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Comune di Ravenna

# Upscaling Plan

WP 4

Deliverable 11

<b>Introduction</b>	<b>2</b>
<b>Future actions continuing the effort against online hate speech</b>	<b>3</b>
Offenbach community	3
Low scenario	3
Medium scenario	4
High scenario	4
Ravenna community	4
Low scenario	5
Medium scenario	6
High scenario	6
Santa Coloma de Gramenet community	6
Low scenario	7
Medium scenario	7
High scenario	7
<b>Action points for the institutionalisation of the project</b>	<b>9</b>
Offenbach community	9
Ravenna community	10
Santa Coloma de Gramenet community	11

# Introduction

The Upscaling Plan (D11) serves as a blueprint to elucidate the enduring sustainability of the FAST LISA project well beyond its culmination. It seeks to articulate the profound and far-reaching impacts of the project, delineating a vision of its enduring legacy, alongside the steadfast commitments of the three partner communities - Kreis Offenbach, Comune di Ravenna, and Ajuntament de Santa Coloma de Gramenet.

This document is inherently intertwined with Deliverable 10, the City Strategy, constituting integral components of the project's third and final phase - Engagement. This phase is characterised by multifaceted interactions at both the institutional and community levels. Hence, the Upscaling Plan is thoughtfully structured into two primary sections, each serving distinct but interrelated purposes.

The first section is dedicated to charting the trajectory of future actions envisioned by the partner communities, delineating their strategic roadmap for perpetuating the objectives of FAST LISA even post-implementation. It encapsulates a forward-looking narrative, highlighting the sustained momentum and commitment towards fostering inclusive digital environments.

Conversely, the second section delves into the institutionalisation endeavours undertaken by the partner communities. It meticulously examines the strides made thus far in crafting policies aimed at combating online hate speech and discriminatory practices, while promoting a culture of conscious and responsible online engagement. Furthermore, it provides insights into ongoing initiatives, thereby offering a glimpse into the evolving landscape of digital governance.

While Deliverable 10 laid the groundwork by furnishing replication guidelines for external stakeholders, facilitating the emulation of FAST LISA's activities, Deliverable 11 assumes a more expansive role. It transcends mere replication, endeavouring to showcase exemplary practices that local entities can adopt. By disseminating these best practices, the document aspires to catalyse a ripple effect, amplifying the impact of the project and extending its reach to diverse communities and contexts. Thus, the Upscaling Plan represents a pivotal milestone in the journey towards broader societal transformation, symbolising the collective commitment to harnessing the transformative potential of digital technologies for the betterment of all.

# Future actions continuing the effort against online hate speech

This section offers a comprehensive insight into the landscape of forthcoming actions envisioned by the three partner communities. Organised systematically, each subsection categorises commitments based on their scope of influence: the low scenario encapsulates initiatives targeting specific demographics or locales (e.g., schools, youth centres...), the medium scenario encompasses endeavours involving broader community participation (e.g., public-facing initiatives), while the high scenario encompasses initiatives of a broader scale, such as European projects aligned with the overarching goals of FAST LISA.

## Offenbach community

In light of a pervasive rise in online hate speech, our initiatives aim to establish efforts meant to upscale the outcomes of the project FAST LISA to combat this societal challenge. The project at the local level presents initiatives developed from the feedback of local stakeholders, local project ambassadors and the External Advisory Board among others to be pursued, with the aim of ensuring the sustainability of the Project post funding. Pro Arbeit is committed to disseminating the outcomes of the project through strategic collaborations, capacity building and other innovative approaches, through which we aim to create a safer online environment within our society. These actions elaborate how the project seeks to ensure continuity of the gains of the FAST LISA project.

### Low scenario

The fundamental driving force of the project's upscaling and replication strategy is the role and motivation of its participants. In fact, the youngsters who are involved in the activities till now have not only been beneficiaries of the project and its activities but also, are the complete drivers of the project at the local level. Thus, the project and its themes, as well as its activities and events developed locally have seen the involvement of the young ambassadors. The various experiences and knowledge acquired during the project such as the workshops has prepared them to deliver the project's message to the wider public, these workshops will be replicated by the ambassadors at the Local levels, on various platforms such as schools, youth events, refugee homes, among others and whenever the opportunity presents itself. Additionally, the various events comprising of workshops, Social Theatre, and discussions among others, organised with the various stakeholders at the local levels were used as platforms to whip-up the desire and the motivation among the audience made-up of CSOs, politicians and young activists among others, on the need and strategies of fighting hate speech online in our communities. The young ambassadors in their subsequent activities will continue with such methods – Social theatres, cultural festivals, School debates, etc. - at various events to upscale the projects' messages.

