



# Intercultural cities

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## Campi Bisenzio: Results of the Intercultural Cities Index

Date: 15 May 2013

A comparison between 54 cities<sup>1</sup>

### **Introduction**

The Intercultural Cities programme is a joint initiative between the Council of Europe and the European Commission. It seeks to explore the potential of an intercultural approach to integration in communities with culturally diverse populations. The cities participating in the programme are reviewing their governance, policies, discourse and practices from an intercultural point of view. In the past, this review has taken the form of narrative reports and city profiles – a form which is rich in content and detail. However, it is relatively weak as a tool to monitor and communicate progress. The new Intercultural City Index has been designed as a new benchmarking tool for the cities taking part in the pilot phase of the programme as well as future participants.

As of today 54 cities have undergone their intercultural policies analysis using the Intercultural City Index: Amadora (*Portugal*), Arezzo (*Italy*), Barcelona (*Spain*), Beja (*Portugal*), Bilbao (*Spain*), Botkyrka (*Sweden*), Campi Bisenzio (*Italy*), Cartagena (*Spain*), Casalecchio di Reno (*Italy*), Constanta (*Romania*), Copenhagen (*Denmark*), Donostia-San Sebastian<sup>2</sup> (*Spain*), Dortmund (*Germany*), Dublin (*Ireland*), Duisburg (*Germany*), Erlangen (*Germany*), Forli (*Italy*), Fuenlabrada (*Madrid region, Spain*), Geneva (*Switzerland*), Genoa (*Italy*), Getxo (*Spain*), Izhevsk (*Udmart Republic, Russia*), Jerez de la Frontera (*Spain*), Limassol (*Cyprus*), Lisbon (*Portugal*), Lodi (*Italy*), the London borough of Lewisham (*United Kingdom*), Lublin (*Poland*), Melitopol (*Ukraine*), Mexico City (*Mexico*), Montreal (*Canada*), Munich (*Germany*), Neuchâtel (*Switzerland*), Neukölln (*Berlin, Germany*), Offenburg (*Germany*), Olbia (*Italy*), Oslo (*Norway*), Patras (*Greece*), Pécs (*Hungary*), Pryluky (*Ukraine*), Reggio Emilia I & II (*Italy*), Rijeka (*Croatia*), Rotterdam (*the Netherlands*), Sabadell (*Spain*), Sechenkivsky (*District of Kyiv, Ukraine*), Senigallia (*Italy*), Subotica (*Serbia*), Tenerife (*Spain*), Tilburg (*The Netherlands*), Turin (*Italy*), Turnhout (*Belgium*), Unione dei Comuni-Savignano sul Rubicone<sup>3</sup> (*Italy*), Västerås (*Sweden*) and Zurich (*Switzerland*).

Among these cities, 25 have fewer than 200,000 inhabitants and 24 have more than 15% of foreign-born residents.

This document presents the results of the Intercultural City Index analysis for the Italian city of Campi Bisenzio and provides related intercultural policy conclusions and recommendations.

<sup>1</sup> This report is based on data contained at the Intercultural cities INDEX database at the time of writing. The INDEX graphs may include a greater number of cities, reflecting the growing interest in this instrument.

<sup>2</sup> The Spanish city of Donostia-San Sebastian is hereinafter referred to as San Sebastian.

<sup>3</sup> The Italian city of Unione dei Comuni-Savignano sul Rubicone is hereinafter referred to as Rubicone.

## **Intercultural city definition**

The intercultural city has people with different nationality, origin, language or religion/ belief. Political leaders and most citizens regard diversity positively, as a resource. The city actively combats discrimination and adapts its governance, institutions and services to the needs of a diverse population. The city has a strategy and tools to deal with diversity and cultural conflict. It encourages greater mixing and interaction between diverse groups in the public spaces.

## **Methodology**

The Intercultural City Index analysis is based on a questionnaire involving 69 questions grouped in 14 indicators with three distinct types of data. Indicators have been weighed for relative importance. For each indicator, the participating cities can reach up to 100 points (which are consolidated for the general ICC Index).

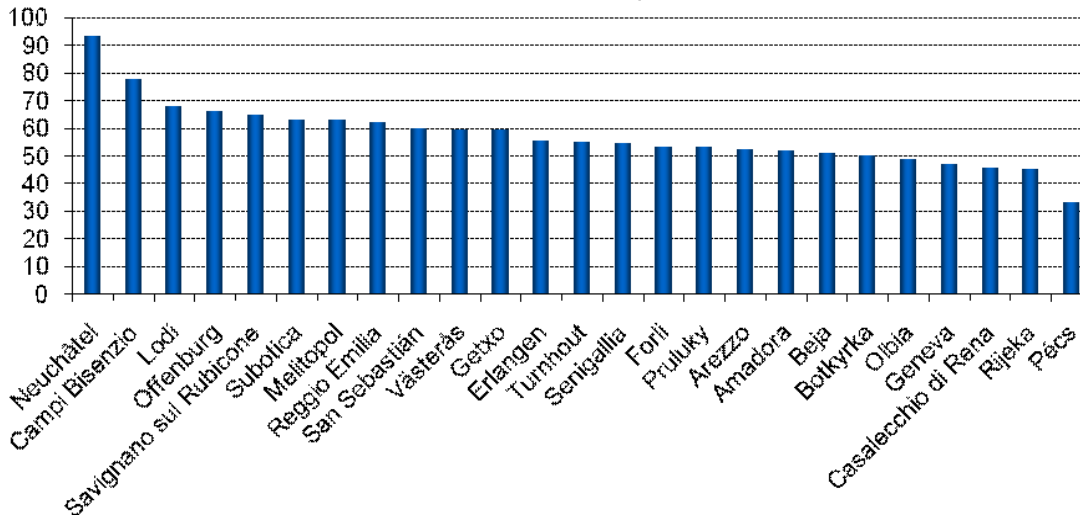
These indicators comprise: commitment; education system; neighbourhoods; public services; business and labour market; cultural and civil life policies; public spaces; mediation and conflict resolution; language; media; international outlook; intelligence/competence; welcoming and governance. Some of these indicators - education system; neighbourhoods; public services; business and labour market; cultural and civil life policies; and public spaces are grouped in a composite indicator called "urban policies through the intercultural lens" or simply "intercultural lens".

The comparison between cities is strictly indicative, given the large difference between cities in terms of historical development; type and scale of diversity, governance models and level of economic development. The comparison is based on a set of formal criteria related to the intercultural approach in urban policies and intended only as a tool for benchmarking, to motivate cities to learn from good practice.

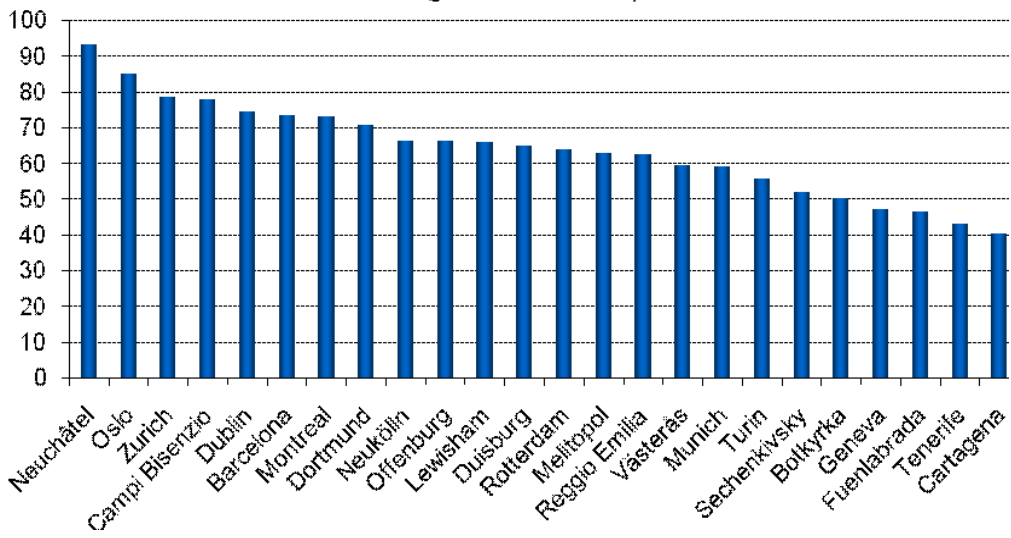
Taking into account the abovementioned differences between the cities and a growing number of new cities willing to join the Intercultural Cities Index, it has been decided to compare the cities not only within the entire sample, but also according to specific criteria. Two of these have been singled out insofar: the size (above or below 200,000 inhabitants) and the percentage of foreign-born residents (higher or lower than 15 per cent). It is believed that this approach would allow for more valid and useful comparison, visual presentation and filtering of the results.

