge prejudices, misinformation, disinformation, and prevent hate speech relating to sexual orientation, gender identity and expression and sex characteristics (SOGIESC), and to enable the monitoring of their implementation.

How to use the tool

This tool should be used before beginning to design an anti-rumours initiative (whether by a local council, an organisation or an educational institution) as a practical guide to assist in the process and facilitate taking into account the key criteria and elements of the anti-rumours approach. The monitoring table allows you to visualise the progress of the design process and the completion of the various stages that need to be carried out.

It can also be useful for reviewing initiatives that are already being implemented and identifying possible adjustments to support maximising their impact, or as material to be shared in training sessions and workshops.

Recommendations

- ✦ For further guidance, consult the assessment resources in Section 1 and the related resources included in this section.
- ✦ This guide should be shared with all those involved in the design and implementation of anti-rumours initiatives to reinforce a common understanding of the approach and encourage consistency across different actions.
- ✦ Ensure that the initiatives create safe and respectful environments for the involvement of LGBTIQ people, particularly when addressing experiences of discrimination, violence or exclusion.
- ✦ Make provision for the initiatives not to perpetuate a narrow view of diversity and also take into account realities relating to LGBTIQ experiences.

Steps for designing an anti-rumours initiative

This step presents an example of an Anti-rumours initiative across all its phases, from the initial interest in addressing a specific challenge to the implementation and evaluation of the initiative.

Step	Context	Example of an Anti-rumours initiative designed by a local cultural organisation
1. Making the decision	- Identify the needs of the LGBTIQ communities by undertaking an Anti-rumours diagnosis. - The decision to design an anti-rumours initiative can be taken by a wide range of actors (such as an organisation, a local council, an educational institution, a library or a company) - Check whether the city has an Anti-rumours Strategy in place. - Be clear about the resources available (or the prospects of securing them).	- The team at a cultural organisation in a city is concerned about the rise in hate speech against LGBTIQ people and decides it wants to launch an initiative to facilitate raising awareness and preventing such speech. - There is no local Anti-rumours Strategy to connect the initiative with. - They have some resources available from a grant from the City Council.
2. Understanding the anti-rumours approach	- Begin by developing a clear understanding of the Anti-rumours Approach and the range of Anti-rumours actions. (See Tool 8). - It is also essential to understand the concepts relating to diverse sexual orientations, gender identities and expressions and sex characteristics, diverse family forms, human rights, equality and non-discrimination, as well as the applicable legal frameworks.	- Although they are somewhat familiar with the anti-rumours approach because they took part in a workshop two years ago, they are not entirely clear on certain criteria or the types of actions that can be undertaken. - They consult the online anti-rumours resources validated by the Council of Europe and learn about the criteria, types of actions and examples that inspire them to design their own initiative.

Step	Context	Example
3. Starting with an assessment	▪ Before designing the initiative, conduct a diagnosis (See Section 1) to identify: ○ The context and the challenges to tackle. ○ The objectives. ○ Other initiatives, projects and plans that already exist on this topic. ○ Key voices to include in this process. ○ The current level of knowledge regarding SOGIESC matters. ○ The main information gaps, myths or misconceptions present amongst diverse audiences. ○ The presence or absence of positive role models, historical memory and recognition of the contributions made by LGBTIQ people locally. ○ Applicable legal frameworks. ▪ To this end, review relevant documentation and gather input from a range of stakeholders through questionnaires, interviews or focus groups (See Section 1).	▪ To gain a better understanding of the reality of the issue they wish to address, they carry out a brief assessment based on: ○ An annual report from the national observatory on hate speech affecting LGBTIQ people. ○ A study carried out by local organisations on the types of prejudice, misinformation and hate speech most prevalent in their city and on social media. ○ Two focus groups with various actors (for example LGBTIQ organisations, local authority officials, educational institutions, young people) ▪ With this information, they gain a clearer picture of the reality, the challenges, and the most widespread types of SOGIESC based prejudice and hate speech in their local area. ▪ They map out the various projects and plans currently being implemented in their city that address LGBTIQ inclusion, as well as the key stakeholders active in this area.
4. Defining objectives and target audiences	▪ Define the objectives of the initiative on the basis of the assessment findings and the identified priorities. ▪ Identify the direct and indirect target audiences.	▪ Using the results of the assessment and drawing on their experience and knowledge, they define some general objectives and the audiences the initiative is aimed at, e.g.: ○ To prevent hate speech against LGBTIQ people by raising awareness amongst young people in the city, as well as their families, through theatre.