## Medium scenario

The collaboration with 3<sup>rd</sup> sector organisations such as the Anne Frank Educational Centre, An Nusrat e.V and the youth councils of the various communes, among others provides a robust upscaling opportunity. By joining forces with these organisations, who have a common interest with the project, the project has succeeded in tapping into their expertise and network to propagate the FAST LISA agenda. These collaborations will remain at the disposal of the project's young ambassadors to continue the fight against online hate speech.

The schools, especially in Dietzenbach commune, are very enthusiastic about their engagement with the topic. In the next few weeks, the project will be visiting these schools to replicate the workshops and the ECHO app. This is intended to continue with the ambassadors with the support of the schools to continue to raise awareness and advocate the need to and how to combat hate speech in our communities.

## High scenario

On a high scenario, Pro Arbeit has submitted another project proposal for funding aimed at combating racism, discrimination, hate speech and fostering an inclusive society, in this regard, if successful, the lessons learnt from FAST LISA will be transferred into the implementation process of the new project (State of Empathy). As part of the bigger objective to empower youth and foster positive change, the State of Empathy will include the FAST LISA young ambassador and other youth from all the communes to build on the successes of FAST LISA and amplify the impact to reach a wider society.

Hessen against Hate and An Nusrat as stakeholders have contributed significantly in conveying the FAST LISA message to the public. This collaboration goes beyond the FAST LISA funding period. The young ambassadors will be working closely with these organisations during the subsequent events in schools and at youth events. They will be provided support to the young ambassadors during such events.

At the county level, Kreis Offenbach has funding initiatives sponsored by the Federal Ministry for Family, Senior Citizens, Women and Youth for youth-led projects aimed at promoting political and topics on social inclusion ([Democracy living](#)) in the county. The FAST LISA young ambassadors are already working on follow-up initiatives at the local levels to further propagate and engage the community on the fight against hate speech. The project staff and other stakeholders are committed to offer their support in this regard.

## Ravenna community

The Municipality of Ravenna is dedicated to combating online hate speech and all forms of discrimination individuals may encounter, whether online or offline.. In this endeavour, the FAST LISA project has contributed with crucial tools, providing a fertile ground for the exploration and implementation of innovative methods of engagement, particularly through the realm of e-participation. Moreover, the impact of FAST LISA extends beyond mere

experimentation, as it has played a pivotal role in empowering the youth of our community. Through their roles as project ambassadors and moderators, these young individuals have shouldered great responsibility in facilitating workshops and public consultations. Their active involvement not only underscores the importance of youth engagement but also serves as a testament to their commitment to fostering inclusivity and tolerance within our society. Furthermore, FAST LISA has revolutionised the discourse surrounding online hate speech by fostering dynamic and interactive discussions, thanks to the adoption of non-formal educational methodologies. This innovative approach not only enhances understanding but also encourages active participation and collaboration among stakeholders.

As we look to the future, the Municipality of Ravenna remains steadfast in its commitment to upholding these principles. Beyond the conclusion of the FAST LISA project, we are poised to continue our efforts in promoting anti-discriminatory behaviour and advocating for responsible internet usage. It is our firm belief that by aligning with the project's overarching objective of creating a lasting impact, we can cultivate a community that is inclusive, tolerant, and resilient in the face of digital challenges.

## **Low scenario**

As previously mentioned, the specialised training provided to the ambassadors and youth workers of Librazione, who served as tutors, is an invaluable asset that the Municipality of Ravenna intends to leverage. Encouraged by the positive feedback received from primary and secondary schools, there is potential for the integration of additional workshops inspired by those conducted under the FAST LISA initiative into next year's school curriculum. The Informagiovani centre, where the young ambassadors are based, remains a vital hub of creativity and innovation.

Several initiatives are already underway, including the screening of films aimed at raising awareness among students, particularly in high schools, on issues such as gender equality, migrant reception, integration, and combating discrimination, with the ultimate aim of preventing hate speech. Films such as "Io capitano," "Shadow Game," "C'è ancora domani," and "The old oak" have been screened in schools, with plans to expand this list and potentially facilitate interactions with the filmmakers. In this regard, the Municipality intends to invite Agnieszka Holland, director of "Green Border," in the upcoming fall.

