



**Intercultural** **Malta**

**STRONGER  
COMMUNITIES,  
BETTER  
CITIES.**



**RECOMMENDATION DOCUMENT**

**JUNE 2013**

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**DEFINITION OF THIRD-COUNTRY NATIONAL (TCN) WITHIN THE SCOPE OF THE INTERCULTURAL MALTA PROJECT:**  
**TCNS ARE PEOPLE WHO ARE LIVING IN MALTA BUT ARE NOT NATIONALS OF MALTA OR ANY OTHER MEMBER STATE OF THE EUROPEAN UNION. IN ADDITION, ASYLUM SEEKERS, REFUGEES AND BENEFICIARIES OF SUBSIDIARY PROTECTION DO NOT FALL WITHIN THE SCOPE OF THE EUROPEAN FUND FOR THE INTEGRATION OF THIRD-COUNTRY NATIONALS WITHIN WHICH THE INTERCULTURAL MALTA PROJECT IS BEING IMPLEMENTED.**



**TO DEVELOP, THROUGH THE EXCHANGE OF EXPERIENCE AND IDEAS, RECOMMENDATIONS FOR THE CREATION OF AN INTERCULTURAL CITIES APPROACH THAT COULD ACTIVELY IMPROVE THE INTEGRATION OF THIRD-COUNTRY NATIONALS INTO MALTA'S CITIES AND VILLAGES**

**Intercultural Malta: Towards the Achievement of Integration in Malta through the Intercultural Cities Approach**, a project implemented by SOS Malta and co-financed by the European Fund for the Integration of Third Country Nationals (EIF) Annual Programme 2011.

The project's main objective was to develop, through the exchange of experience and ideas, recommendations for the creation of an intercultural cities approach that could actively improve the integration of third-country nationals into Malta's cities and villages.

A Pan-European Conference on good practices of integrating third-country nationals within society was held which included speakers from European countries who shared their good practice of promoting integration through the intercultural cities approach. Key stakeholders were given the opportunity to learn about different approaches and possibilities for Malta. A further workshop was held to discuss learning from the Pan-European Conference and to discuss the role of the arts and culture sector in facilitating the integration of third-country nationals in Malta by means of exploring and identifying arts and culture related structures, mechanisms and policies that could better promote and mainstream cultural diversity.

Intercultural Malta is publishing these recommendations that can be applied to Malta's cities and villages that wish to explore how they can further promote cultural diversity and integration into their communities.

# PORTRAYAL OF TCNS IN MALTA

**THIRD-COUNTRY NATIONALS LIVING IN MALTA STOOD AT APPROXIMATELY 1.26% OF THE POPULATION IN 2005, REACHING 5,090<sup>1</sup>.**

**STATISTICS INDICATE THAT TCNS RESIDING IN MALTA HAIL FROM DIFFERENT PARTS OF THE WORLD, INCLUDING AFRICA, EASTERN EUROPE, ASIA, AMERICA AND AUSTRALIA.**

**ACCORDING TO THE 2009 SURVEY THE MAJORITY OF THE MALTESE POPULATION (77%) WERE OF THE OPINION THAT ETHNIC DISCRIMINATION IN MALTA IS WIDESPREAD (EUROBAROMETER PUBLIC OPINION SURVEY 2009)<sup>5</sup>**

**INTEGRATION IS VIEWED AS A DIFFICULT PROCESS BY BOTH MIGRANTS AND THE MALTESE, DUE TO A LACK OF KNOWLEDGE AND UNDERSTANDING CAUSED BY THE FACT THAT OPPORTUNITIES FOR INTERACTION AND MUTUAL LEARNING ABOUT ONE ANOTHER ARE LIMITED.**

**16,700 NON-NATIONALS LIVING IN MALTA IN 2010, EQUIVALENT TO 4% OF THE POPULATION. THE MAJORITY, 11,300, WERE NON-EU CITIZENS, EQUIVALENT TO 2.7% OF THE TOTAL POPULATION<sup>2</sup>.**

