

Academy on the integration of migrants and refugees in the Baltic countries 2025-2026

19-20 November 2025, Riga, Latvia

Council of Europe Intercultural Cities Programme: Training on Anti-Rumours Strategies for Local Authorities

Information on the training course:

This training course aims to counter diversity-related prejudices and rumours that hinder positive interaction and foster discriminatory or racist attitudes. It focuses on building **alternative narratives** through the **anti-rumour methodology**, combining theory with practical exercises.

The **Anti-Rumours Strategy (ARS)** is a long-term process of social change designed to prevent discrimination, promote coexistence, and harness the benefits of diversity by changing perceptions, attitudes, and behaviours among citizens and institutions. The ARS pursues three main objectives:

- **Engage and empower stakeholders and citizens** through a coordinated, multi-level social platform under a long-term anti-rumours policy.
- **Promote critical thinking** and raise awareness of the impact of stereotypes and false rumours by developing innovative, participatory actions that challenge negative narratives.
- **Influence political and social agendas** to ensure that combating prejudice and discrimination is recognised as a collective societal priority.

Unlike traditional communication campaigns that rely on “objective data” to disprove falsehoods, the ARS explores the root causes of rumours within their specific socio-cultural contexts. It recognises the complex, multi-dimensional nature of stereotypes and works to reduce them through sustained participation and dialogue.

This training will deepen participants’ understanding of ARS concepts and equip them with practical tools to design and implement anti-rumours strategies. Through group work, participants will analyse local challenges and develop concrete proposals tailored to the realities of their cities.

Trainer Profile



Daniel de Torres is an expert of the Intercultural Cities programme of the Council of Europe and director of Diversit and the Spanish network of intercultural cities (RECI). He is also founder of Antirumours Global, focusing on the international expansion of the anti-rumours strategy as a methodology to dismantle prejudices and stereotypes and make the most of diversity. Between 2007 and 2011 he was Commissioner for migration and interculturality of the city of Barcelona.

PROGRAMME

Wednesday, 19 November 2025 (Group 1)

09:00 – 09:30	Welcome and Introduction
09:30 – 10:30	Introduction and analysis of key concepts: <ul style="list-style-type: none">- Stereotypes- Prejudices- Rumours- Disinformation- Narratives
10:30 – 11:00	Coffee/Tea Break
11:00 – 12:30	The Anti rumours Strategy: <ul style="list-style-type: none">- Origin and evolution- The anti-rumours approach- The key elements on an Anti-rumours Strategy- Step by step to design an Anti-rumours Strategy
12:30 – 13:30	Lunch
13:30 – 15:00	Anti-rumours actions: <ul style="list-style-type: none">- Different types of actions- Criteria for achieving impact- Practical examples
15:00 – 15:30	Coffee/Tea Break
15:30 – 17:00	Practical exercise for designing an Anti-rumours Strategy <ul style="list-style-type: none">- Diagnosis- Key actors- Action Plan Share and identify next steps

Thursday, 20 November 2025 (Group 2)

09:00 – 09:30	Welcome and Introduction
09:30 – 10:30	Introduction and analysis of key concepts: <ul style="list-style-type: none">- Stereotypes- Prejudices- Rumours- Disinformation- Narratives
10:30 – 11:00	Coffee/Tea Break
11:00 – 12:30	The Anti rumours Strategy: <ul style="list-style-type: none">- Origin and evolution- The anti-rumours approach- The key elements on an Anti-rumours Strategy- Step by step to design an Anti-rumours Strategy
12:30 – 13:30	Lunch
13:30 – 15:00	Anti-rumours actions: <ul style="list-style-type: none">- Different types of actions- Criteria for achieving impact- Practical examples
15:00 – 15:30	Coffee/Tea Break
15:30 – 17:00	Practical exercise for designing an Anti-rumours Strategy <ul style="list-style-type: none">- Diagnosis- Key actors- Action Plan Share and identify next steps

UNHCR

Cross-cultural competence: diversity, inclusion and protection-sensitive approaches

Information on the training course:

This one-day training builds the skills and awareness needed to support meaningful refugee integration into host communities. It strengthens the capacity of integration actors to navigate cultural differences, foster mutual respect, and promote inclusion. Through a mix of theory, practical exercises, and real-life scenarios, participants explore cultural sensitivity, communication strategies, mutual adaptation, and conflict resolution. The course also provides tools to explain host country norms and systems, while deepening understanding of refugees' challenges, including trauma and displacement. It equips stakeholders to create welcoming environments that value diversity and support sustainable integration.

By the end of the training, participants will be able to:

- Recognize cultural norms, values, and behaviours of both refugees and host communities, and identify unconscious biases and stereotypes.
- Apply effective communication strategies to bridge language and cultural gaps, including active listening and empathy.
- Utilize conflict resolution and mediation tools to address cultural misunderstandings and foster constructive dialogue.
- Become familiar with practical approaches to support refugees in navigating host country systems, while raising awareness of their integration challenges.

PROGRAMME

Wednesday, 19 November 2025 (Group 2)

09:00 – 09:30	Welcome and Introduction
09:30 – 10:30	Cultural Competence and Inclusion
10:30 – 11:00	Coffee/Tea Break
11:00 – 12:30	Communication
12:30 – 13:30	Lunch
13:30 – 15:00	Fostering constructive dialogue
15:00 – 15:30	Coffee/Tea Break
15:30 – 17:00	Protection sensitive approaches

Thursday, 20 November 2025 (Group 1)

09:00 – 09:30	Welcome and Introduction
09:30 – 10:30	Cultural Competence and Inclusion
10:30 – 11:00	Coffee/Tea Break
11:00 – 12:30	Communication
12:30 – 13:30	Lunch
13:30 – 15:00	Fostering constructive dialogue
15:00 – 15:30	Coffee/Tea Break
15:30 – 17:00	Protection sensitive approaches