

# PROGRAMME FOR ENGAGE IN CPH 2011-2013



COPENHAGEN  
- AN OPEN AND  
WELCOMING MAJOR CITY



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Vision: Copenhagen is the place where you feel at home, trust the neighbours and the institutions and play an active role through local democracy – for example, on the school board or in the sports club. You can get an education and a job and if you are religious, pray freely in your church, synagogue or mosque, following your faith.

Copenhagen is the most inclusive major city in Europe in 2015.

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*This is an original and very exciting project! I really like us being mixed up across the city and both giving and receiving fresh input. I also enjoy the idea of us all sharing the load.*



Charlotte Geckler, Vice-chair, Board in Division 1 (Kreds 1), Copenhagen  
The Danish Union of Journalists Media and communication

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# CHAPTER I: VISION, GOALS AND STRATEGY

*Engage in CPH* is a three-year inclusion programme, designed to function as a catalyst for the City of Copenhagen's new inclusion policy and vision for the city.

The goal of the *Engage in CPH* programme is to start a number of initiatives with the common goal of making Copenhagen into an open and welcoming city.

*Engage in CPH* is an invitation to all Copenhageners to interact actively with their fellow citizens. The active citizen in Copenhagen must have the will, ability and opportunity to participate and contribute to the city on a basis of equality. Copenhagen is a city where individual citizens, neighbours and the City trust each other. Discrimination is actively combated and everybody feels recognised and treated as an equal.

## COPENHAGEN TODAY

Today, there are already many excellent initiatives in Copenhagen, which are focusing on creating an attractive major city characterised by tolerance and diversity.

At the same time, results from the Integration Barometer show that there is a difference in the trust levels of various ethnic groups. Amongst other differences, ethnic minorities have eight percentage points less trust in their neighbours than the majority. The Integration Barometer also shows that 23% of ethnic minorities experience discrimination, as opposed to 9% of the majority. The causes are predominantly ethnicity and religion (The Integration Barometer and Catinet's Discrimination Report 2010).

More recent studies show additionally that ethnic minorities especially are subject to long-term or permanent poverty. Almost

a third of the ethnic minorities in Copenhagen live under the poverty threshold and this is a direct cause of social rejection, criminality, substance abuse and the creation of ghettos and social isolation (Fattigdomsundersøgelsen II).

A low level of mutual trust and experience of community between different groups of citizens and towards the authorities can lead to conflicts. The absence of trust and relationships means unequal conditions for active citizenship and can at the same time be fertile ground for the growth of so-called 'counter-identities.'

So, it is a matter of strengthening relations between the citizens and promoting intercultural dialogue. Intercultural means "between cultures," and focuses on strengthening relationships across the city by mixing the city's subcultures. *Engage in CPH* tackles the problem of poverty becoming an excluding factor for active citizenship.

## COPENHAGEN TOMORROW

It must become easier to be a Copenhageners and by 2015, Copenhagen must be the most inclusive major city in Europe.

- **Goal 6: More people must experience a sense of belonging to Copenhagen**
- **Goal 7: Fewer people must feel excluded on grounds of poverty**
- **Goal 8: Fewer people must experience discrimination**

All Copenhageners should experience a sense of belonging, recognition and inclusion in Copenhagen. Poverty must not prevent any Copenhageners from being able to participate in the life of the city and its local democratic processes.

## STRATEGY

Studies of other European cities indicate that, compared to them, Copenhagen has very limited initiatives to promote intercultural dialogue. At the same time, experience from these cities shows that initiatives to promote intercultural dialogue can strengthen the incorporation of ethnic minorities into the community of the city and by this means, increase the level of influence of citizens with ethnic minority background and also their participation in the local democratic processes and public debate.

An inclusive Copenhagen requires an investment from all Copenhagengers, both from those wanting to be included in the community as well as those who are already a part of it. Only in this way can we prevent social isolation.

The goal of becoming the most inclusive major city in Europe, as monitored by the Intercultural City Network ICC, does not include initiatives related to poverty. By setting a goal that fewer people should feel excluded on grounds of poverty, the City of Copenhagen wishes to increase the focus on poverty separately as a barrier for active citizenship.

The *Engage in CPH* programme is based on the inclusion policy's three principles:

- Difference is a strength
- Everybody should have the opportunity to be involved
- Active citizenship is everybody's concern

In addition to this, we are building our programme on the assumption that the goals can best be achieved by involving the players across the board and establishing partnerships with the various players in the city. When city and citizens become involved with one another across the boundaries of city districts, cultures and institutions, we can:

- Break down social isolation and get more knowledge about offers and opportunities
- Increase the possibility for greater influence and participation
- Increase the possibility of achieving greater trust and community

To make Copenhagen into the most inclusive major city, the *Engage in CPH* programme is working on the following four strategic levels:

### 1. Systematically engage partners

Companies, educational institutions, housing associations, the media, religious associations, ethnic minority associations, local committees, associations for informing the public are engaged across the city and contribute to the city's inclusion.