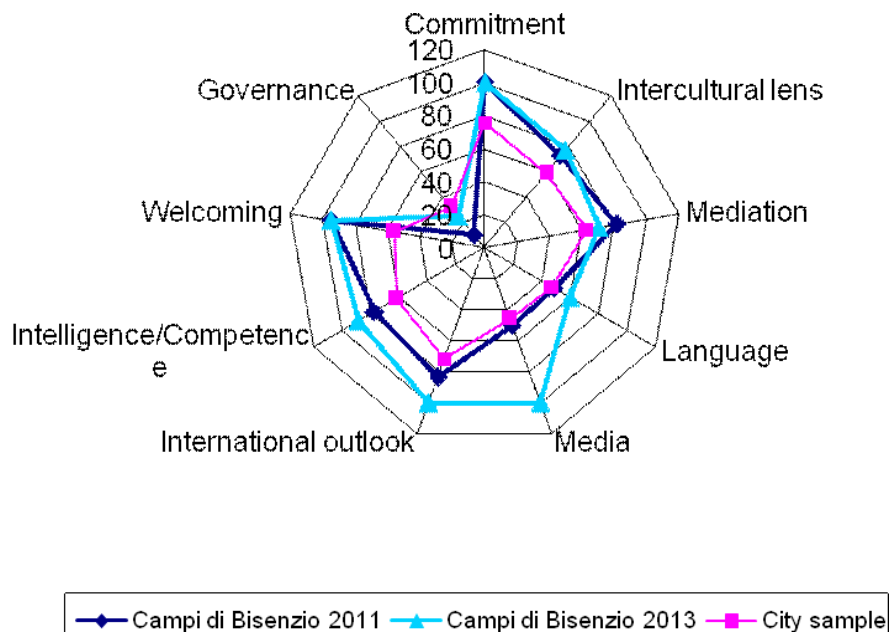
According to the overall index results collected in May 2013, Campi Bisenzio has been positioned 5th among the 54 cities in the sample, with an aggregate intercultural city index of 78%, just behind Zurich (Switzerland) with 79%. Campi Bisenzio's score is significantly higher than the city sample's average of 58%. Consequently, the city assumes a position in the highest tertile among the 25 cities with fewer than 200,000 inhabitants and the 24 cities with more than 15 per cent foreign-born residents.

**Intercultural City Index (ICC) - City sample (inhabitants < 200'000)**



**Intercultural City Index (ICC) - City sample (non-nationals/foreign borns > 15%)**



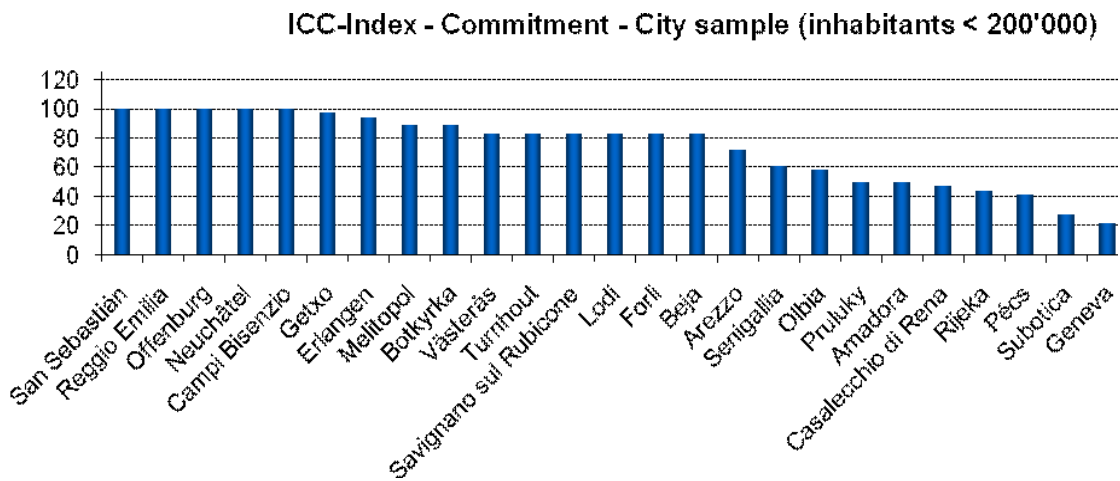


## Campi Bisenzio: An overview

Campi Bisenzio is a municipality in Central Italy, located in the Province of Florence in the Italian region Tuscany. It is situated about 10 km northwest of the city of Florence and has a population of 45,419 inhabitants.

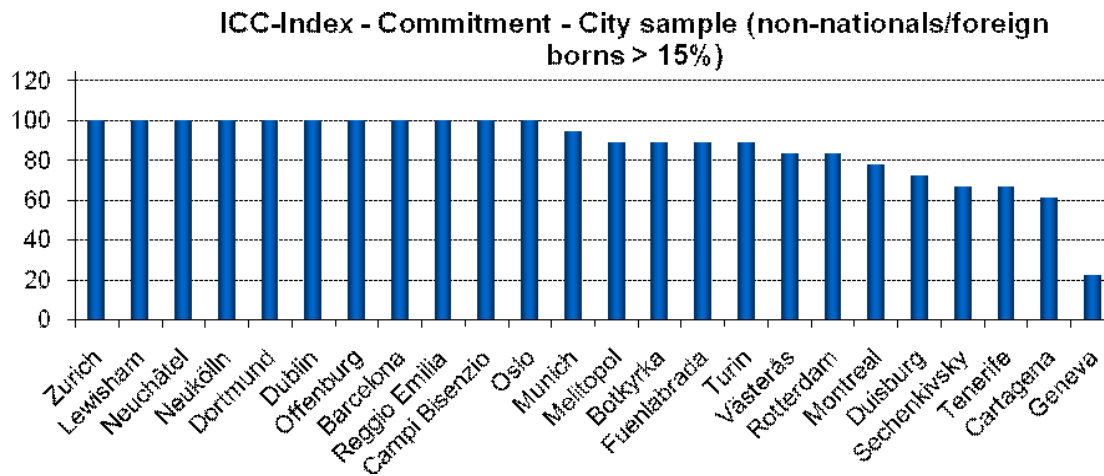
The percentage of non-national residents is 18% (8062 in total numbers).<sup>4</sup> 16,06% of the population is foreign-born. Campi Bisenzio's majority ethnic group are of Chinese origin. This group makes up 8.47% of the population (45.94% of all foreigners). Albanians (2.3%) and Romanians (1.85%) constitute the second and third largest minority groups in Campi Bisenzio.<sup>5</sup> Immigrants of the first and second generation constitute 22,36%. The latest GDP per capita in Campi Bisenzio was estimated at € 20,744.

### 1. Commitment



<sup>4</sup> See the latest data provided by the municipality for 2012: <http://www.comune.campi-bisenzio.fi.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/7958>.

<sup>5</sup> See the latest data provided by the municipality for 2011: <http://www.comune.campi-bisenzio.fi.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/7389>.



The optimal intercultural city strategy would involve a formal statement by local authorities sending an unambiguous message of the city's commitment to intercultural principles as well as actively engaging and persuading other key local stakeholders to do likewise.

The rate of achievement of Campi Bisenzio's commitment policy goals is 100% which is the best possible result. It is significantly higher than the city sample's rate<sup>6</sup> of the 54 cities in this policy area (76%). Campi Bisenzio assumes a position in the highest tertile both among the 25 cities with a population of fewer than 200,000 inhabitants and the 24 cities with a foreign-born population of more than 15%.

Campi Bisenzio has implemented a grand number of commitment policy initiatives. The city, for example, formally adopted a public statement as an intercultural city and its official speeches and communications often make clear reference to Campi Bisenzio's intercultural commitment. Furthermore, an intercultural city strategy and action plan were put in place and a budget for their implementation was allocated. Moreover, the city communicates its intercultural statements, strategy and action plan via its official website **La Città Visibile** ("The Visible City")<sup>7</sup> which provides information and consultation regarding diversity and the integration policies of the city. At the same time it serves as a platform informing about the Italian Network of Intercultural Cities<sup>8</sup>.

Noteworthy is also that the city introduced an evaluation process for its intercultural strategy and action plan and has a dedicated body or a cross-departmental co-ordination structure responsible for the intercultural strategy and intercultural integration. It is commendable that local citizens who have done exceptional things to encourage interculturalism in the local community are acknowledged and honoured in a regular practice.

