Contents

ACKNOWLEDGMENTS	5
CHAPTER 1 – INTRODUCTION	7
A. The antirumours strategy	7
B. Origin and expansion	7
C. Why an antirumours strategy?	8
D. Purposes and background of the handbook	9
CHAPTER 2 – THE CONTEXT OF THE ANTIRUMOURS APPROACH	10
A. The humility of a great ambition	10
B. The intercultural framework	10
C. Applying the antirumours approach in other contexts	11
D. Antirumours, anti-racism and hate speech	12
CHAPTER 3 – THEORETICAL BASIS	13
A. Definitions: stereotypes, prejudices and discrimination	13
B. Where do stereotypes and prejudices come from?	14
C. How do we learn stereotypes and prejudices?	15
D. And what about rumours?	16
CHAPTER 4 – THE KEY ELEMENTS OF A CITY "ANTIRUMOURS STRATEGY"	18
A. Political commitment	18
B. Engagement and participation: a strategy owned by the whole city	18
C. Attracting and seducing, rather than blaming, the "ambivalent" majority	19
D. Creativity at all levels: the strategy's core identity	20
E. Rigour, results and sustainability: much more than spreading antirumors data	20
CHAPTER 5 – THE ANTIRUMOURS STRATEGY STEP BY STEP	21
A. Launching the strategy	22
B. Designing and implementing antirumours actions	37
CHAPTER 6 – IMPACT, AND ARS EVALUATIONS	63
A. A process of less to more	63
B. Evolution of the evaluation	63
C. The C4i impact and change evaluation	64
D. The definition of a global and shared monitoring and evaluation system	66
CHAPTER 7 – EVOLUTION AND SUSTAINABILITY OF THE ARS	67
A. An in-depth analysis of the evaluation and impact	67
B. Internal support	68
C. External engagement and commitment	68
D. Being part of a global and innovative strategy	69
E. What's next?	69

CHAPTER 8 – SOME LESSONS LEARNED SO FAR	71
ARS strengths, weaknesses and challenges	71
APPENDICES	75
Appendix 1 – Face-to-face communication skills	75
Appendix 2 – Antirumour cities	78
Appendix 3 – Antirumours cities monitoring	81