

## Annex 1 - LogFrame

Title of the Project		Communication for Integration (C4I): social networking for diversity		
Overall objective of the project (impact)		Building and strengthening social mobilisation networks to foster informed public opinion and debate on migration and diversity and combat unfounded (but widespread) myths and misconceptions which undermine the integration strategies at local level.		
Priority and specific objectives (as defined in the Call for Proposals)		Priority 1: local action to enhance migrants' economic, social, cultural and political participation Specific objective: → the engagement of the receiving communities in interacting with migrants, based on the mutual respect of their rights, obligations and different cultures		
Results and Deliverables				
Nr.	Result/Deliverable	Objectively Verifiable Indicators	Sources of Verification	Risks, assumptions and mitigating actions
I.	Result/Deliverable I: Research, collection of baseline data & needs assessment of local structures and issues related to migration and diversity	Research and data collection provide information on: →target groups /neighbourhoods and organisations with high social networking potential;  →factual and statistical data that can be used to inform public opinion on specific migration/diversity issues that are of interest to the community,  →Public perceptions, false ideas and rumours,	Consolidated research and mapping results based on:  →documentary research, →questionnaires →interviews →Web-based questionnaire →Workshops and focus groups	The research and data collection are expected to directly reflect the needs for the development of local networks and appropriate adoption of awareness-raising strategies, in particular:  → It is important that the database of contacts is cross-sectoral and can be maintained and expanded,  →Consideration should be given to those with a high social networking potential to maximize viral networking,  → Further consideration should

		<p>perceived risks and threats;</p> <p>→ Diversity assets at different levels including both tangible and intangible values &amp; success stories that can be used as campaign messages (database of diversity advantage stories).</p>		<p>be given to ensure that the database is fully socially and culturally inclusive.</p> <p>→The key contacts should be widely representative of decision-makers and opinion-formers.</p> <p>→Identification of key target issues for awareness-raising: attention should be paid to matching the perceived key issues to the desktop contextual analysis carried out as part of the relevant city mapping to identify key gaps and opportunities.</p>
<b>II.</b>	<p><b><i>Result/Deliverable II:</i></b></p> <p><b>Indicators to measure public awareness and change in community's attitudes, behaviours and beliefs (as a result of viral communication networking)</b></p> <p><b>Methodology on data collection and processing procedures</b></p>	<p>Indicators are simple, measurable, prioritized and verifiable</p> <p>Procedures for collecting data based on indicators are simple, straightforward and affordable.</p> <p>Data processing is reliable and results are presented in an accessible way.</p>	Availability of indicators	<p>Indicators are needed to identify, measure, and evaluate impact of awareness-raising actions on public opinion. City-partners and network coordinators need to be carefully informed about indicators to take them into account for the implementation of the awareness-raising activities. To measure impact, the project leader needs to define from the outset the following:</p> <p>→Shift in Beliefs, Behavior, Engagement and, Policies,</p> <p>→Definition of Shift</p> <p>→Strategies/activities linked to the shift</p>

				→ Scale of Influence and Resources required
<b>III.</b>	<p><b>Result/Deliverable III:</b>  <b>Local awareness-raising networks in the field of integration</b></p> <p><b>Increased capacity of local key stakeholders to raise awareness of diversity, migration and integration issues</b></p>	<p>→Membership and activities of networks;  →number of stakeholders involved, including “Diversity Ambassadors” and “Anti-rumours agents”  → 2-3 trainings for network members;</p>	<p>→Contacts’ database  → Availability of awareness-raising strategy  →Training materials and awareness-raising toolkits  →Evaluation questionnaires and answers  → Local intermediate report;</p>	<p>This stage specifies key messages, behavioral, learning and emotional objectives, choice of technics and specific products. To ensure that results are achieved:</p> <p>→ It is vital that there is a commitment of actors and sufficient community trust in network coordinator to facilitate network activities. The risk of insufficient commitment and trust can be reduced through intensive project coordination, preparing relevant and high-quality information, in-depth analysis and monitoring of needs of all stakeholders, including migrant communities, media, community-based organizations and other local partners;</p>
<b>IV.</b>	<p><b>Result/Deliverable IV:</b>  <b>Tools for communication and campaigning:</b></p> <p>→ Guide for “anti-rumours agents” adapted to local needs  →Communication Training Modules (building trust and engagement)</p>	<p>Awareness-raising tools provide evidence of:</p> <p>→ techniques for dismantling false ideas and rumours (scenario Matrix);  →brochures and awareness-raising tool-kits  → communication techniques (trust building and engagement )</p>	<p>→Training materials and awareness-raising toolkits  →Evaluation questionnaires and answers  → Local intermediate report;</p>	<p>→ Awareness-raising requires skills not readily available at the local level, particularly in a community of diversity and migration experts dominated by sociologists. Support will therefore be required from communication experts through tailored training courses both real and virtual.</p>