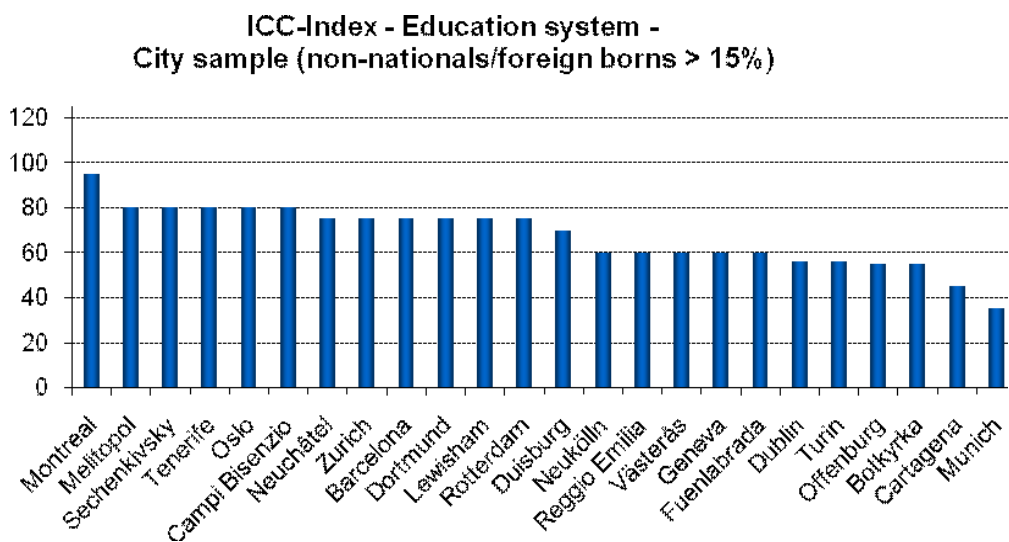
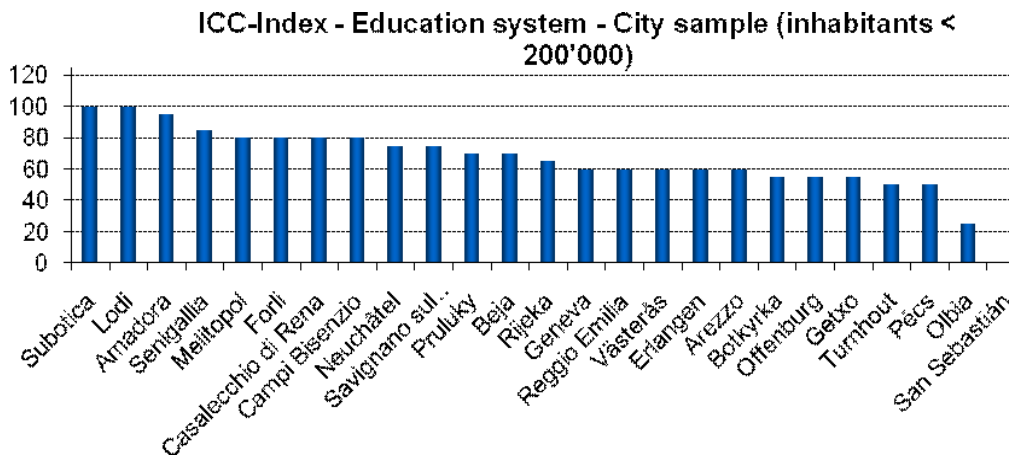
## **2. Education<sup>9</sup> policies through an intercultural lens**

<sup>6</sup> The term "city sample" refers to the weighted average of the 54 cities included in the Index at this moment in each of the fourteen areas of intercultural governance.

<sup>7</sup> <http://www.comune.campi-bisenzio.fi.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/5425>.

<sup>8</sup> <http://www.municipio.re.it/retecivica/urp/pes.nsf/web/NtwrkIcttdlqngls?opendocument>

<sup>9</sup> The term "Education" refers to a formal process of learning in which some people consciously teach while others adopt the social role of learner (ref. [http://highered.mcgraw-hill.com/sites/0072435569/student\\_view0/glossary.html](http://highered.mcgraw-hill.com/sites/0072435569/student_view0/glossary.html)).



School has a powerful influence in society and has the potential to either reinforce or challenge prejudices in a number of ways through the social environment it creates, the guidance it provides and the values it nurtures.

The analysis shows that Campi Bisenzio's education achievement rate (80%) is higher than the city sample's rate (65%). The city takes a position in the highest tertile among the 24 cities with a foreign-born population of more than 15%, as well as in the group of the 25 cities with a population of fewer than 200,000 inhabitants.

In the overall Intercultural Lens Index, Campi Bisenzio assumes a position in the highest tertile with the attainment rate of 77% - just between Subotica in Hungary (79%) and Rotterdam in the Netherlands (75%) - which is considerably higher than the city sample's average of 59%.

It is highly encouraging that there are schools in Campi Bisenzio which make strong efforts to involve parents from ethnic minorities or with a migrant background in school life and that these schools carry out intercultural projects. Campi Bisenzio might turn to the Spanish city of Barcelona for inspiration for further endeavours in this regard. For instance, Barcelona promotes "**Parents associations**" in order to provide tools and support for migrant/minority parents in daily school life. In addition, the city's Immigration Council jointly organises with the Federation of Catalonia's Mothers and Fathers Association seminars on issues related to migrant/minority parent

involvement in the city's schools. Finally, the project "**Barcelona an educational city**" coordinates the activities of the city's schools, social institutions and associations.

It is commendable that the ethnic background of the teachers reflects the composition of the city's population. However, although it is also positive that the city has a policy to increase cultural mixing in schools, there could be a bigger diversity among the pupils as, in Campi Besenno, almost all children in primary schools are of the same ethnic background.

Therefore, we invite Campi Besenno to introduce policies in order to increase ethnic and cultural mixing in schools. A source of inspiration in this regard might be the **Rainbow School**, in Tilburg, the Netherlands, in which more than 70% of the pupils are children of a visible minority. The school was declared to be of an excellent standard and one of the best performing schools in the south of the Netherlands. This is the result of a strong school leadership and a highly motivated staff team. The teachers put the students at the centre of the learning process and recognise that the child's education cannot be understood without acknowledging the wider influences upon it.

### **3. Neighbourhood policies through an intercultural lens**<sup>10</sup>

An intercultural city does not require a "perfect statistical mix" of people and recognises the value of geographical proximity and bonding between people of the same ethnic background. However, it also recognises that spatial ethnic segregation creates risks of exclusion and can act as a barrier to an inward and outward free flow of people, ideas and opportunities.

Campi Besenno's neighbourhood policy indicator of 100% is the best possible result and a lot higher than the city sample's rate of 59%. Consequently, Campi Besenno assumes a position in the highest tertile among the 25 cities with a population of fewer than 200,000 inhabitants as well as in the group of the 24 cities with a foreign-born population of more than 15%.

Neighbourhoods in Campi Besenno are characterised by a high level of diversity. In order to avoid ethnic concentration, Campi Besenno has a policy to increase diversity of residents in its neighbourhoods. In this regard, it is noteworthy that there are no neighbourhoods in which people from minority ethnic groups constitute the majority of residents. Moreover, there is a lot of interaction among and within the different neighbourhoods as the municipality not only encourages actions where residents of one neighbourhood are able to meet and interact with those of another with a different ethnic or cultural background, but also encourages people from different backgrounds to meet and interact within their neighbourhoods.

### **4. Public service policies through an intercultural lens**

An optimal intercultural approach remains open to new ideas, dialogue and innovation brought by or required by minority groups, rather than imposing a "one size fits all" approach to public services and actions.

The analysis shows that Campi Besenno's public services policy achievement rate (35%) is slightly lower than the city sample's rate (42%). Campi Besenno is in the second tertile in the group of the 25 cities with a population of fewer than 200,000 inhabitants, with the same score as Geneva (Switzerland), Erlangen (Germany), Senigallia (Spain), and Olbia (Italy). Among the 24 cities with a foreign-born population of more than 15%, Campi Besenno is ranked in the lowest tertile, having the same score as Duisburg (Germany) and Geneva (Switzerland).

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<sup>10</sup> By "neighbourhood" we understand a unit within a city, which has a certain level of administrative autonomy (or sometimes also certain political governance structures) and is considered as a unit with regard to city planning. In larger cities, districts (boroughs) have several neighbourhoods. The statistical definition of "neighbourhood" varies from one country to another. Generally, it includes groups of population between 5,000 and 20,000 people on average.



It is valuable that the city provides specific services, such as funeral services or school meals, appropriate to the ethnic/cultural background of all citizens as well as special offers for women. It also commendable, that the city takes action to encourage intercultural mixing in the private sector labour market.

However, the city might want to consider strengthening its intercultural policies regarding the ethnic background of public employees which should ideally reflect the composition of the city's population. It would, for example, be beneficial if non-nationals can be employed in public administration. To ensure this, the city should adopt a recruitment plan which includes a provision stating that people who are not Italian citizens are able to work as public servants.

The Copenhagen (Denmark) administration, for example, offers paid internships to people with minority backgrounds, for instance, on condition that they master a certain language. Such internships may lead to permanent employment. In Berlin (Germany), the recruitment campaign "**Berlin braucht dich**" (Berlin needs you) programmed for 2006-2012 aims at diversifying the Senate's workforce by promoting traineeship opportunities and raising awareness of migrant associations and parents. Stakeholders are also involved in making sure the progress is closely monitored. Thus, as a result of the campaign, the percentage of trainees with a migrant background increased from 6% in 2006 to 14.5% in 2008. Similar achievements have been made in Amsterdam, where the **Diversity** programme (2007-2010) with targets across salary scales enabled the city administration to hire 21.5% staff with a migrant background in 2008 against 14% in 2006. In addition, Amsterdam's administration set out the objective to reflect the composition of the city among its employees, both at the political and the senior management level.

## **5. Business and labour market policies through an intercultural lens**

Campi Bisenzio's achievement rate in business and labour market policies is with 80% distinctly higher than the city sample's rate (42%). As compared to Campi Bisenzio's ranking in 2011, there is an improvement of 20%. Campi Bisenzio is therefore located in the highest tertile of the list of the 25 cities with a population of less than 200,000 inhabitants and the 24 cities with a foreign-born population of more than 15%. In this policy area, Campi Bisenzio has the same score as, for example, Dortmund (Germany), Subotica (Hungary), Copenhagen (Denmark), Zurich (Switzerland), and Vasteras (Sweden).