Furthermore, various activities aligned with the objectives of FAST LISA have already been initiated and have received positive responses. For instance, on the occasion of Safer Internet Day (February 6, 2024), the Municipality of Ravenna, in collaboration with the local postal police division, organised two days of training on cyberbullying and responsible internet usage, engaging over 600 students from middle and high schools in the city. These sessions provided students with the opportunity to directly interact with professionals specialised in digital rights and crimes, emphasising the importance of informed and responsible online behaviour.

## Medium scenario

The Municipality of Ravenna is part of the national System for Reception and Integration (SAI) network and the regional network supporting victims of trafficking and exploitation. The reception of refugees following the war in Ukraine, approximately 900 people, and the recent landings of migrant rescue ships have made it even more evident how necessary it is to carry out initiatives aimed at raising awareness of the values of peace, human rights, global citizenship education and international solidarity among citizens, particularly the younger generations. With this in mind, each year the municipality carries out events to raise awareness of these issues: the Week Against Racism and the Festival of Cultures, with the aim of enhancing the richness of the local context and contributing to a more competent, supportive and cohesive society. The 2024 edition of the Festival of Cultures aims to intervene in this context to reduce the risks of fracture and separateness, and to strengthen community unity and social cohesion, in the belief that a more informed and participatory citizenry is a citizenry that actively holds anti-discriminatory behaviours.

Despite not featuring activities that explicitly target the topic of online hate speech, the transversal issue of combating discrimination, and all of its manifestations including online abuse, represents the fil rouge of the Festival of Cultures, that has now reached its XVII edition.

## High scenario

In terms of broader initiatives, the Municipality of Ravenna has long prioritised collaborations with both local and international partners. Currently, we are embarking on a new European project (CERV), which focuses on enhancing community cohesion. Within this framework, the CITIES project aims to implement a local anti-discrimination strategy. This involves establishing a comprehensive and cross-cutting anti-discrimination desk encompassing all issues, including hate speech. Additionally, the project seeks to create a unified territorial desk in a one-stop-shop perspective, offering streamlined access to essential services and facilitating cross-cultural knowledge exchange among service providers. This initiative aims to ensure that citizens have access to the necessary support and resources, with discriminated individuals being efficiently directed to relevant territorial services.

Furthermore, the Municipality of Ravenna is actively developing a digital facilitation desk to combat institutional digital discrimination. This desk will serve as a vital resource for educating citizens on responsible internet usage, emphasising online safety, and fostering digital literacy. By empowering individuals to navigate digital platforms securely and ethically, we aim to promote a culture of respect and online well-being.

## Santa Coloma de Gramenet community

There are ongoing activities that will be continued beyond the end of the project and future actions already agreed that will take place during the second half of 2024 and in 2025.

## Low scenario

In the delivery 10, it was mentioned that Santa Coloma has planned three “Intercenter” conferences including students and teachers from the nine public secondary schools of the city. Two of them have already taken place and were explained in the previous report. The third “Intercenter” meeting is going to be the 14<sup>th</sup> of May 2024. We are working on the agenda, which will include an evaluation of the Fast Lisa’s activities in the schools during this school year and also it will include and will also include new steps to continue fighting hate language online next year together. As one of our future objectives is to extend the benefits and impact of FAST LISA to other territories, the students and teachers of Can Periquet secondary school, who are a reference in restorative culture, will be invited to participate in Intercenter III.

In addition, we are also working with the teaching staff of the nine public secondary schools. We have already held two seminars, on 1 March and 1 April 2024. The next seminar will take place on 1 May 2024. We will monitor the anti-hate speech protocols of each centre that participated in Intercentres I in order to share good practices and explore the possibility of creating a standard protocol.

We also consider capacity building should be an ongoing activity beyond the end of the project and should include not only citizens and ambassadors, but also representatives of the City Council. To give continuity to the City Strategy, we have organised a training that will take place the 17<sup>th</sup> of April 2024 for officers, academics and political representatives on law 19/2020 of 30 December on equal treatment and non-discrimination.

## Medium scenario

Moreover, as part of our ongoing City Strategy activity to create a standard protocol for handling hate crime cases especially online, we have made a diagnosis to know how the police force, CIAPE (the Information and Advice Centre for Foreigners) and entities that represent vulnerable groups manage this type of cases. In the near future we plan to continue working together in order to draft an internal policy to combat cases of hate speech crime. The internal policy will be validated and disseminated.