**THE INCREASE IN MIGRANTS ENTERING, LIVING AND WORKING IN MALTA BRINGS WITH IT A PLETHORA OF CHALLENGES, INCLUDING AND IN PARTICULAR FEAR, DISCRIMINATION AND XENOPHOBIA FROM THE MALTESE POPULATION.**

**DISCRIMINATION CAN LEAD TO A RESISTANCE AGAINST A MULTICULTURAL SOCIETY BY THE MALTESE POPULATION.**

**LACK OF UNDERSTANDING BETWEEN DIFFERENT CULTURES CAN LEAD TO A PROCESS OF INADEQUATE INTEGRATION.**

**IN 2010, 630 THIRD-COUNTRY NATIONALS WERE NATURALISED AND REGISTERED IN MALTA IN 2009<sup>3</sup>.**

**THE EUROBAROMETER PUBLIC OPINION SURVEY (2011)<sup>4</sup> REVEALED THAT 44% OF MALTESE RESPONDENTS RANKED IMMIGRATION AS THE FIRST MAJOR ISSUE MALTA IS FACING**

**MAJORITIES ATTITUDES TOWARDS MINORITIES SURVEY (2005)<sup>6</sup> ONLY 21.8% OF MALTESE WERE SUPPORTIVE OF MULTICULTURALISM.**

**INTEGRATION CAN AND SHOULD BE TACKLED THROUGH BETTER POLICIES ON EMPLOYMENT, EDUCATION, LANGUAGE TRAINING, INVOLVEMENT IN SOCIAL AND POLITICAL LIFE, AND ACCESS TO HEALTH AND SOCIAL SERVICES AMONG OTHERS.**

1. National Statistics Office, Malta. Census of Population and Housing 2005, Volume I Population, Table 11 (page 94); [www.nso.gov.mt/docs/Census2005\\_Vol1.pdf](http://www.nso.gov.mt/docs/Census2005_Vol1.pdf)
2. Vasileva, Katya (2011) Eurostat - Statistics in Focus 34/2011, 'Population and social conditions' – European Commission; [http://epp.eurostat.ec.europa.eu/cache/ITY\\_OFFPUB/KS-SF-11-034/EN/KS-SF-11-034-EN.PDF](http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-SF-11-034/EN/KS-SF-11-034-EN.PDF)
3. National Statistics Office, Malta. 'Demographic Review 2009', 2010. [www.nso.gov.mt/statdoc/document\\_file.aspx?id=2840](http://www.nso.gov.mt/statdoc/document_file.aspx?id=2840) - Section 5.14, p. 86.
4. Available at: [http://ec.europa.eu/public\\_opinion/archives/eb/eb75/eb75\\_publ\\_en.pdf](http://ec.europa.eu/public_opinion/archives/eb/eb75/eb75_publ_en.pdf)
5. Available at: [http://ec.europa.eu/public\\_opinion/archives/eb/eb71/eb71\\_en.htm](http://ec.europa.eu/public_opinion/archives/eb/eb71/eb71_en.htm)
6. Available at: <http://fra.europa.eu/fraWebsite/attachments/EB2005-summary.pdf>

# VALLETTA, EUROPEAN CAPITAL OF CULTURE 2018

**Valletta 2018 Foundation** campaigned for Valletta to become the European Capital of Culture 2018. The bid supports the development and promotion of different forms of cultural activity throughout the Maltese Islands consisting of 4 areas of focus through which Malta is promoting culture. These include *Digital Generations*, *Water and Life*, *Urban Caravaggio* and *Living Well with Diversity*. Following the naming of Valletta as the European Capital of Culture 2018, in order to address *Living Well with Diversity*, it is important to look at aspects of cultural diversity and integration in Malta and Gozo and reflect about the challenges for the future including differences and similarities in cultures that exist in the Maltese islands.

It is important to look at how Valletta is and could promote cultural diversity and integration within the city, serving as a model for Malta and Gozo as a whole. In order to be truly diverse and live well with diversity, Valletta must look at how as a city, it is addressing the integration of different cultures and promoting and benefiting from the diverse nature of the city. One option for Valletta to truly live well with diversity is to strive for recognition as an 'intercultural city'. Through the intercultural cities approach, Valletta and indeed other cities and villages in Malta and Gozo could enhance integration within their borders.

