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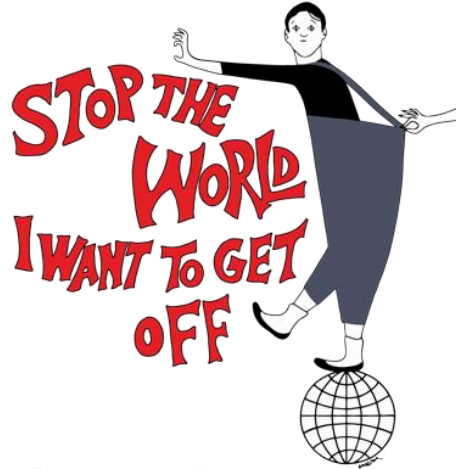
# The role of the city and the civil society reframing the narrative, changing the mind-set & going from words to action



Helena Rojas, ICC/Antirumours Sweden,  
Botkyrka/Stockholm/Sweden

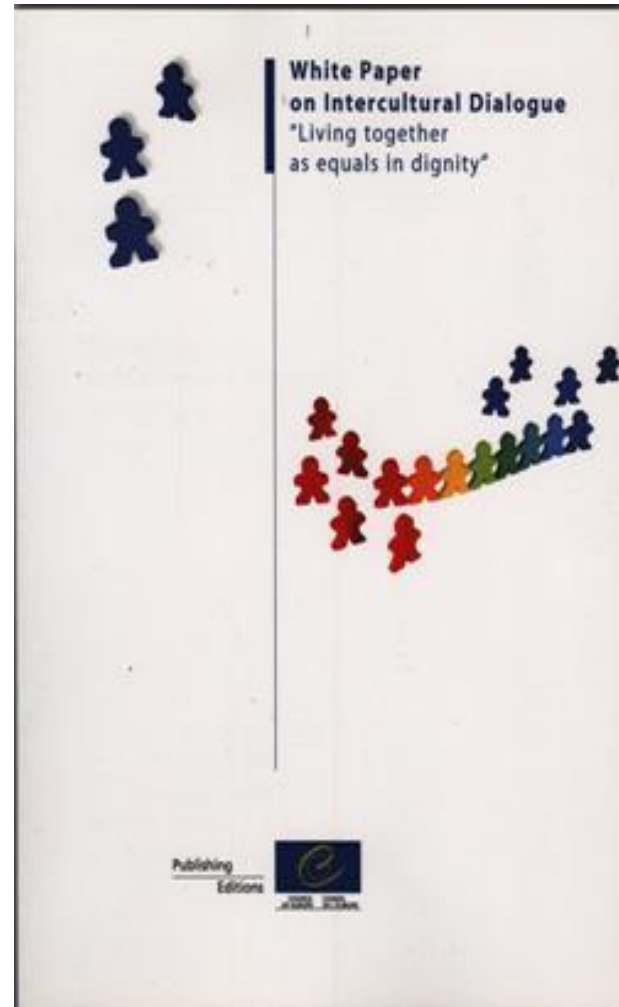
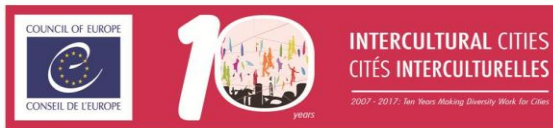
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The agenda world wide has always been dominated by governments and media.



**Yet it's in cities where most strangers must learn to live together.**

# A constructive answer to the anxiety about change



# When a constructive interaction is created the narrative changes

- **Reasons to interact**
- **Incentives to interact**
- **Places, institutions agents and tools of interaction**

The average person do not have less prejudices than the aggressive ones. To create change we need to work with the public in general.



# A NEW ALIGNMENT OF RESPONSIBILITIES OF NARRATIVE & ACTIONS

**Supranational authorities**  
protect universal human rights and  
manage global migrant flows

**National authorities**  
Maintain comprehensive systems of  
social justice

**Municipal authorities**  
Provide an alternative political  
space of solidarity and citizenship

**Communities**  
Offer humanity, hospitality and  
grounded

# Botkyrka

94.500

58 %

87,5%

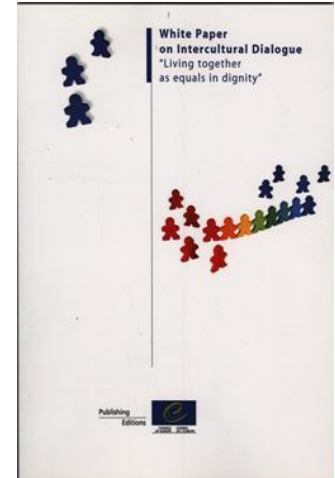
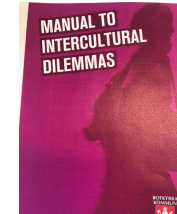
163

100













# Governing intercultural integration & migration at the local level

- Intercultural mindset.
- Botkyrka ICC index.
- ECCAR 10 point plan.
- Unesco LUCS- pilots.
- Antirumour agents.
- Dilemma workshops.
- CoE:s policy lab for Ministers & Mayors.