5. Connecting the initiative to the local context	▪ Link the initiative to existing processes, plans, policies, limitations, networks and initiatives that share similar objectives, in order to strengthen its impact, maximise resources and support its sustainability.	▪ The organisation's team contacts the council department responsible for SOGIESC equality and meets with technical staff to explore how their initiative links with the city's hate speech prevention plan. ▪ They meet with organisations working on SOGIESC related areas to explain the project to them and explore avenues for collaboration
6. Building partnerships	▪ Identify potential partnerships for the initiative. ▪ Secure the cooperation of a diverse range of individuals, institutions and organisations that bring complementary expertise and can influence the priority target audiences. This will strengthen the initiative's impact. ▪ People and communities directly affected by discriminatory narratives should participate not only as the beneficiaries of the initiative, but also in its design, implementation and evaluation, whilst ensuring their safety and preventing them from being exploited. ▪ Seek to incorporate diverse experiences within LGBTIQ communities, including trans, non-binary, intersex, migrant, racialised, young, older and disabled people.	▪ They contact local LGBTIQ organisations, youth organisations, schools and community organisations to identify potential partners and explore how each could contribute to the initiative. ▪ They establish a partnership with two LGBTIQ organisations and a local youth centre, agreeing on their respective roles, responsibilities and level of involvement throughout the initiative. ▪ To ensure diverse perspectives, they involve organisations and community representatives with different experiences, including young LGBTIQ people, trans people and LGBTIQ people from migrant or racialised communities. ▪ Reach out to other professionals and artists.

Step	Context	Example
7. Designing the initiative	Define the specific objectives, the type of initiative, its methodology and the various stakeholders involved.	The project is designed on the basis of a preliminary diagnosis and an analysis of opportunities to implement the Anti-rumours Approach, in consultation with individuals and partner organisations. Its objectives focus on raising awareness amongst young people and their families about the impact of hate speech on the lives of LGBTIQ people, promoting critical thinking to identify and prevent such speech, and breaking down stereotypes through interaction between people with diverse attitudes towards sexual and gender diversity. Furthermore, it seeks to broaden knowledge about this diversity, its history and rights, incorporating testimonies and positive role models that foster mutual recognition and understanding.
8. Designing the implementation process	Design the implementation plan, setting out the timetable and phases, the tasks and responsibilities of each party involved, internal coordination and communication, and the allocation of resources, taking into account risk management, incident protocols and support mechanisms.	The organising body draws up a methodological document setting out the multiple phases and timetable of the process, the allocation of tasks amongst the various people in charge, and the allocation of resources.

9. Implementing the initiative	Implement the initiative following the implementation plan and revising it periodically should the conditions for implementation change.	- The methodology combines training and artistic creation. Young people from the city take part in a training programme on the prevention of hate speech and theatre techniques, with the support of two amateur theatre companies and LGBTIQ organisations. This process culminates in a festival where the plays are performed, including one starring the young people themselves. Families, political representatives and the local community are invited, ensuring the participation of LGBTIQ actors. - Following the performances, an open discussion is organised to reflect on SOGIESC-based hate speech, promoting dialogue between performers, theatre companies and the audience. The project concludes with a participatory dinner that encourages interaction and the sharing of lessons learnt, and with the production of a video documenting the process, the conclusions and the awareness-raising messages generated.
10. Defining the evaluation system	- Based on the objectives, define an evaluation framework to measure the initiative's results and impact. - Define the indicators, data collection methods and resources from the outset.	- The evaluation system is defined using the indicators required to assess the achievement of the objectives and the changes brought about in knowledge, understanding and perception of diverse SOGIESC. - The necessary resources are developed, tailored to the different people identified through: - Focus groups - A participatory process at the end of the performance - Questionnaires and interviews