It is highly encouraging that there is a business umbrella organisation in Campi Bisenzio which has the objective to promote diversity and non-discrimination in employment. What is more, the city set up a binding document against discrimination in the workplace. It takes action to encourage businesses from ethnic and cultural minorities to move beyond localised economies and enter the mainstream economy and higher value-added sectors. It is also noteworthy that Campi Bisenzio makes a strong effort to encourage business districts in which different cultures mix more easily: The City Council created shopping centres and industrial zones as part of its urban development policy. These commerce and business-oriented incubators provide a number of activities and services that promote the fusion of different cultures.

In order to deepen its engagement, Campi Bisenzio might consider giving priority to companies with a diversity strategy in its procurement of goods and services. Helpful examples in this regard might be the cities of Amsterdam, the Netherlands, and Amadora, Portugal. Since 2007 Amsterdam has been running the project "**Social Return on Investment**" aimed at including social obligations in public contracts. In particular, contractors are asked to use the money generated by the contract to offer employment opportunities to those excluded from the labour market, including migrants.

In Amadora, the "**Amadora Empreende**" program seeks to identify individual entrepreneurial initiatives by providing the necessary conditions for developing a business idea. With two distinct points of action - "**A Incubadora Quick**" (directed at young people aged between 18 to 30 years) and "**Quem não Arrisca não Petisca**" (directed at socially vulnerable people such as women, disabled, immigrants and prisoners and ex-prisoners) –the program intends to give selective support to those who are vulnerable and lack financial capacities.

As the experts from the **London Development Agency** argue, companies which embrace diversity will experience economic advantages, for example by expanding the skill base of their workforce, extending their markets both at home and (through diasporic links) internationally, and expanding their product lines through supplier diversity initiatives. As this is in the end not only an advantage for the businesses but also for the city, we advise Campi Bisenzio to support companies with a diversity strategy.

## **6. Cultural and civil life policies through an intercultural lens**

The time people allocate to leisure may often be the best opportunity for them to encounter and engage with inhabitants from a different culture. The city can influence this through its own activities and through the way it distributes resources to other organisations.

The rate of achievement of Campi Bisenzio's cultural and civil life policy is with 100% 20% higher than the city sample's rate (80%) and once again the best possible achievement. Campi Bisenzio has been positioned in the highest tertile among the 25 cities with a population of fewer than 200,000 inhabitants and the 24 cities with a foreign-born population of more than 15%. Several other cities in the sample such as, for example, San Sebastian (Spain) or Dublin (Ireland) share the same score in this policy area.

Campi Bisenzio has implemented a high number of initiatives in the cultural and civil life policy area. The city, for instance, regularly organises events and activities in the fields of arts, culture and sport aimed at encouraging people from different ethnic groups to mix. It is highly commendable that the City Council uses interculturalism as a criterion when allocating grants to associations and initiatives and that all grants to associations and initiatives are granted based on the criterion of multiculturalism.

On top of that, the municipality encourages cultural organisations to deal with diversity and intercultural relations in their productions. It also organizes public debates and campaigns on the subject of diversity and living together.

## **7. Public space policies through an intercultural lens**

Well-managed and animated public spaces can become beacons of the city's intercultural intentions. However, badly managed spaces can become places of suspicion and fear of the stranger.

The rate of achievement of Campi Bisenzio's public space policy goals (66%) is slightly higher than the city sample's average (63%). The city assumes a position in the second tertile among the 25 cities with a population of fewer than 200,000 inhabitants with the same score as Erlangen (Germany). Among the 24 cities with a foreign-born population of more than 15%, Campi Bisenzio is located in the lowest part of the second tertile, sharing the same score as Turin (Italy).

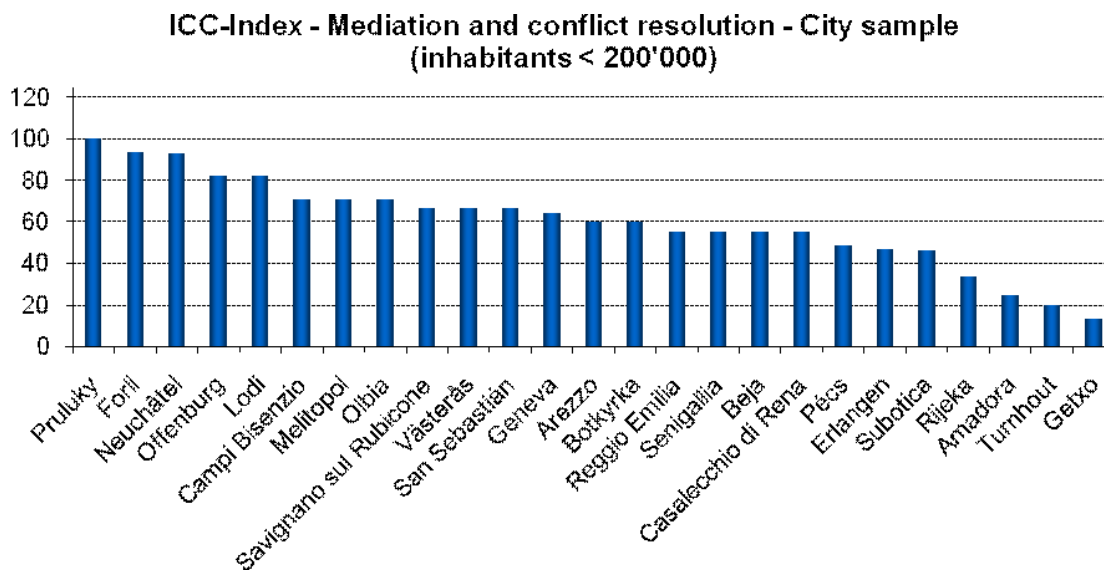
The city has introduced some very positive initiatives. It, for example, takes action to encourage intercultural mixing in public libraries, squares, playgrounds, and museums. When the city authorities decide to reconstruct an area, they propose different forms and places of consultation to reach out to people with different ethnic backgrounds. The city also tries to support different

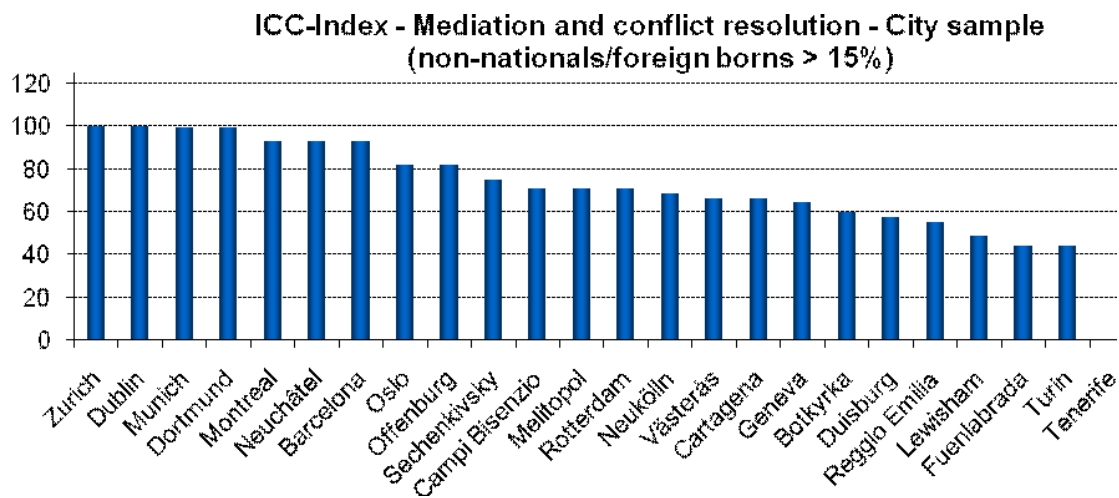
religious communities, both by providing local public spaces and contributing to managerial expenses. For example, the city is helping the **Islamic Cultural Centre** to construct a new building where its activities would take place.

The design and management of some new public buildings takes into account the ethnic or cultural background of citizens. Campi Bisenzio might want to broaden its engagement in this regard to all newly built public spaces without exceptions.

Although there is no area in the city which is reputed as dangerous, it is unfortunate that there are several areas which seem to be dominated by one ethnic group and where other people feel unwelcome. With reference to this problem, the city might wish to draw its attention to an interesting practice implemented in Reggio Emilia, another Italian city. There, the City Mayor and residents of the highly-diverse and badly reputed Railway Station area concluded a **Local Framework Pact**, which was further expanded to other neighbourhoods. Through this action, the municipality declared its trust to and promised to invest in the neighbourhood while citizens engaged to manage a public centre on a voluntary basis, looking after the public spaces and exercising community control to help respect the public order. Under the Pact, inhabitants developed projects around alcohol and drug abuse, citizen mediation of neighbourhood conflicts, youth and family education, as well as the **Dances of the World** project. In exchange, the city rehabilitated a park in the neighbourhood, improved street lighting and reinforced police presence. Within only a year, the neighbourhood became a reference for citizen commitment and positive development. Furthermore, citizens provided regular feedback on the implementation of the Pact.

