



Alternative Narratives and Intercultural Communication – An Intercultural Cities Academy

19-21 April 2021

ONLINE





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Welcome!

What story does your city tell? All cities have a history; a sequence of concrete facts that are known, and that have brought us to where we are today. However, how we tell the story of our city, how we choose to frame it, the narratives we choose, will impact how that story is perceived and understood. Our story is but a puzzle of many small, diverse and intertwined pieces with different shapes and forms. **The story of our city is in fact not one, but many.** Do you know what stories are told and listened to? How are they told, and by whom? Is the same story told by everyone, in the same way? Herein lies the art of narrative – while we cannot change facts, we have the power to choose how we communicate about them, ensuring all stories of our city are told. We understand we can enrich our communication with multiple perspectives, fill it with many voices and value the diversity of our city. Through this, we share our history while adding more pieces to the puzzle.

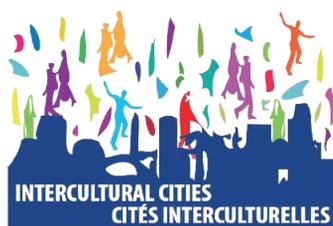
When to tell that story? For intercultural inclusion to occur, city authorities shall adopt a clear and well-publicised message emphasising their commitment to intercultural principles, on all occasions, in all their communication. Every story is intercultural in a diverse city and can contribute to achieving a climate of public opinion more conducive to positive intercultural relations.

Who should that story target? All residents, regardless of their nationalities, origins, languages, religions/beliefs, sexual orientation and age group. This is not to say that every communication needs to be intended for every resident, as the most effective communications are those that target audience segments defined by particular core values and daily concerns.

Target group? Communication staff, press officers, coordinators and other relevant city representatives of cities that are members of Intercultural Cities Programme.

Agenda – 19 April 2021

- 14h00 **Opening of the academy and introduction to the Intercultural Cities model**
Ivana d'Alessandro, Head of Unit, Intercultural Cities, Council of Europe
- 14h25 **The Intercultural citizenship test – Are you an intercultural citizen?**
Andrea Wickström, Project Officer, Intercultural Cities, Council of Europe
- 14h40 **Inclusive communication**
Carla Calado, ICC expert, Coordinator RPCI
This session will focus on developing tools to analyse your communication practices using an intercultural lens. We will start by sharing practices, so concrete examples of your experiences in this regard, whether successful or not, are most welcomed. Then, we will collectively try to answer several questions: are the tools and products we use available and accessible to everyone? Do they allow for everyone to identify with them and feel welcomed? How can we promote truly inclusive communication?
- 16h00 **Coffee break**
- 16h15 **Migration and integration: Which 'alternative narratives' work and why?**
Ophelia Field, Independent expert
Building on the results of strategic communications testing and self-evaluations by a wide variety of CSOs in the migration sector, this session will suggest various categories and forms of narrative that tend to resonate beyond those audiences who already fully support intercultural principles and migrants' rights. It will look at different approaches to narrative change and the theories underpinning them, and it will highlight the central importance of co-creating your city's narratives with those who have lived experience of migration issues.
- 17h45 **Food for thought**
Carla Calado, ICC expert, Coordinator RPCI
Ophelia Field, Independent expert



Agenda – 20 April 2021

09h30 **Meeting room open**

The meeting room is open to all participants who wish to share free thoughts about the food for thought with the other participants.

10h30 **Reactions to the food for thought**

Carla Calado, ICC expert, Coordinator RPCI
Ophelia Field, Independent expert

11h15 **Overlapping humanity – Telling the intercultural story**

Rune Kier, Independent expert

This session will explore how cities can take charge of the stories they tell to make them more intercultural, more human and more inclusive. It looks at the underlying premises of opposing narratives and aims to eliminate barriers for interculturalism by addressing it through the power of story – personal stories, collective stories and stories from the past. In this session we additionally address how to enforce narratives through the standpoint of each unique city with a unique population and a unique past.