### 2. Promote relationships

Children, parents, neighbours and Copenhagengers get strengthened relationships across the social divides, to create a safe city characterised by familiarity, understanding and tolerance among the citizens.

### 3. Combat discrimination and exclusion

The experience of discrimination and poverty weakens the will of the individual as well as their possibility and capacity for cooperative citizenship.

4. **Spread more knowledge about rights and obligations** in relation to discrimination, equality of treatment and diversity both for those employed by the City of Copenhagen, the many institutions in the city and the citizens themselves.

The *Engage in CPH* programme is the catalyst which will spark and realise the concrete initiatives to strengthen the city's diversity.

Everybody who contributes to the city must be given the initial impulse and must take responsibility. The project must be centrally coordinated but locally executed. The *Engage in CPH* programme defines the framework for the responsibility and contribution for the following parties:

- The City of Copenhagen
- The players in Copenhagen
- The citizens of Copenhagen

The politicians on the Employment and Integration Committee have a special wish to assume leadership and to take ownership of the agenda by contributing to several of the programme's initiatives, for example:

1. By welcoming new citizens for example, under a hosting programme
2. By prioritising participation and learning through international and national partnerships and networks
3. By facilitating and prioritising *Engage in CPH's* involvement of partners and players in Copenhagen
4. By opening up the debate on social platforms and taking part in discussions about the city's development on [www.blanddigibyen.dk](http://www.blanddigibyen.dk)

Politicians are supporting *Engage in CPH* by using and spreading a more inclusive language, by breaking down imaginary, hostile stereotypes, by promoting diversity and by combating social marginalisation and poverty.



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It is the City of Copenhagen's responsibility: 1) as a service provider, to ensure equal opportunities for everybody through flexible and broad service offers 2) to make sure that communication to all target groups among the citizens is clear and understandable, and 3) to take the lead with mentoring arrangements and binding partnerships both nationally and internationally.

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*“Sønderbro School is Copenhagen’s musically creative model school. At the same time, we are a school characterised by wide social and ethnic diversity. We are keen to show the rest of the city who we are and what we can do. For this reason, we would like to be a part of Engage in CPH.”*



Erdogan Adanir, principal at Sønderbro School

# CHAPTER 2: THE CITY OF COPENHAGEN CREATES THE FRAMEWORK FOR ENGAGE IN CPH

## THE CHALLENGE

Citizens coming from ethnic minority groups experience discrimination, exclusion due to poverty and a lack of inclusion in their contact with the City of Copenhagen, the players in the city and other citizens. At the same time, the Integration Barometer shows that ethnic minorities have five percentage points less trust to City institutions than the majority. This means, amongst other things, that not all citizens in the City of Copenhagen, and especially poor citizens, experience the same service level or have the same access to the City's services. This results very concretely in for example, poor families remaining ignorant of the possibilities existing for them to obtain a refund for expenses on club subscriptions, which means that their children are more at risk of being socially excluded.

## GOALS

The City of Copenhagen will lead the way by:

- Creating a framework allowing the city's players and citizens to become involved across social and cultural dividing lines in the realisation of *Engage in CPH*.
- Creating a common language and high level of knowledge about equality of treatment across the various administrations and collecting experience about equality of treatment in practice.
- Developing multilingual communication from the City to increase trust as well as access to the City services which focus on poor minority-group citizens.
- Strengthening Copenhagen's cooperation with other European cities and national research projects with a view to obtaining knowledge about initiatives which promote diversity through exchange of best practice.

## ACTION GOALS

The City of Copenhagen is making the following concrete contribution to the realisation of the three-year-programme period for the realisation of *Engage in CPH*:

### Equal opportunities in service

- A partnership with the Institute for Human Rights to offer counselling about the principles of equal treatment and anti-discrimination.
- A mentoring programme between experienced and less experienced institution leaders who work with equality of treatment and diversity.
- Further training of City employees in equality of treatment and diversity leadership.
- Diversity tools/models will be developed in cooperation with the Association of New Danes, the Institute for Human Rights and European partners.

Goal: That City employees deliver the most relevant and best services to all citizens irrespective of their ethnicity or income.

### Equal opportunities in communication

- Strengthen communication through multilingual websites, informational material and film streams on [www.kk.dk](http://www.kk.dk) with a view to ensuring that new Copenhageners obtain more knowledge of their rights.
- Best practice catalogue for written communication to ethnic minority citizens.
- Hosting programme focusing on ensuring that newly arrived citizens, including citizens on start-up funding, get better knowledge of and use of City services.

Goal: That new Copenhageners have a better knowledge of and make use of relevant offers from the City.