### 8. Mediation and conflict resolution policies





The analysis shows that Campi Bisenzio's mediation and conflict resolution policy achievement rate (71%) is 8% higher than the city sample's rate (63%). Campi Bisenzio is positioned in the highest tertile among the 25 cities with a population of fewer than 200,000 inhabitants and in the second tertile among the 24 cities with a foreign-born population of more than 15%.

The experience proves that a combination of state-run, municipal and civil society bodies and actors can be an effective way of addressing intercultural conflicts. Therefore, it is commendable that there is a mediation service in Campi Bisenzio, which is run by an autonomous humanitarian organisation. Noteworthy is also that there is an organisation in the city dealing specifically with interreligious relations.

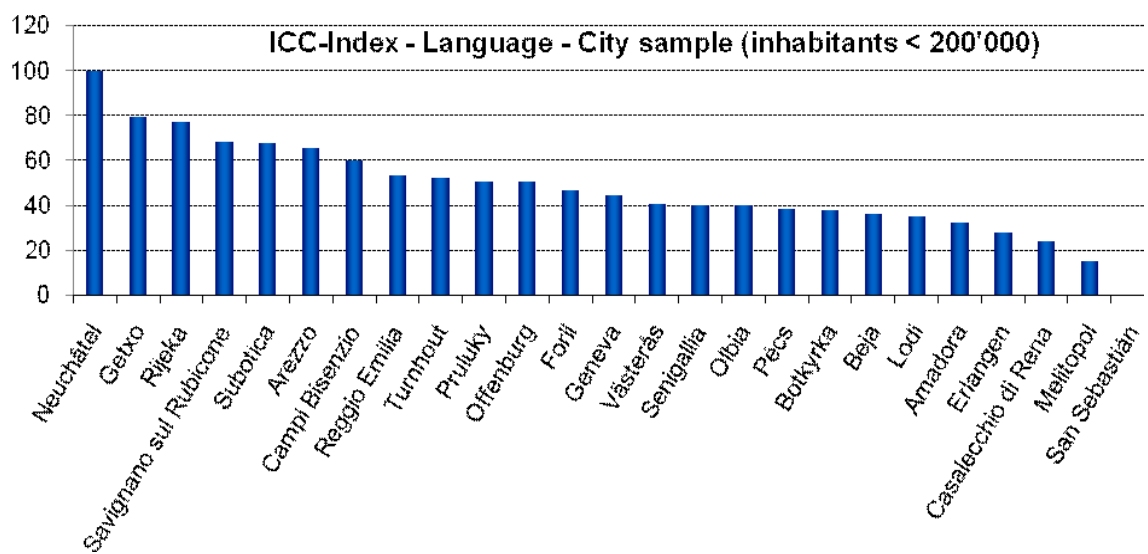
Mediation is offered in some public services such as the city administration. The city might want to expand its efforts in this regard to the health sector (for example in hospitals) and to the neighbourhoods. In Berlin Neukoelln, for example, the authorities opened a **neighbourhood conflict mediation centre** in Richardplatz and introduced the theatre project '**Good daughters – good sons**' in order to get young people to understand how conflicts can start.

It is regrettable that the Campi Bisenzio itself does not generally provide professional services for mediation of intercultural communication or conflict. The city might wish to consider setting up a municipal mediation service only devoted to intercultural issues and equipped with interculturally competent specialised staff.

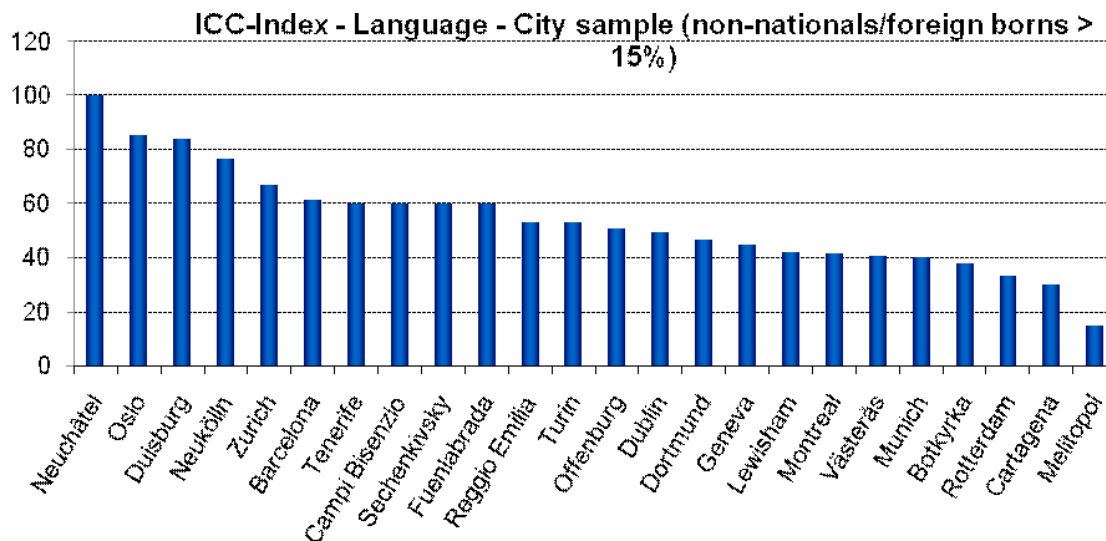
In this area, Campi Bisenzio could follow the example of Rubicone (Italy) which has a municipal mediation service dealing with intercultural issues by professionals (**Servizio di Mediazione Interculturale**). Also the Spanish city of Vic may be a source of inspiration in this respect. In this city of 40,000 inhabitants, a team of ten "**street mediators**" deal with minor neighbourhood conflicts and seek to meet and talk with people on the streets and in public spaces about their concerns related to the arrival of foreigners, the changes in host community and the role of the host community in the integration process.

Similarly, in Oslo (Norway) an emergency taskforce was established in 2005, with representatives from the municipality, NGOs, scholars and the police. The purpose is to respond quickly to crisis where youth and violence are involved, and to problems of racism and neo-nazism. In the city districts, this work is coordinated through the **SalTo** networks, where municipal youth workers, schools and the local police participate. In dealing with localised conflicts, community leaders from NGOs, churches and mosques are regularly consulted and engaged, as well as the local staff of the state-run **Mediation and Reconciliation Service**.

## 9. Language<sup>11</sup>



<sup>11</sup> By language we understand an abstract system of word meanings and symbols for all aspects of culture. The term also includes gestures and other nonverbal communication. (ref- [http://highered.mcgraw-hill.com/sites/0072435569/student\\_view0/glossary.html](http://highered.mcgraw-hill.com/sites/0072435569/student_view0/glossary.html))



Campi Bisenzio's language policy achievement rate of 60% is 12% higher than the city sample's rate of 48%. As compared to 2011, when Campi Bisenzio had a score of 49% in this policy area, the city improved its achievements considerably. As a result, Campi Bisenzio now assumes a position both in the lower part of the highest tertile among the 25 cities with a population of fewer than 200,000 inhabitants and the 24 cities with a foreign-born population of more than 15%.

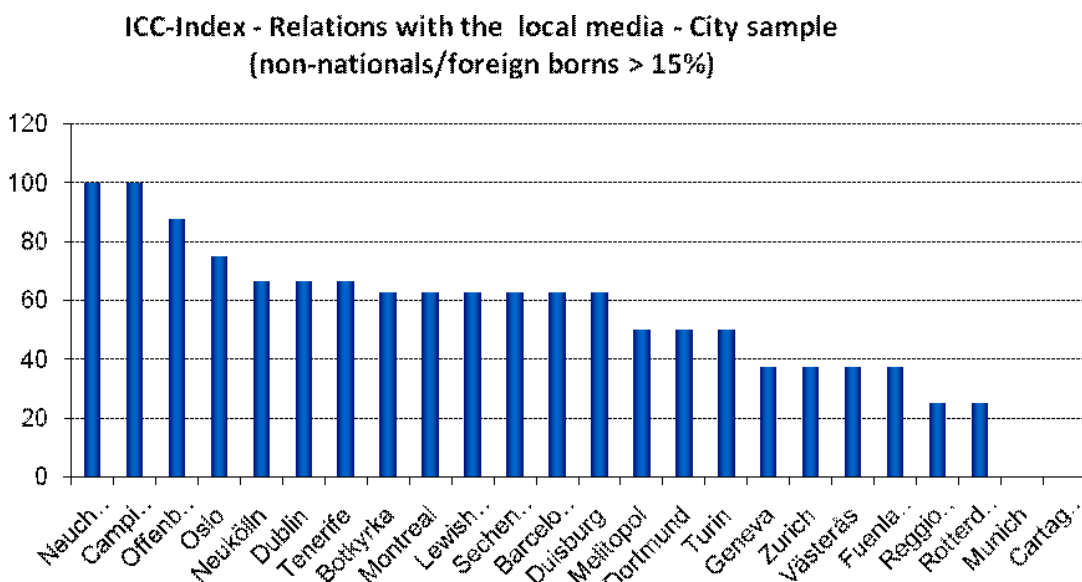
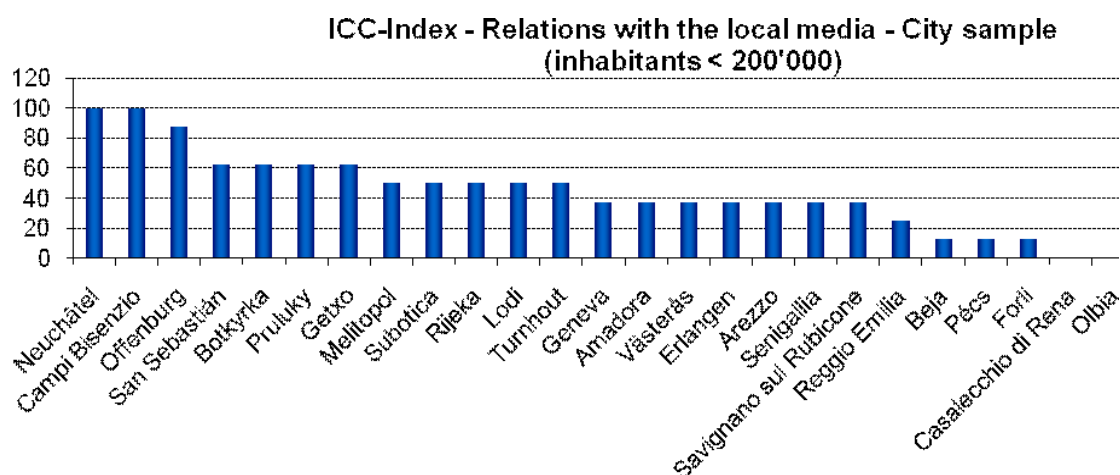
Campi Bisenzio has successfully implemented some policy initiatives in the language area.