**Artistic Programme Director for Imagine 18, Marc Cabourdin** said V.18 champions the importance of collaboration between diverse communities both within the Maltese Islands, in Europe and beyond; a long-term legacy will be created through the close collaboration with local and European partners. In the years leading to Valletta's European Capital of Culture, the V.18 team want to transform Valletta into a creative city, improve the quality of life in Valletta through culture, stimulate awareness of Malta's diverse cultural identities while driving collaboration and excellence in contemporary culture and the arts in Malta.

## **National Cultural Policy Vision: Malta 2011**

The policy's vision is to transform cultural and creative activity into the most dynamic facet of Malta's socio-economic life in the 21st century:

DEVELOP INTERCULTURAL  
COMPETENCES AND  
MULTILINGUALISM IN  
EDUCATIONAL PROGRAMMES  
AND IN THE TRAINING OF  
EDUCATION AND CULTURE  
PROFESSIONALS

INCREASE SENSITIVITY AND  
AWARENESS OF INTERCULTURAL  
ISSUES IN THE MEDIA

SUPPORT THE DEVELOPMENT  
OF A CIVIL SOCIETY PLATFORM  
FOR THE SCREENING OF  
POLICIES AND THE PROMOTION  
OF INITIATIVES FOR  
INTERCULTURAL DIALOGUE

PROMOTE INTERNATIONAL  
CULTURAL COOPERATION WITHIN  
THE SPIRIT OF CULTURAL  
DIVERSITY AND INTERCULTURAL  
DIALOGUE AS A CROSS-CUTTING  
GOVERNMENT PRIORITY, WITH  
PARTICULAR EMPHASIS ON  
EDUCATIONAL PROGRAMMES  
AND FORMATIVE EXCHANGES  
AND COLLABORATIONS

# INTERCULTURAL CITIES PROGRAMME

Launched by the European Commission and the Council of Europe on the eve of the European Year of Intercultural Dialogue 2008:

**TO STIMULATE AN INCLUSIVE DEBATE AND POLICY MAKING IN PILOT CITIES, TAKING AN INTERCULTURAL APPROACH TO MIGRATION, INTEGRATION AND SOCIAL COHESION**

**TO ENCOURAGE PILOT CITIES TO DEVELOP COMPREHENSIVE INTERCULTURAL STRATEGIES TO MANAGE URBAN DIVERSITY**

**TO ACT AS AN INSPIRATION FOR OTHER CITIES IN EUROPE**

The project proposes practical policies and methods to help cities review their policies through an “intercultural lens”, including tools like expert reviews, study visits, city-to-city mentoring, thematic workshops and public events.

In an intercultural city:

**DIVERSITY IS A SOURCE OF DYNAMISM, INNOVATION, CREATIVITY AND GROWTH**

**PUBLIC CONSULTATION, DEBATE AND DECISION MAKING REFLECT THE COMMUNITY'S CULTURAL MIX - CULTURAL CONFLICT IS ACCEPTED AND DEALT WITH - OFTEN AT THE GRASSROOTS LEVEL**

**DIVERSITY IS ACCEPTED AS THE NORM AND HERITAGE AND IDENTITY OF ALL PEOPLE IS AFFIRMED**

**POLITICIANS AND THE MEDIA ENCOURAGE CITIZENS' PARTICIPATION IN CREATING A SHARED IDENTITY. TO MAKE THIS VISION A REALITY, CITIES MUST DEVELOP AN INTERCULTURAL STRATEGY TO TRANSFORM THEIR POLICIES, PUBLIC SPACES, INSTITUTIONS AND THE RELATIONSHIPS BETWEEN COMMUNITIES.**

**PUBLIC SPACES, SCHOOLS, HOMES, WORKPLACES AND CULTURAL FORUMS ARE DESIGNED TO ENABLE PEOPLE FROM DIFFERENT CULTURAL BACKGROUNDS TO MIX, EXCHANGE AND INTERACT PRODUCTIVELY AND CREATIVELY**