We have tackled the online hate speech issue including all vulnerable groups, but we have realised that it affects more specifically certain communities and activities. We have already started to target and contact entities such as the “Asociación Marroquí para la integración de inmigrantes” (The Moroccan Association for the integration of immigrants) or “Movimiento por la Paz” in order to analyse how we can support our work together in the near future. We are also going to participate in the training on “Sport as an instrument to fight racism at the local level” in order to have more tools to counteract hate speech and discrimination behaviours.

## High scenario

Beyond the activities carried out in the framework of the FAST LISA project and the new commitments and opportunities that arise from them, Santa Coloma strongly believes that



alliances are key for FAST LISA to be sustainable and to have a greater impact. Consequently, Santa Coloma de Gramenet City Council is building ongoing and future alliances with different partners and networks such as the Network of Cultural Cities (RECI), UAB - Universitat Autònoma de Barcelona, Cooperation and Solidarity Department and other local organisations that give us support in continuity of the project beyond its end date.

The RECI programme, to which Santa Coloma de Gramenet is a member, aims to offer cities instruments to manage cultural diversity as a resource for dynamism and social and economic development, by stimulating creativity and innovation. Santa Coloma de Gramenet City Council actively participates in the working meetings and seminars organised by RECI to share the knowledge generated and identify opportunities to improve the intercultural vision in the management of cities. At these meetings, Santa Coloma de Gramenet City Council is a reference point and shares FAST LISA initiatives in favour of diversity and interculturality, and exchanges good practices with other cities in the network. The last meeting was held in Getafe (Madrid) on 5 and 6 November 2023 and the next one will be held in Zaragoza on 11 and 12 April 2024.

Santa Coloma de Gramenet City Council is also part of the Anti-Rumour Strategy and deploys all its resources to prevent discrimination and improve coexistence by promoting a change in perceptions and attitudes among young people.

Another partnership strategy that shows the commitment of Santa Coloma after the project's ends is the participation of FAST LISA ambassadors in other European projects such as the "Space of memory and human rights: Memorial of Buchenwald and Mittelbau-Dora" run by the Cooperation and Solidarity Department. FAST LISA ambassadors are bringing a group of 10 students from four Secondary Schools of Santa Coloma to Buchenwald and Mittelbau concentration camps in Germany, with the support and representation of the Youth Councillor from the 2<sup>nd</sup> to the 6<sup>th</sup> of May 2024. It is part of their role to raise awareness of the issue, promote activities, create spaces for reflection and participate in protocol events and informal spaces on their return from the trip to share the experience.

# Action points for the institutionalisation of the project

The objective of this section is to provide an overview detailing the strategic measures devised by the partner communities to institutionalise and sustain the accomplishments and foundations laid down by FAST LISA. This concerted effort is aimed at ensuring that the project's profound impact continues to reverberate well beyond its formal conclusion, thereby fostering enduring positive change within the participating regions.

## Offenbach community

At the local level, Pro Arbeit plans to institutionalise the gains and results of the FAST LISA project by pursuing various measures to ensure sustainability post-funding. Among the measures being pursued are:

- Blending of FAST LISA gains into existing youth Programs at the local level: Pro Arbeit is working with local stakeholders to integrate the results, methodologies and the best practices from the project into existing youth initiatives, educational programmes and community engagements. Through this, we will ensure that the results gained don't vanish when the project is over but rather reinforce these to a wider audience.
- Capacity Building programmes and Trainings: Pro Arbeit places emphasis on the need for continued capacity building activities to raise and improve the competences of especially the young ambassadors, youth facilitators and other stakeholders to enable them address the issues on Hate speech and related topics. Through the networks developed in the project, the young ambassadors have been exposed to various resources and avenues to seek further training to build their capacities. The project's External advisory board members and other stakeholders are committed to support the ambassadors in this regard.
- Advocacy and regulatory Support: The project at the local level has successfully engaged policy makers and regulatory bodies on the relevance and need for policies and initiatives that promote digital literacy, online safety, and the prevention of hate speech. Through the active engagement of the youth led by the ambassadors, policy makers and relevant institutions to advocate for the creation of a supportive policy environment, to create lasting structures and mechanisms for addressing online hate speech.
- Local Community Engagement: Together with the project's local stakeholders, we are committed to continue to engage with local communities, schools, youth organisations through ongoing partnerships and implementation of other projects. For instance, an application has been submitted for a project aimed at fighting discrimination and hate speech. If approved, this will build upon the success of FAST LISA to continue to engage the community on the topic of hate speech.