To begin with, the city provides specific Italian language training for so-called hard-to-reach groups such as non-working mothers or unemployed and retired people. Moreover, the city offers mother tongue courses for migrant and minority children. It is highly commendable that the city includes the study of migrant and minority languages in the regular school curriculum. In addition, learning migrant languages is a regular language option which is available for every citizen in Campi Bisenzio. In this area, the city supports private and civil sector institutions which provide language training in migrant or minority languages. All those initiatives are highly valuable and should serve as a good example for other cities.

It is, however, unfortunate that the city does not indicate whether it gives financial support to local minority newspapers, or radio and TV programmes in other languages than Italian. Moreover, it remains unclear whether the city supports projects which seek to give a positive image of minority languages. Therefore, we encourage Campi Bisenzio to introduce, for example, a day of migrant languages, poetry evenings in other languages than Italian and other multilingual cultural events.

In this regard, Campi Bisenzio might want to draw its attention to the city of Dortmund (Germany) which has implemented some valuable language policy initiatives. For instance, the city supports multilingual reading projects and subsidises a minority newspaper called "**Echo of Diversity**". Also the experience of Copenhagen (Denmark) might be an interesting source of inspiration. Back in 2007, it financially assisted the **Quaran Media**, a local organisation producing documentaries, although the city was not used to financing local media in foreign languages. Another noteworthy practice has been implemented in Melitopol (Ukraine). This city supports publications in minority languages and provides the city libraries with a number of copies of such publications, thus making them accessible to the population.

## **10. Media policies**



The media has a powerful influence on the attitudes to cultural relations and upon the reputations of particular minority and majority groups. Local municipalities can influence and cooperate with local media agencies to achieve a climate of public opinion more conducive to intercultural relations.

In the media policy sector, Campi Bisenzio's scores with 100% of achieved goals perfectly. The city's achievement rate is more than twice as high as the city sample rate (46%). As compared to the city's results in 2011 (50%), Campi Bisenzio was able to improve its results significantly. With this score, Campi Bisenzio assumes a position in the highest tertile among the 25 cities with a population of fewer than 200,000 inhabitants and the 24 cities with a foreign-born population of more than 15%. Only the city of Neuchâtel (Switzerland) scores equally high in this policy area.

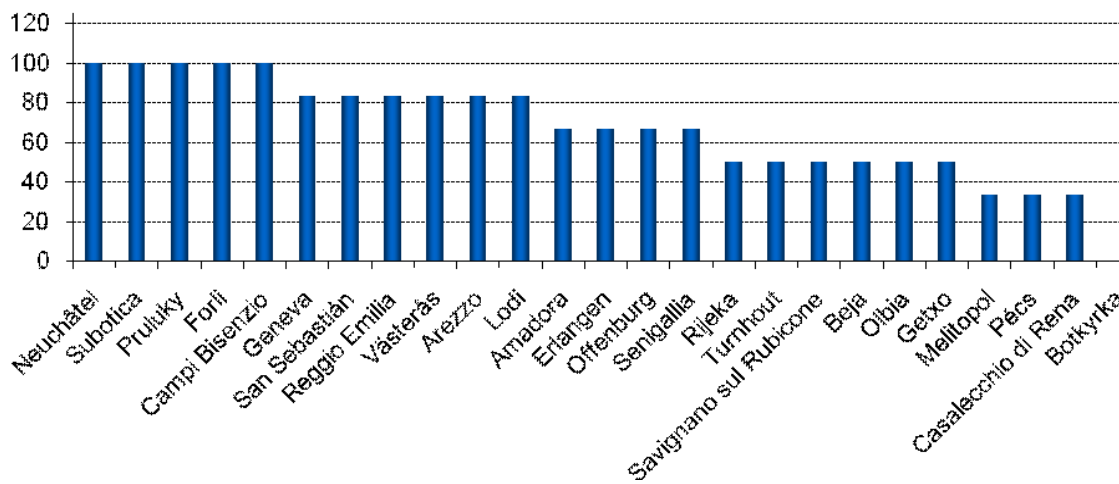
First of all, it is very beneficial that the city has a media strategy to promote a positive image of migrants and minorities in the media by means of, for example, special columns in the press, radio campaigns, targeted media briefings or joint public events with the media. In this regard, Campi Bisenzio monitors the way in which the media portrays minorities.

Moreover, the city's information service is instructed to promote harmonious intercultural relations. On top of that, the city provides support for advocacy, media training and mentorship for journalists with minority background. It is highly commendable that the city has an explicit policy for the encouragement of international co-operation and offers a specific financial provision for this policy.

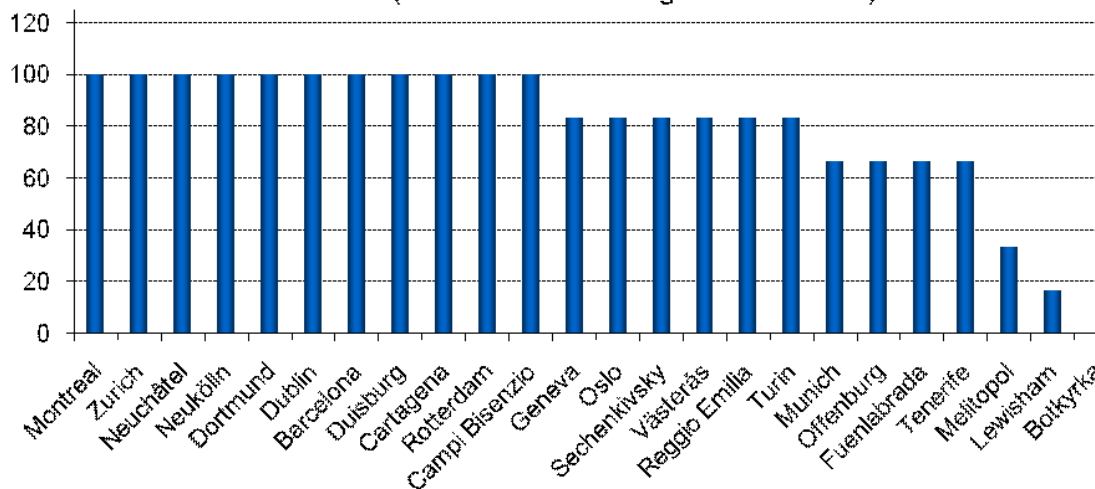
Moreover, the city employs – occasionally – a media strategy to promote a positive image of migrants and minorities in the media, including for example, special columns in the press, TV and radio campaigns, media briefings and joint events with the media.