Detailed information on the programme, methodology and participating cities is available at [www.coe.int/interculturalcities](http://www.coe.int/interculturalcities)

# “LET’S LEARN TO LIVE TOGETHER AND NOT JUST NEXT TO ONE ANOTHER”

## GOOD PRACTICE

**GetUpStandUp!** ran a project called Next Door Family EU- Inclusive Neighborhoods from October 2011 to March 2013, which aimed to promote intercultural dialogue and to celebrate diversity. GetUpStandUp! is a voluntary organization, which was started in 2009 by a group of Maltese students. GetUpStandUp! aims to facilitate integration into the Maltese society and challenge discrimination on all grounds.

The project entailed pairing Maltese families with non-EU families that are choosing to make Malta their home permanently or temporarily to each share Sunday lunch on November 18, 2012 in their own homes.

Fifteen different nationalities participated in the project including families from Iran, Palestine, Nigeria and China. The feedback from the participants was extremely positive, with many families saying they would take part again. One family even wrote to tell us that they had invited their Maltese neighbours round for dinner, having been inspired and encouraged by this positive experience. The Multicultural evenings organised as part of the project, were very well attended by Maltese and third country nationals alike. Well over 20 different nationalities and cultures were brought together at these events to celebrate diversity and to showcase music, crafts, food and dance from all over the world.

Local councils could promote this model by having signup lists on their notice boards allowing families who would like to meet their neighbours and learn about their culture to do so in an informal way. Families should be able to choose whether to meet in a restaurant or in their own homes, as there are many families who would love to take part in such a project, but do not feel comfortable welcoming strangers into their homes. Food is a fantastic way to bring people from different cultures together so perhaps this model could be adapted with ‘street parties’ being organised by the councils and everyone being invited to prepare food.

**[www.nextdoorfamily.eu](http://www.nextdoorfamily.eu)**

*The ‘Next Door Family EU’ project, partly financed by the European Fund for the Integration of Third Country Nationals.*

# FIGHTING FICTION WITH FACTS: THE BCN ANTI-RUMOUR CAMPAIGN

## GOOD PRACTICE

### AJUNTAMENT DE BARCELONA

#### CITY COUNCIL ENLISTS COMMUNITY AGENTS TO DISPEL MYTHS ABOUT IMMIGRANTS AND FIGHT DISCRIMINATION WITH FACTS AND GOOD HUMOUR.

“Immigrants receive more financial aid to open their businesses...”

“Immigrants are overcrowding our health services...”

“Immigrants don’t want to integrate or learn our language...”

In November 2010, when the Barcelona City Council (BCN) unveiled its long-term strategy to improve coexistence among locals and new immigrants, it launched a clever public service campaign to dispel such rumours, misconceptions and prejudices.

Among the city’s weapons? Recruiting and training “antirumour agents” to spread the campaign through local organizations and the city’s neighbourhoods.

### Campaigning with a human touch

Individual contact plays an important role in changing people’s minds. Campaign organizers recognized that a key strategy to eliminate discrimination would be to put a human face on the message – and the messenger.

The project first identified the main stereotypes and prejudices about immigrants circulating in Barcelona. These included five themes:

- the arrival of new migrants;
- abuse of social and health care services;
- failing to declare income or pay taxes;
- anti-social behaviour in public spaces; and
- taking jobs from locals

Next, the city equipped anti-rumour agents with accurate information about migrants and techniques for addressing misconceptions. They focused on nimble, situation-based actions that could be taken at work, at home or in public spaces. So, when someone complained that “subsidized apartments go mainly to foreigners,” a city anti-rumour agent could quickly interject: “Today only one in twenty immigrants receive such a benefit.”



# GETTING THE MESSAGE OUT IN THE STREETS

## Community network

The city recognized that the greatest challenge was not framing the message, but getting it out into Barcelona's streets. It made sense to launch the campaign through a network of 80 local organizations already actively working on social cohesion and coexistence. Anti-Rumour Network members are all connected through a website offering information, free training sessions and online guides to address key challenges.