		→ network web site		
V.	<b>Result/Deliverable V:</b> <b>Awareness-Raising Campaigns and outreach actions at the local level</b>	→number of viral Awareness-Raising operations →population reached through “viral networking” and campaign events →Launch events: number of participants, number of social media and social networks exchanges, as well as classical media reports → Local Diversity Days: number of participants	→results of surveys →Evaluation questionnaires and answers →campaign materials	→It is vital that the “messages” identified in the WP III underpins and are consistent throughout the awareness-raising activities and “viral networking”. →Networks need to address diversity/migration not just from dismantling “what-is-not-true” point of view, but also take on the potential of diversity and migration in achieving more cohesive communities. In order to become key promoters of diversity, networks need to “learn the language of intercultural integration” and become pro-active, seeking allies among local populations rather than be perceived as defensive.
VI.	<b>Result/Deliverable VI:</b> <b>Knowledge transfer and Dissemination:</b>  →”Communication for Integration” Guide (compilation of methodology, training tools for awareness raising and evaluation)  → European Awareness-Raising ” <i>Communication for Integration and the role of the cities</i> ”	→ Evaluation provides evidence of achieved impact/change in community's attitudes, behaviours and beliefs (through the use of indicators in point II);  → European Awareness-Rising Conference endorses the project results that are	Availability of impact evaluation results, based on: → surveys, → evaluation questionnaires, → focus groups results;	It is expected that the project reflects added-value, not only in terms of innovative action (viral networking), but in terms of the policy-usefulness; Confirming this assumption will require project teams delivering first class communication outputs in terms of awareness-raising, networking and campaigning. The principle of "viral networking" also presumes that

		transferrable to a wider community of cities and key European stakeholders in the field of the integration		the project experience will be multiplied and replicated outside of the project partnership.
Activities				
Nr.	Activities (in chronological order) and methods (who? where? how? )		Calendar	
	<b>INCEPTION PHASE</b>  0.1 Recruiting Project Manager, Project Assistant 0.2 Establish in all project locations C4I correspondents/ network coordinators (Local partners with support from Project Leader), 0.3. Organise 1st coordination meeting to present project objectives, expected results and the evaluation plan – to be endorsed by partners (Partner-Cities, Consultant, Project Leader) ,		01/12/2013 to 15/02/2014	
<b>I.</b>	<b>IMPLEMENTATION - Work package I:</b> <b>Research, Data collection and needs assessment</b>  1.1.Develop Template Terms of Reference for Research Data collection and needs assessment (Project Leader) 1.2. Develop a database of key contacts representing key political, social, cultural and media sectors in each partner-city (Local Researcher (s)) 1.3. Questionnaire analysis at a local level in order to establish the range and relative influence of key opinion-formers, key decision-makers, key sectors and key civil society organizations (Local Researcher(s)) 1.4. Establish factual and statistical data that can be used to inform public opinion on specific migration/diversity issues that are of interest to the community, 1.5.Map public perceptions, false ideas and rumours, perceived risks and threats; 1.6 Establish “database of diversity advantage/success stories” that can be publicized in a city context (Diversity assets at different levels including both tangible and intangible values & success stories (database of diversity advantage).		01/01/2014 to 01/04/2014 01/04/2014 to 31/07/2014	
<b>II.</b>	<b>IMPLEMENTATION - Work package II:</b> <b>Establishing indicators to measure awareness-raising and change in community's attitudes, behaviours and beliefs</b>  2.1.Develop Terms of Reference for Evaluation (Project Leader);		01/01/2014 to 01/03/2014	