# Migration & integration policy matrix

	Economic rights	Civil & social rights	Cultural rights & the right to your identity	Community building & cohesion
<b>Guest worker</b>				
<b>Assimilation</b>				
<b>Multiculturalism</b>				
<b>Interculturalism</b>				

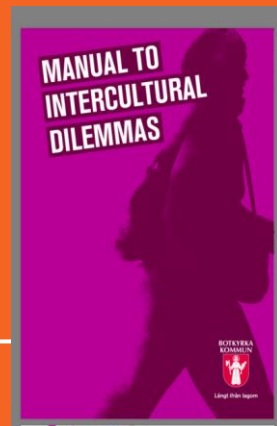


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# Development of Antirumours & dilemma work

The logo consists of a blue square containing the text "Anti Rumours" in white, with a horizontal line under "Rumours" and the word "GLOBAL" in a smaller font below it.

Anti  
Rumours  
—  
GLOBAL



# Storytelling & antirumours – to take control of the story of Botkyrka



# Tolerance



## Is not enough

1. What factors hamper positive interaction between inhabitants from different cultural origins?
2. What factors facilitate this interaction?

# A POLITICAL AND SOCIAL INITIATIVE TO:



## PROMOTE INCLUSION PREVENT DISCRIMINATION

&

# MAKE THE MOST OF DIVERSITY!

THE SPECIFIC **GOAL** IS:

TO CHALLENGE & REDUCE **STEREOTYPES,**  
**PREJUDICES & FALSE RUMOURS** ABOUT  
DIVERSITY ISSUES AND SOCIAL GROUPS

# AN INNOVATIVE METHODOLOGY

1. PREPARATORY ACTIONS

2. ANTIRUMOURS DYAGNOSIS

6. EVALUATION &  
SUSTAINABILITY

MAIN STEPS

3. ANTIRUMOURS  
NETWORK

5. ANTIRUMOURS  
CAMPAIGNS

4. TRAINING ANTIRUMOURS AGENTS

# ANTIRUMOURS ACTIONS

## NUREMBERG



ACTION ON STEREOTYPES

## FUENLABRADA



ANTIRUMOURS VIDEO TALE

## LUBLIN



RUMOURS EXCHANGE SHOP

## LOURES



ART STREET

## BILBAO



YOUTH VIDEO WORKSHOPS

## PATRAS



ANTIRUMOURS WORKSHOP IN PRISON

## LIMERICK



'ADVOCATES' TRAINING

## TENERIFE



ANTIRUMOURS TEST IN HOSPITALS

## BOTKYRKA



ANTIRUMOURS CAFE

## ERLANGEN



TRAINING REFUGEES AT SIEMENS

## AMADORA



ART & DIALOGUE IN SCHOOLS

## SABADELL



GASTRONOMIC WORKSHOP



PHOTOGRAPHY

## MANY WORKSHOPS...

### BCN ANTIRUMOURS CATALOGUE



THEATRE



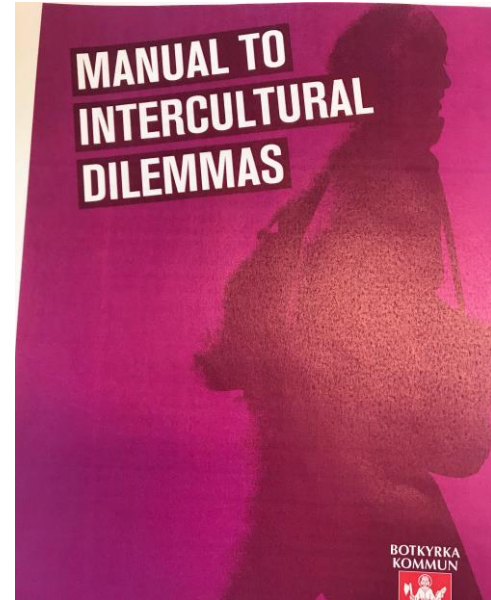
RADIO



HIP HOP

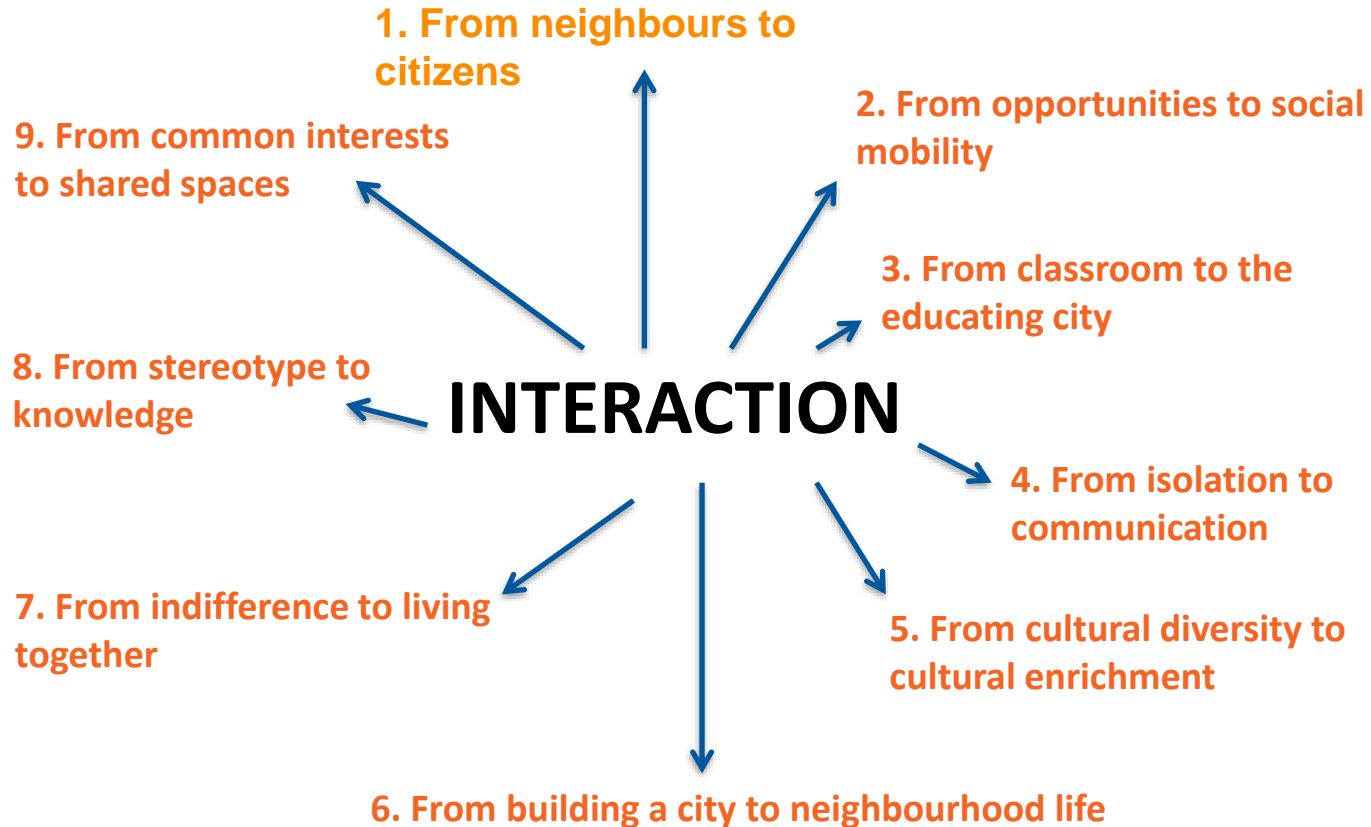
# Dilemmaworkshops

**Solutions that are long-term sustainable.**





# A CHANGE IN THE MINDSET OF THE CITY



# Unesco LUCS

A Swedish platform for collaboration.

Objective: To gather and disseminate knowledge against discrimination and racism and to promote human rights through local pilots and to develop methods and tools to move from word to action.



# Members from different parts of society



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Successes and failures/challenges –  
lessons learned

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# Successful elements – from words to action

- A strong political leadership that facilitate the creation and consolidation of social networks. Botkyrka a role model for Swedish municipalities. Choosing to see.
- The city networks (ECCAR, ICC, LUCS, Antirumours Sweden) give endurance and sustainability.
- The strategy to not avoid conflict – expect it, manage it: Anti-rumour, dilemma solving.
- We have framed the narrative in the intercultural logic - Recognise difference – emphasise similarities & create a new solidarity built on diversity = dignity.
- The work against racism and discrimination is now linked to human rights.
- The communication department has developed in a close link to equality. Takes responsibility to the nuance and constantly develop the narrative of the municipality.
- **Six keys for intercultural integration of refugees & new comers**

# Six keys for intercultural integration of refugees & new comers

1. See individuals as resources.
2. Confirm individuals' dignity.
3. Provide right information at the right time.
4. Awareness about the unreflected majority norm social mobility as a mind-set.
5. Cooperate with local civil society organisations.
6. Empower newly arrived to self-organisation.



# Failures/challenges

- The development is vulnerable to changes of politicians and civil servants.
- The maturity and knowledge varies among politicians, managers and employees.
- The attitudes and political climate in Sweden, Europe & the world.
- An increasing number of new comers live uncertain and vulnerable lifes on the outskirts of both the labor market and housing market.



# Lessons learned

**Citizens engagement** is not only crucial for policy success but also for policy sustainability...if the government change, the strategy continue...

A new alignment of responsibilities at different levels is needed.

The municipal administration need to work as a partner with civil society and the academy to solve complex challenges and problems (Unesco LUCS).

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We need more creativity and entrepreneurship attitude in public/social policies to engage and connect with people.

We need to empower bridge-builders (not gate-keepers).

We need to enable spaces for interaction and unexpected meetings.