The Anti-Rumour Network also uses a variety of innovative approaches to carry its message – some more unusual than others. In addition to a city-wide advertising campaign, the project has hosted public debates with leading local figures, supported street theatre and produced tongue-in-cheek videos. However, its greatest success has been a comic book series called Blanca Rosita Barcelona. Written by acclaimed Spanish illustrator Miguel Gallardo, it tells the story of Rosita, an elderly woman from southern Spain who lives in Barcelona with her young Peruvian caregiver, Blanca. Each volume explores a campaign theme in the context of everyday life.

## Success

The campaign has celebrated a number of milestones. More than 350 people have been trained as anti-rumour agents. The first issue of Rosita Blanca Barcelona received a print run of 10,000 copies which was doubled for the second issue. And a new guidebook to combat prejudices and stereotypes is now available online.

Most importantly, other city councils in the state of Catalonia are working on establishing their own campaigns. Spanish towns in Granada and the Basque Region have also shown interest as have other European cities, including Athens and Geneva.

## Making It Work for You

Understand the problem. For better strategies and better outcomes, take time to identify and analyze the issues. Think outside the box! Use humour to tackle serious problems and reach new audiences. Tell your story with new and unusual formats (comic books); use new channels, such as theatre (arts), video and social media (youth), or public debate (local government and media).

Build trust, transparency and a capacity for others to replicate your success by sharing your research, training guides, good practices and success stories.

[www.interculturalitat.cat](http://www.interculturalitat.cat)

## FIGHTING FICTION WITH FACTS: THE BCN ANTI-RUMOUR CAMPAIGN

# RECOMMENDATIONS

THE PAN EUROPEAN CONFERENCE AND WORKSHOP IMPLEMENTED WITHIN THE “INTERCULTURAL MALTA” PROJECT HAVE CONTRIBUTED TOWARDS IDENTIFYING INITIATIVES, STRUCTURES AND POLICIES THAT CAN BETTER PROMOTE AND MAINSTREAM CULTURAL DIVERSITY AND INTERCULTURAL DIALOGUE.

AS A LOCAL COUNCIL, DECISION MAKER, HERE ARE SOME QUESTIONS AND SUGGESTIONS TO LOOK AT HOW YOU MAY PROMOTE INTERCULTURALISM.

**IS THERE A PUBLIC STATEMENT OF YOUR CITY/VILLAGE COMMITMENT TO DIVERSITY? HOW IS THIS COMMITMENT COMMUNICATED TO THE PRESS AND PUBLIC? DOES YOUR CITY ORGANISE ACTIVITIES TO PROMOTE DIVERSITY AND ITS BENEFITS (E.G. CAMPAIGNS, EVENTS, AWARDS, EXHIBITIONS, PRESS CONFERENCE)?**

**DOES YOUR CITY COOPERATE ON A REGULAR BASIS WITH MIGRANT ORGANIZATIONS AND OTHERS INVOLVED IN SUPPORTING AND WORKING WITH TCNS?**

**STIMULATE SOCIETY TOWARDS AN APPRECIATION OF THE ARTS AND CULTURE IN ITS DIFFERENT FORMS AND RELATING TO THE DIFFERENT COMMUNITIES RESIDING IN MALTA.**

**ENCOURAGE MEDIA TO PUBLISH STORIES ABOUT MIGRANT'S LIVES SHOWING THE HUMAN ASPECT OF MIGRATION.**

**HOW ARE TCNS CONSULTED ON DEVELOPING AND MONITORING YOUR CITY'S DIVERSITY STRATEGY? TO WHAT DEGREE ARE TCNS REPRESENTED IN YOUR CITY'S CONSULTATIVE BODIES, COMMITTEES AND ISSUE-BASED GROUPS?**

**HOW DOES YOUR CITY SUPPORT NEWLY ARRIVED RESIDENTS FROM ABROAD TO NAVIGATE THROUGH THE BUREAUCRACY?**

**FACILITATE AND SUPPORT INITIATIVES BY CREATIVE INDIVIDUALS AND GROUPS IN ORDER TO FOSTER SOCIAL TRANSFORMATION FOR AN INCLUSIVE CULTURE WHICH, THROUGH SHARING VALUES, CAN THRIVE AND PROGRESS.**