Step	Context	Example
11. Promoting sustainability	▪ While some initiatives are designed as one-off activities linked to a specific event or occasion, priority should be given to initiatives that seek to achieve sustained impact over time. ▪ The results will help assess the effectiveness of the initiative. From the outset, consideration should also be given to how its impact and sustainability can be maintained over time, e.g.: ○ by replicating the initiative in diverse settings, ○ by incorporating the initiative into strategies or plans promoted by institutions, ○ by making the methodology available to other organisations, ○ by entering into agreements with educational institutions to implement it.	▪ Based on the results of the evaluation, the organisation plans to reach agreements with other cultural venues and educational institutions to stage the play produced through the process. ▪ The City Council incorporates the experience into its city-wide strategy against hate speech. ▪ The experience is shared as a good practice through city networks, workshops or European projects.

Monitoring table – Steps for designing an anti-rumour initiative

Step	Main tasks	Responsible	Timeline	Monitoring indicators	Status	Comments
1. Making the decision	Identify the need, confirm resources and assess the context			☐ Need identified ☐ Resources available ☐ Decision formalised	☐ Pending ☐ In progress ☐ Completed	
2. Understanding the anti-rumours approach	Review methodological criteria, key concepts and reference materials			☐ Team formed ☐ Documentation reviewed ☐ Queries resolved	☐ Pending ☐ In progress ☐ Completed	
3. Starting with an assessment	Gather information, listen to key actors, analyse needs and opportunities			☐ Assessment carried out ☐ Actors consulted ☐ Discriminatory narratives identified ☐ Audiences analysed	☐ Pending ☐ In progress ☐ Completed	
4. Defining objectives and target audiences	Prioritise objectives and specify target audiences			☐ Objectives defined ☐ Target audiences prioritised ☐ Consistency with the assessment ensured	☐ Pending ☐ In progress ☐ Completed	

LGBTIQ Anti-rumours Toolkit – Action design

Step	Main tasks	Responsible	Timeline	Monitoring indicators	Status	Comments
5. Linking action to context	Identify existing strategies, plans and processes			☐ Networks identified ☐ Coordination carried out ☐ Synergies generated	☐ Pending ☐ In progress ☐ Completed	
6. Establishing partnerships	Contact organisations and individuals willing to collaborate, define their involvement			☐ Partnerships identified ☐ Commitments secured ☐ Diversity of profiles ensured	☐ Pending ☐ In progress ☐ Completed	
7. Designing the initiative	Define methodology, activities, resources and communication			☐ Design approved ☐ Resources planned ☐ Methodology defined ☐ SOGIESC perspective fully incorporated	☐ Pending ☐ In progress ☐ Completed	
8. Designing the implementation process	Draw up a timetable, allocate tasks and anticipate risks			☐ Timetable drawn up ☐ Responsibilities assigned ☐ Coordination plan defined	☐ Pending ☐ In progress ☐ Completed	

Step	Main tasks	Responsible	Timeline	Monitoring indicators	Status	Comments
9. Implementing the initiative	Implement the initiative according to the implementation plan, coordinate the different activities and partners involved, monitor progress and make adjustments when necessary.			☐ Activities implemented as planned ☐ Participation targets reached ☐ Partners and stakeholders involved as planned ☐ Adjustments made when necessary	☐ Pending ☐ In progress ☐ Completed	
10. Defining the evaluation system	Define indicators, resources and timing for evaluation			☐ Indicators defined ☐ Tools prepared ☐ Data collection system designed	☐ Pending ☐ In progress ☐ Completed	
11. Promoting sustainability	Identify opportunities for continuity, replication and advocacy			☐ Proposals for continuity defined ☐ New partnerships identified ☐ Dissemination strategy designed	☐ Pending ☐ In progress ☐ Completed	

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