- Sustainability and resource mobilisation plan: Kreis Offenbach is committed to building the democratic competences of young people. In this regard, the county [provides funding opportunities and supports youth-led initiatives](#) aimed at ensuring a better democratic society. Discussions are ongoing with local ambassadors and other youth leaders to solicit for this funding opportunity to engage in activities building on the successes gained from FAST LISA to ensure that these outcomes are sustained. Quite apart, the European project management of Pro Arbeit will continue to pursue EU projects on this topic and further engage more young people to actively contribute towards making positive changes in their communities.

By implementing these measures, we aim to institutionalise the achievements of FAST LISA, ensuring that its results endure beyond the project's funding period.

## Ravenna community

In a concerted effort to build upon the invaluable experience gained through the implementation of FAST LISA and to perpetuate the ongoing campaign against online hate speech, the Municipality of Ravenna is resolutely committed to fostering a positive and enduring impact. This commitment finds expression through the enactment of Municipal Council resolutions and the establishment of collaborative protocols with various local entities, with a particular emphasis on the educational sector.

While the Municipality of Ravenna currently offers an array of anti-discrimination services, there exists a pressing need for cohesive coordination to effectively consolidate and synergize these efforts. Moreover, recognizing the importance of presenting a unified and cohesive front to its citizens, there is a pressing imperative to formulate a comprehensive strategy that not only safeguards the rights of the most vulnerable segments of society but also actively promotes a culture of inclusivity and equity across all spheres. Indeed, the implementation of FAST LISA has served as a pivotal catalyst for strengthening the existing territorial network, fostering a collective spirit of collaboration aimed at devising and implementing impactful strategies and action plans.

To this end, the Municipality of Ravenna is poised to adopt a comprehensive Local Plan against Discrimination, which will be approved by the Municipal Council and implemented across the board by all the territorial services under its jurisdiction. Rooted in the enduring principles of equal dignity and equality enshrined in seminal international documents such as the Universal Declaration of Human Rights, the European Convention on Human Rights, and the Italian Constitution, this plan will serve as a beacon of progress and a testament to the Municipality's unwavering commitment to social justice and equality for all.

In tandem with this progressive initiative and in an effort to engage with the educational community and foster greater awareness among the youth, the Municipality has forged protocols with eleven middle schools, seven high schools, and three vocational training institutions. These collaborative agreements serve as direct conduits between educational establishments and the Municipality, facilitating joint efforts to cultivate and enhance digital citizenship awareness among youth and promoting a culture of respect and responsibility

online. By nurturing these proactive partnerships, the Municipality ensures a responsive and inclusive approach to addressing the evolving challenges of discrimination and hate speech in the digital age.

## **Santa Coloma de Gramenet community**

The development of FAST LISA activities has generated resources and structures of great interest that are maintained over time beyond the end of the project. A few examples of these, in a low scenario, are:

- Three Intercentres each school year including the nine secondary schools of Santa Coloma with an average participation of 85 people.
- Three seminars each school year including teachers and other representatives of the nine schools of Santa Coloma to agree topics of work at Intercentres among other subjects.
- A permanent group of FAST LISA ambassadors and a subgroup of ambassadors, who are referents in each secondary school.

On the other hand, in a medium scenario, Santa Coloma has made many contacts with entities within the framework of the FAST LISA project and has drawn up collaboration agreements, for example with “Movimiento por la Paz” to refer cases of immigrants who suffer hate crimes.

Likewise, an action protocol for dealing with hate crimes is also currently being developed and will hopefully be a resource beyond the project.

Moreover, in a higher scenario, Santa Coloma has built alliances at the state and European levels. Examples of these are:

- The alliance between Santa Coloma de Gramenet and the Network of Cultural Cities (RECI).
- Another collaborative strategy developed by Santa Coloma is the link of the FAST LISA project with other European projects such as the “Space of memory and human rights: Memorial of Buchenwald and Mittelbau-Dora” run by the Cooperation and Solidarity Department.

Both of the examples above have been already explained in the section above “future actions and the effort against online hate speech”.

Finally, it is worth mentioning that Santa Coloma has applied for the European Capitals of Inclusion and Diversity Awards 2024 and it is willing to submit its candidature for hosting the European youth anti-rumour summit in 2024. This would be a great opportunity to give continuity and extend the impact of the FAST LISA project on a higher scenario.

# Partners