**DEVELOP A RELATIONSHIP WITH MEDIA BY PROVIDING INFORMATION REGULARLY, INVITING JOURNALISTS TO EVENTS AT NEIGHBOURHOOD LEVEL.**

**HOW DOES YOUR CITY SEEK TO INFLUENCE DIVERSITY MEASURES AMONG OTHER LOCAL PARTNERS AND ACTORS SUCH AS THE PRIVATE SECTOR, TRADE UNIONS, BUSINESS ASSOCIATIONS ETC?**

**RAISE AWARENESS OF THE INTERCULTURAL DIMENSION OF THE COUNTRY BY REACHING OUT TO THE WIDER COMMUNITY THROUGH CULTURE AND THE ARTS.**

**PROVIDE THE NEIGHBOURHOOD WITH PUBLIC AND OPEN SPACES FOR SOCIAL AND CULTURAL ACTIVITIES.**

**DEVELOP AN 'AMBASSADOR'S' PROGRAMME THAT CAN BE AN EFFECTIVE TOOL TO HELP RESIDENTS REACH OUT TO EACH OTHER AND BRIDGE THE VARIOUS DIVISIONS THAT SOMETIMES EXIST IN A COMMUNITY SUCH AS THOSE BASED ON RACE, CLASS OR GEOGRAPHIC LOCATION. AS AN AMBASSADOR, A RESIDENT WOULD BE RESPONSIBLE FOR REACHING OUT TO OTHER RESIDENTS IN DIFFERENT PART OF THE COMMUNITY OR FROM DIFFERENT BACKGROUNDS TO SHARE INFORMATION WITH EACH OTHER, LEARN ABOUT EACH OTHER'S EXPERIENCES AND FORGE NEW RELATIONSHIPS.**

# CONCLUSION

## HOW CAN OUR CITIES/VILLAGES FOSTER DIALOGUE BETWEEN PEOPLE FROM DIFFERENT CULTURES IN THEIR DAILY LIVES – AT SCHOOL OR AT WORK, WHEN THEY PLAY SPORTS OR WHEN THEY DO CULTURAL ACTIVITIES? HOW CAN CITIES MAKE THE MOST OF DIVERSITY?

To build a society capable of promoting, through the co-responsibility, freedom and dignity of every person, a society where the *I and We*, *legality* and *justice*, *solidarity* and *rights* are not separate but complementary dimensions where human life expresses its diversity becoming an asset for itself and for the community to which it belongs.

In order to address the challenges and difficulties faced in the integration process, decision makers need to seek innovative and comprehensive ways to tackle integration in Malta at all levels. These measures need to recognise that integration is a two way process and due to the wide ranging barriers such as discrimination, education, employment etc, policies need to take a holistic vision and approach in order to address integration needs.

Decision and policy makers must also recognise that while increasing migration and ethnic diversity present a profound challenge, they also offer a huge opportunity to cities and villages which needs to be harnessed. There is a need to recognise that many TCN populations are here to stay and that they can provide a rich tapestry of different cultural, social and economic gains for the cities themselves. Taking a policy approach that celebrates diversity, promotes interculturalism and fosters integration at all levels will allow cities and villages to overcome the barriers to integration in their areas.

As an organisation, SOS Malta believes that integration is a two-way process. As also reinforced in the Common Basic Principles for Immigrant Integration Policy in the European Union, **“the integration process involves adaptation by immigrants, both men and women, who all have rights and responsibilities in relation to their new country of residence. It also involves the receiving society, which create the opportunity for the immigrants’ full economic, social, cultural and political participation.”**



**InterculturalMalta**

# **STRONGER COMMUNITIES, BETTER CITIES.**



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**General Programme Solidarity & Management of Migration Flows 2007-2013**

European Fund for the Integration of Third-Country Nationals (IF)  
Project part-financed by the European Union

Co-financing rate: 75% EU Funds: 25% Beneficiary's Funds

*Sustainable Management of Migration Flows*