12h10 **Food for thought**

Dani de Torres, ICC expert, Coordinator RECI
Rune Kier, Independent expert

12h30 **Lunch break**

14h00 **Meeting room open**

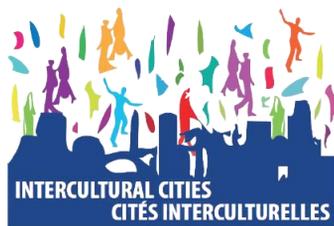
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15h00 **How to master the art of anti-rumours dialogue and contribute to build alternative narratives in your daily life**

Dani de Torres, ICC expert, Coordinator RECI

This session will address the importance of individual responsibility in countering diversity narratives based on prejudices, stereotypes and rumours, and in consolidating more constructive and rigorous alternative narratives. It will address how individuals can contribute through strategic dialogue based on the anti-rumours approach, an approach that seeks to effectively counteract beliefs, opinions and perceptions based on prejudices which are influenced by simplistic and populist discourses. We will start by identifying our own biases and prejudices and then move on to mastering the communication skills needed in our anti-rumours' dialogues with friends, co-workers, family, neighbours etc. In this session we will jointly identify the best strategies to master the art of anti-rumours dialogue and put it into practice from day one.

16h30 **Conclusions**



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Agenda – 21 April 2021

- 09h30 **Improve your content portfolio and strengthen media relationships**
Nigel Smith, Communication officer, Council of Europe
This introductory session will examine how to strengthen professional contacts with journalists and nudge media outlets towards publishing more inclusive, intercultural-themed news. A stronger understanding of media culture and practice, a clearer recognition of the characteristics of compelling content and greater confidence in the strategy needed to pilot intercultural-themed news and views to publication, are the intended outcomes of this session.
- 10:30 **Coffee break**
- 10:50 **Narratives for your city – Moving from theory to practice**
Carla Calado, ICC expert, Coordinator RPCI
Dani de Torres, ICC expert, Coordinator RECI
Ophelia Field, Independent expert
Rune Kier, Independent expert
- 12h30 **Conclusions**



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What will we focus on?

Inclusive communication

Carla Calado, ICC expert, Coordinator RPCI

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Migration and integration: Which 'alternative narratives' work and why?

Ophelia Field, Independent expert

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Overlapping humanity – Telling the intercultural story

Rune Kier, Independent expert

This session will explore how cities can take charge of the stories they tell to make them more intercultural, more human and more inclusive. It looks at the underlying premises of opposing narratives and aims to eliminate barriers for interculturalism by addressing it through the power of story – personal stories, collective stories and stories from the past. In this session we additionally address how to enforce narratives through the standpoint of each unique city with a unique population and a unique past.

How to master the art of anti-rumours dialogue and contribute to build alternative narratives in your daily life

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Improve your content portfolio and strengthen media relationships

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Meet our experts



Carla Calado

ICC expert, Coordinator RPCI

Carla Calado has a master's degree in community psychology and has worked within this field for the past 20 years. She manages a small NGO in the field of education since 2002. Working at Aga Khan Foundation since 2009, she currently develops work with employers, having been involved in the creation of the Portuguese Diversity charter since 2016. Currently she also assumes the position of coordinator of the Portuguese Intercultural Cities network with 13 cities, manages several inclusion projects and delivers awareness raising sessions and training aiming to foster more inclusive organisations.



Ophelia Field

Independent expert

Ophelia Field is an independent consultant who has worked in the refugee, migration and human rights fields, largely for the non-governmental sector, since 1994. Currently, she is a consultant to the European Programme for Integration and Migration (EPIM), the EU Agency for Fundamental Rights (FRA) and the European Network of Equality Bodies (EQUINET) on how to strategically communicate human rights issues to the general public. She is also an acclaimed biographer (www.opheliafield.com) and teaches MA Biography.



Rune Kier Nielsen

Independent expert

Rune Kier Nielsen is an award-winning Danish speechwriter and storyteller with experience from local and national government. He is trained as a social anthropologist having studied storytelling and social movements against racism in Salvador da Bahia, Brazil. For 6 years he communicated about diversity and interculturalism for Copenhagen City as part of the Intercultural Cities programme and now he is an independent consultant and ICC expert.



Dani de Torres

ICC expert, Director Diversit

Dani de Torres is an expert of the Intercultural Cities programme of the Council of Europe and Director of Diversit, an organisation that leads RECI (the Spanish Network of Intercultural Cities) and the Antirumours Global programme, as well as advising cities and organisations in several countries. Dani has been Commissioner for Immigration and intercultural policies of Barcelona and currently he is also a lecturer on the Master in Migration Studies at the Pompeu Fabra University.



Nigel Smith

Communication officer

Nigel Smith is a journalist, a digital strategist, a communication trainer, a videographer and a sports photographer. He has worked for the Council of Europe's Directorate of Communications since 2007. He began his journalism career in the United Kingdom, before working in Kenya and France. Since 2013, he has been a visiting lecturer at Strasbourg University, teaching to Master's level students, communication studies and media strategy, with a focus on European institutions and intercultural communication.