### 11. International outlook policies

ICC-Index - An open and international outlook - City sample  
(inhabitants < 200'000)



ICC-Index - An open and international outlook - City sample  
(non-nationals/foreign borns > 15%)





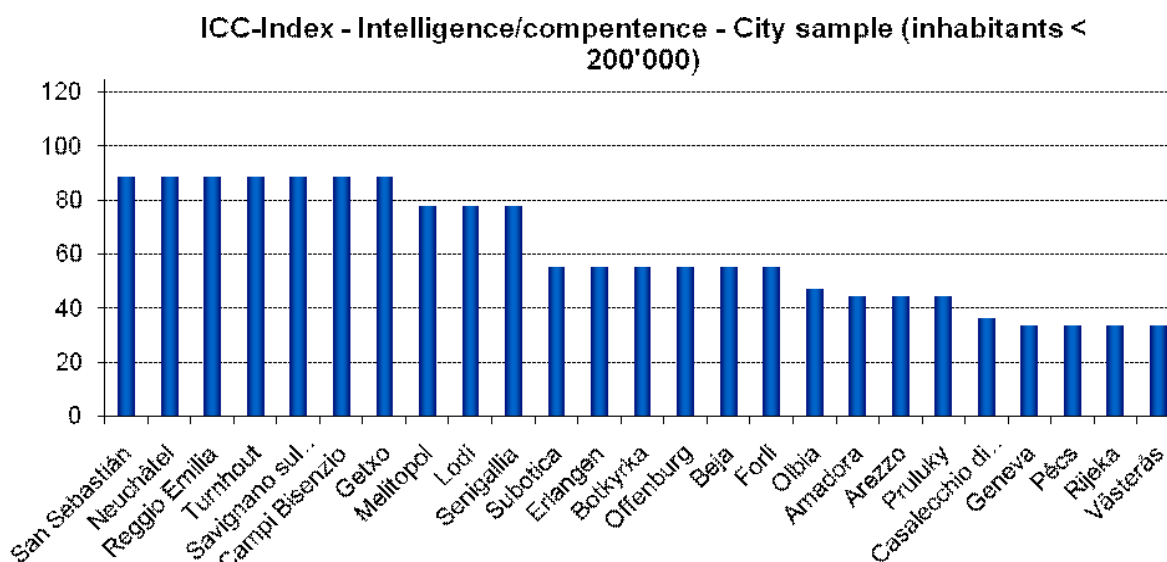
An optimal intercultural city would be a place which actively sought to make new connections with other places for trade, exchange of knowledge, as well as tourism.

Campi Bisenzio's international outlook policy rate (100%) is about thirty percent higher than the city sample's rate in the area (72%). Also in this policy area, the city achieves all its goals. Campi Bisenzio therefore holds position in the highest tertile among the 25 cities with a population of fewer than 200,000 inhabitants and the 24 cities with a foreign-born population of more than 15%.

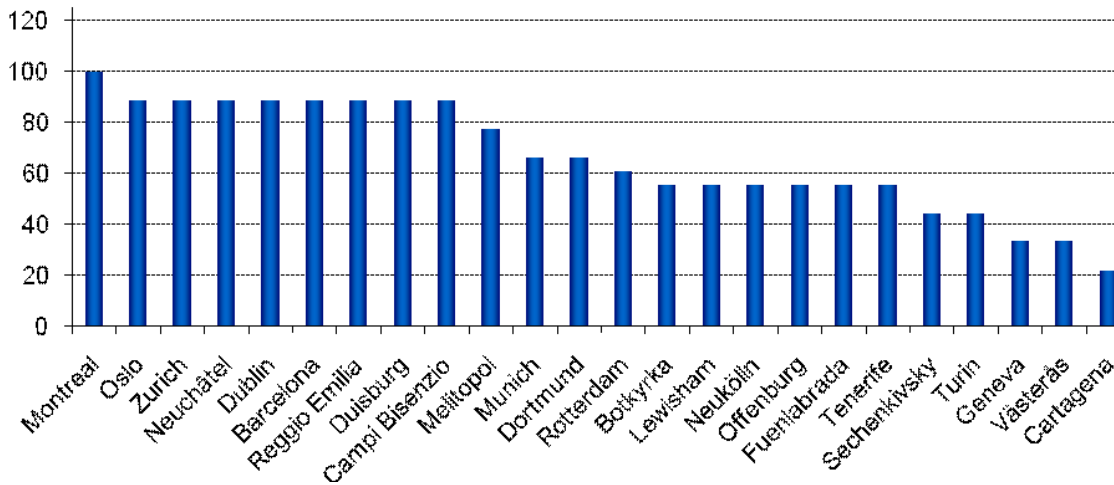
Campi Bisenzio has implemented a high number of international outlook policy initiatives. The city, for example, has an explicit policy for the encouragement of international cooperation which is supported by a specific financial provision. Moreover, Campi Bisenzio has established an agency with the specific responsibility to monitor and develop the city's openness to international connection. Besides, the city supports universities in attracting foreign students and encourages foreign students to take part in the city life. Lastly, the city developed projects for economic relations and co-development with the countries of origin of its migrant groups.

Although Campi Bisenzio is already very well positioned in this policy area, it might wish to get some inspiration for further engagement from another Italian city, Reggio Emilia. Reggio Emilia has a wide network of international contacts and projects aiming to share the city's best practices and opinions worldwide. The city has established through the years a set of twinning and friendship agreements reaching to 15 official international institutional relations which are to be implemented through continuous exchanges of delegations study visits, conferences on topics of common interests, international joint projects (such as EU projects or development cooperation projects).

## 12. Intelligence and competence policies



ICC-Index - Intelligence/competence - City sample  
(non-nationals/foreign borns > 15%)



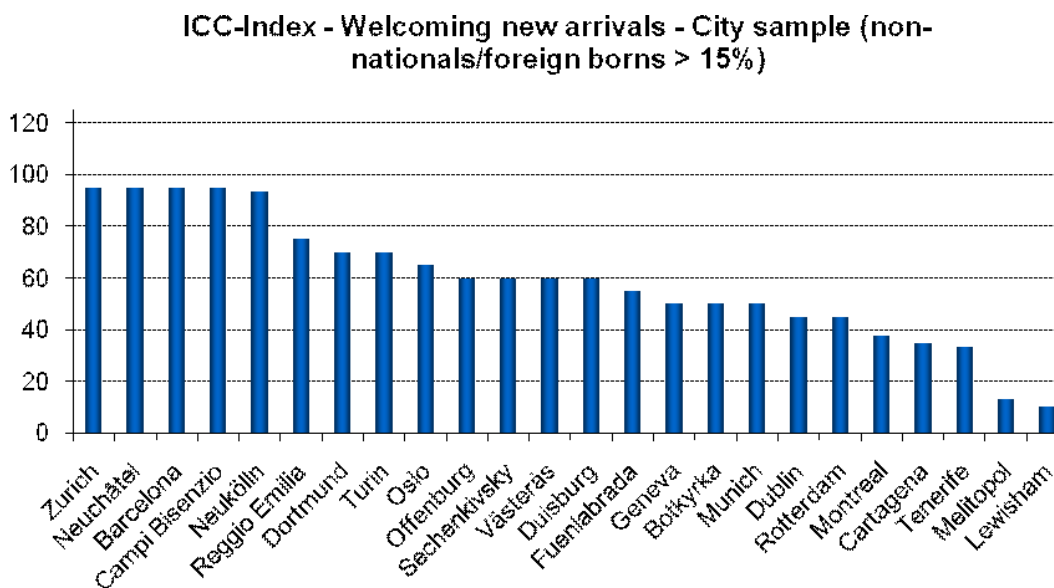
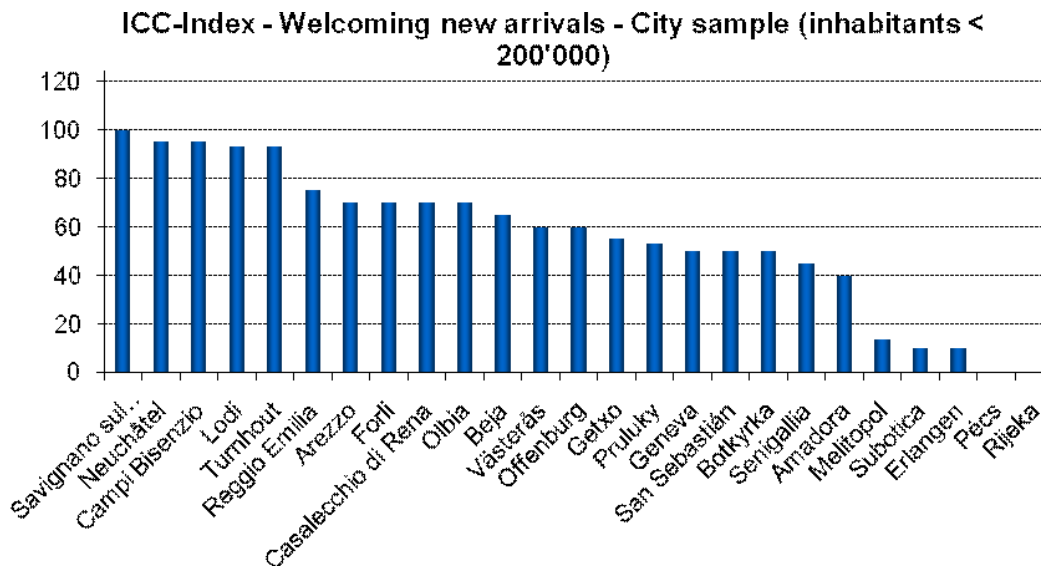
A competent public official in an optimal intercultural city should be able to detect and respond to the presence of cultural difference, and modulate his/her approach accordingly, rather than seeking to impose one mode of behaviour on all situations.

The assessment shows that 89% of Campi Bisenzio’s intelligence and competence policy goals were achieved, which is considerably higher compared with the city sample’s attainment rate for these goals (62%). This gives Campi Bisenzio a position both in the highest tertile among the 25 cities with a population of fewer than 200,000 inhabitants and among the 24 cities with a foreign-born population of more than 15%.