	<p>2.2. Prepare Evaluation Plan and propose methodology for evaluation (Consultant, Project Leader)</p> <p>2.3. Elaborate the impact indicators as defined in deliverables (Consultant, Project Leader)</p> <p>2.4 Organise 2nd coordination meeting to discuss indicators and their applicability in the context of awareness-raising campaigns (Partner-Cities, Consultant, Project Leader)</p>	<p>01/03/2013 to 31/04/2014</p> <p>01/03/2014 to 31/05/2014</p> <p>01/06/2014 to 31/06/2014</p>
<b>III.</b>	<p><b><i>IMPLEMENTATION - Work package III:</i></b></p> <p><b>Establishment of local networks and building their capacity to raise local awareness of diversity, migration and integration issues</b></p> <p><b>3.1.</b>Identify and appoint/nominate awareness champions for each city – the person will be working in tandem with municipal contact point and will share the responsibility of managing the network (Partner-cities, Project Leader)</p> <p><b>3.2.</b>Prepare local Awareness-Raising Strategies based on the analysis in Work Package I</p> <ul style="list-style-type: none"> <li>- agree the overall focus and the role of the awareness-raising strategy,</li> <li>- define the actors to be involved and a timeframe for completing the project</li> <li>- define the thematic framework for awareness-raising ( specifies key messages, behavioural, learning and emotional objectives)</li> <li>- chose techniques and instruments of implementation.</li> <li>- program, cost and define training and support needs.</li> </ul> <p><b>3.3.</b> Seek “Ambassadors for Diversity” at the local level</p> <p><b>3.4</b> Organise training for trainers on “anti-rumour strategy”</p> <p><b>3.5.</b> Organise awareness-raising workshops for network members (technics for building trust and engagement)</p>	<p>01/07/2014 to 01/09/2014</p> <p>01/09/2014 to 15/12/2014</p> <p>01/11/2014 to 31/03/2015</p>
<b>IV.</b>	<p><b><i>IMPLEMENTATION - Work package IV:</i></b></p> <p><b>Development of tools for local awareness campaigns</b> (Project Leader, Local Coordinators and Consultants)</p> <p><b>4.1.</b> Training and support material (to be put on Diversity Portals):</p> <ul style="list-style-type: none"> <li>- Visual material developed under the awareness-raising strategy;</li> <li>- Awareness-Raising Training modules and “Anti-rumours agents” guides</li> <li>- Successful interpretation, communication and engagement techniques;</li> <li>- Realising the value of diversity, and cultural knowledge;</li> <li>- Developing trust</li> </ul> <p><b>4.2.</b> Train in the use of these tools and encourage and facilitate exchange of experience</p>	<p>01/06/2014 to 31/07/2014</p>

	through regular networking and support. <b>4.3. Local Internet Portal</b>	01/08/2014 to 31/12/2014
<b>V.</b>	<b><i>IMPLEMENTATION - Work package V:</i></b> <b>Awareness-Raising Campaigns and outreach actions</b> (Local Coordinators and networks members)  5.1.Launch Events 5.2.Local Diversity Days 5.3. Public announcements 5.4.Other activities according to local strategies	01/06/2014 to 31/11/2014
<b>VI.</b>	<b><i>IMPLEMENTATION - Work package VI:</i></b> <b>Consolidation and Dissemination</b> (Project Leader, Local Coordinators, Consultant)  6.1.Conduct surveys (including on-line) and focus groups (Local Coordinators) 6.2.Organise local evaluation workshops with network members in all cities (consultant, local coordinators, project Leader) 6.3.Collect evidence from all partners and prepare draft evaluation report –first finding to be presented in European Awareness Raising Conference (Consultant)  6.4. Organise European Awareness Conference to present C4I results to European partners and key stakeholders in the field of integration  6.5. Prepare final evaluation report and recommendations 6.6. Publish “C4I” Guide for Cities	01/09/2014 to 01/11/2014 01/11/2014 to 31/01/2014  01/11/2014 to 31/01/2014  01/05/2015 to 31/05/2015  Deadline: 6 months after C4I termination
		<b>Pre-conditions</b> (a) Local Integration or Diversity Strategies, already prepared or in discussion (b) Availability of dynamic Civil Society