It is valuable that, in Campi Bisenzio, information about diversity and intercultural relations is mainstreamed to city officials in order to inform them of current developments and to influence policy formulation. Positive is also that the city carries out surveys including questions about the perception of migrants and minorities. Furthermore, Campi Bisenzio promotes intercultural competence of its officials and staff in administration and public services through interdisciplinary seminars, information networks and training courses.

The city is already very well positioned in this policy area but could deepen its efforts by taking the city of San Sebastian (Spain) as a positive role model which established a **local Ombudsmann institution**. Its role is to be a defender of the rights of all citizens. The office has intervened in issues such as undocumented foreign-born minors, violence against women, and drug use by minors. Moreover, they have looked into public views on terrorism, attitudes to Roma people, bullying and harassment, and equality of immigrants and gay people.

### 13. Welcoming policies



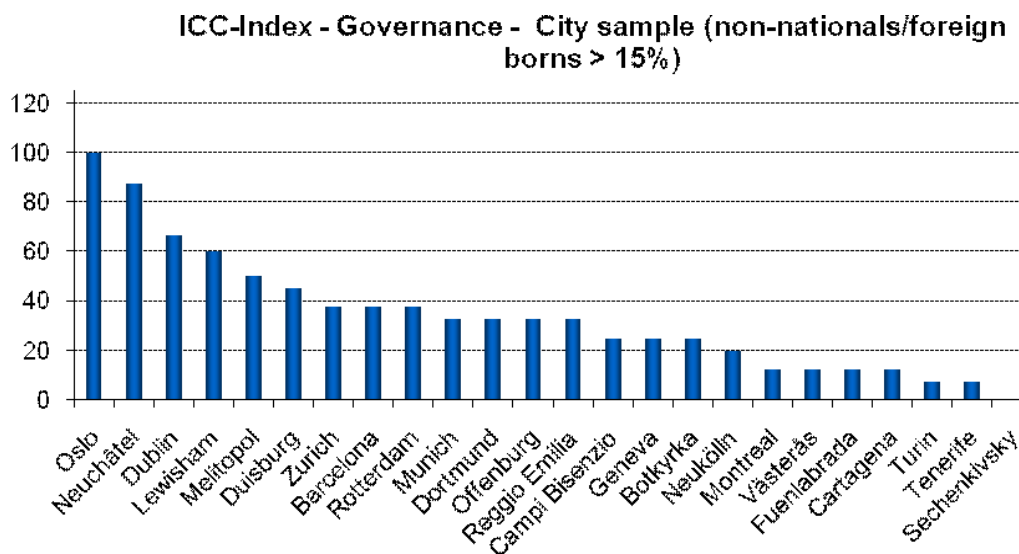
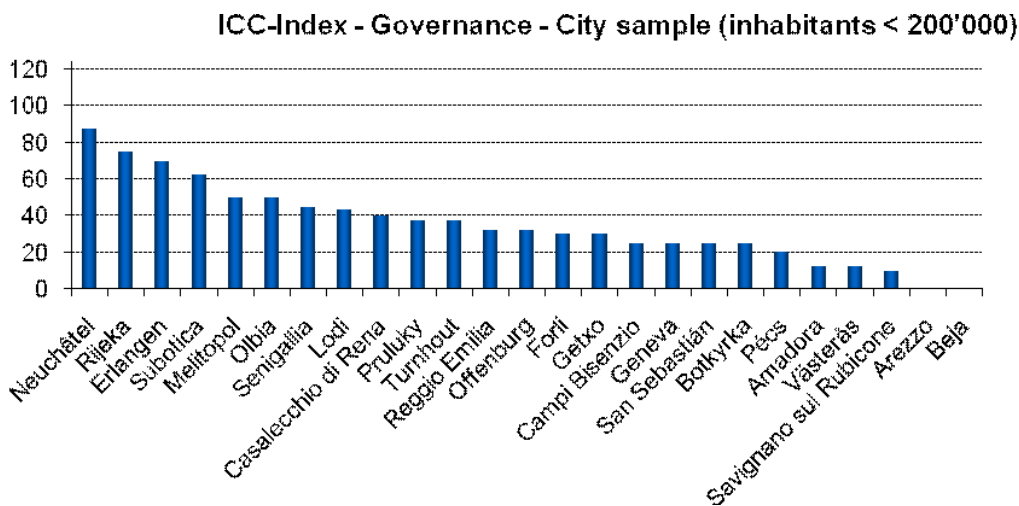
People arriving in a city for an extended stay (whatever their circumstances) are likely to find themselves disorientated and in need of multiple forms of support. The degree to which these measures can be co-ordinated and delivered effectively will have a significant impact on how the person settles and integrates.

Campi Bisenzio's welcoming policy indicators (95%) are almost twice as high as the city sample's rate (56%). Campi Bisenzio therefore assumes a position in the highest tertile both among the 25 cities with a population of fewer than 200,000 inhabitants and the 24 cities with a foreign-born population of more than 15%.

To start with, the city has a designated agency to welcome newcomers to Campi Bisenzio. It also has a comprehensive city-specific package of information and support for the newly-arrived residents from abroad. Besides, it is highly valuable that different city services and agencies provide welcome support for family members, students, refugees and migrant workers. Finally, in

order to welcome newcomers adequately, the city organizes a public ceremony in the presence of officials for them.

**14. Governance policies**



Perhaps the most powerful and far-reaching actions which a city can take in making it more intercultural are the processes of democratic representation and decision making.

Campi Bisenzio’s governance policy attainment rate (25%) is slightly lower compared with the city sample’s rate (32%). With this score, Campi Bisenzio assumes a position in the lowest tertile among the 25 cities with a population of fewer than 200,000 inhabitants and in the second tertile in the group of the 24 cities with a foreign-born population of more than 15%. The cities of Botkyrka (Sweden), Copenhagen (Denmark), San Sebastian (Spain), Geneva (Switzerland), Tilburg (the Netherlands) and Limassol (Cyprus) have the same score in this policy area.

It is exemplary that the municipality has a political body to represent all ethnic minorities which is independent of the local authority. However, it is unfortunate that newcomers can only vote in local elections when they obtain the Italian nationality. This situation could be improved by

allowing all newcomers, irrespective of their nationality, cast a ballot locally. Moreover, the municipality might wish to consider that the ethnic background of the elected politicians shall ideally reflect the composition of the city's population. The city should take some measures in this regard. An inspiration is the **Black Vote** initiative in Liverpool, UK. Here, young migrants are allowed to shadow established local politicians in order to learn what the job is about and to encourage them to participate in politics as well. It would also be valuable to set up a standard for the representation of migrants and minorities in mandatory boards supervising schools and public services.

Finally, it is encouraging that the city has a specific service that advises and supports victims of discrimination and provides grants to civil society organisations that play this role. It is also commendable that Campi Bisenzio runs anti-discrimination campaigns in order to raise awareness.

**15.**

## **Conclusions**

The results of the current ICC Index assessment show that Campi Bisenzio performs better than other cities in most policy areas (commitment, education, neighbourhood, business and labour, cultural and civil life, public space, mediation and conflict resolution, language, media policies, international outlook, intelligence/competence and welcoming). The city reached the best possible score in five policy areas. It underperforms only in two policy areas: public service and governance.

In view of the above, we invite the city to make focus its further efforts on the policy areas detailed below.

## **16. Recommendations**

When it comes to Campi Bisenzio's intercultural efforts, with reference to the survey, the city could enhance them in the sectors below by introducing the following initiatives:

- **Education:** introduce policies in order to increase the ethnic and cultural mixing in schools;
- **Public services:** strengthen intercultural policies regarding the ethnic background of public employees which should ideally reflect the composition of the city's population; enable non-nationals to be employed in public administration; adopt a recruitment plan which includes a provision stating that people who are not Italian citizens are able to work as public servants;
- **Business and labour market:** in the procurement of goods and services, give priority to companies with a diversity strategy;
- **Public space:** take into account ethnic/cultural backgrounds of citizens when designing and managing new buildings and spaces more often; transform areas with a bad reputation that are dominated by one ethnic group into spaces with higher levels of diversity
- **Mediation and conflict resolution:** expand public mediation services to hospitals and to neighbourhoods; provide professional services for mediation of intercultural communication or conflict by setting up a municipal mediation service only devoted to intercultural issues and equipped with interculturally competent specialised staff
- **Language:** financially support minority press, radio and TV programmes, including in languages other than Italian; support projects which seek to give a positive image of minority languages by, for example, introducing a day of migrant languages, poetry evenings in other languages than Italian and other multilingual cultural events;
- **Intelligence and competence:** deepen the efforts by establishing, for example, a local Ombudsmann institution
- **Governance:** let all newcomers vote in local elections; set up a standard for the representation of migrants and minorities in mandatory boards supervising schools and public services; ensure that the ethnic background of the elected politicians reflects the composition of the city's population.

The municipality may wish to look into further examples implemented by other Intercultural Cities as a source of learning and inspiration to guide future initiatives. Such examples are provided in the Intercultural Cities database<sup>12</sup>.

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<sup>12</sup>[http://www.coe.int/t/dg4/cultureheritage/culture/Cities/guidance\\_en.asp](http://www.coe.int/t/dg4/cultureheritage/culture/Cities/guidance_en.asp)