#### International and national partnerships

- Participation in international networks including the Intercultural City Network (ICC) and City Index under the European Council, the CLIP network and Eurocities.
- Comparative analyses of Copenhagen on the Intercultural City Index under the auspices of the ICC.
- Mapping of existing initiatives and systematic collection of knowledge focusing on revealing the relationship between poverty, inclusion and discrimination as well as the barriers

which could be relevant for this interaction:

- Research programme SOCED (Social Cohesion and Ethnic Diversity) with SFI, Copenhagen University and the Ministry of Immigration and Integration Affairs. Knowledge and studies to be presented annually to the players in *Engage in CPH*.
- An expert Think Tank for Integration.

Goal: That Copenhagen achieves a strong, knowledge-based integration practice and becomes the most inclusive major city in Europe by 2015, as measured on the Intercultural City Index.

### ACTION PLAN 2011

The City of Copenhagen will work in a goal directed way with the following action plan, covering actions and success criteria in 2011 for the three themes referred to above.

ACTION PLAN 2011: CITY OF COPENHAGEN		
EQUAL OPPORTUNITIES FOR SERVICES		
Action goals	Success criteria	Budget
Pilot project on equality of treatment	<ul style="list-style-type: none"> <li>- Minimum of 12 institutions participate in pilot project</li> <li>- Strategy for equality of treatment for the City of Copenhagen to be presented at the beginning of 2012</li> </ul>	Is financed by funds for combating discrimination and promoting equality of treatment
Tools/models for diversity	<ul style="list-style-type: none"> <li>- 10-15 companies incorporate and use tools for diversity</li> </ul>	
EQUAL OPPORTUNITIES IN COMMUNICATION		
Action goals	Success criteria	Budget
Improve communication to new citizens	<ul style="list-style-type: none"> <li>- Develop a home page with up to 12 different languages with the goal of it being used on an everyday basis</li> <li>- Translation of 10-12 selected information documents</li> <li>- Develop two film streams on www.kk.dk with, among other items, help concerning public services</li> </ul>	Is financed by funds for combating discrimination and promoting equality of treatment
Development of Best Practice Catalogue for communication to ethnic minority citizens	<ul style="list-style-type: none"> <li>- Catalogue to be presented on all seven administrations' intranets</li> </ul>	
A hosting programme focusing on newly arrived citizens	Hosting programme covers: <ul style="list-style-type: none"> <li>- At least 100 newly arrived citizens</li> <li>- At least 100 volunteer hosts</li> <li>- At least 60 matches between new arrivals and volunteers</li> </ul>	Dependent on application to the Ministry of Integration Affairs and receiving co-financing
INTERNATIONAL AND NATIONAL PARTNERSHIPS		
Action goals	Success criteria	Budget
Participation in international network	Collect and work upon data as a basis for: <ul style="list-style-type: none"> <li>- Annual comparative analyses of Copenhagen on the Intercultural City Index under the auspices of ICC</li> <li>- The first measurement (baseline) will be taken at the end of 2011</li> </ul>	200.000 kr.
Cooperation with SOCED and the Expert Think Tank for Integration		



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It is the responsibility of the players in Copenhagen to: 1) ensure tolerant, open and diverse workplaces, where difference is actively benefitted from 2) to contribute actively to making sure that young people have jobs, training placements, mentoring schemes and education and 3) to sign binding partnerships with the municipality to promote inclusion.

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Pernille Kiær, Business Development Consultant, Arriva

*“Engage in CPH sounds an exciting programme...it will also be a good way for us to get out and learn something new, as well as being fun to be involved in something big and ambitious. It would be good if some other companies were involved, together with the Confederation of Industry, the Confederation of Danish Employers and the National Labour Market Authority. Some NGOs would be good and the associations - Danish Refugee Council, Association of New Danes (Foreningen Nydansker) Council for Ethnic Minorities and Danish Institute for Human Rights.”*

# CHAPTER 3: THE PLAYERS IN COPENHAGEN ENGAGE IN A DIVERSE CITY

## THE CHALLENGE

There are citizens in Copenhagen who do not experience a sense of belonging but rather a sense of exclusion due to poverty or a sense of discrimination. We must work together with all the players who are in contact with excluded citizens and who represent them, to ensure that they feel included and to prevent exclusion and discrimination. The city's players must become engaged to a greater degree and made responsible for working together to ensure that there is no discrimination or exclusion at the workplace, the educational institution, in the street and in public debate.

## GOALS

To engage citizens and players actively is a precondition for achieving all the goals in the city's inclusion policy. The City of Copenhagen, the players and the citizens must be organised into a network which focuses especially on involving and activating the players in Copenhagen to make a concrete contribution.

The goal is to start up and focus on actions and initiatives which promote diversity and ensure equality of treatment and absence of discrimination in Copenhagen.

## THE ENGAGE IN CPH NETWORK

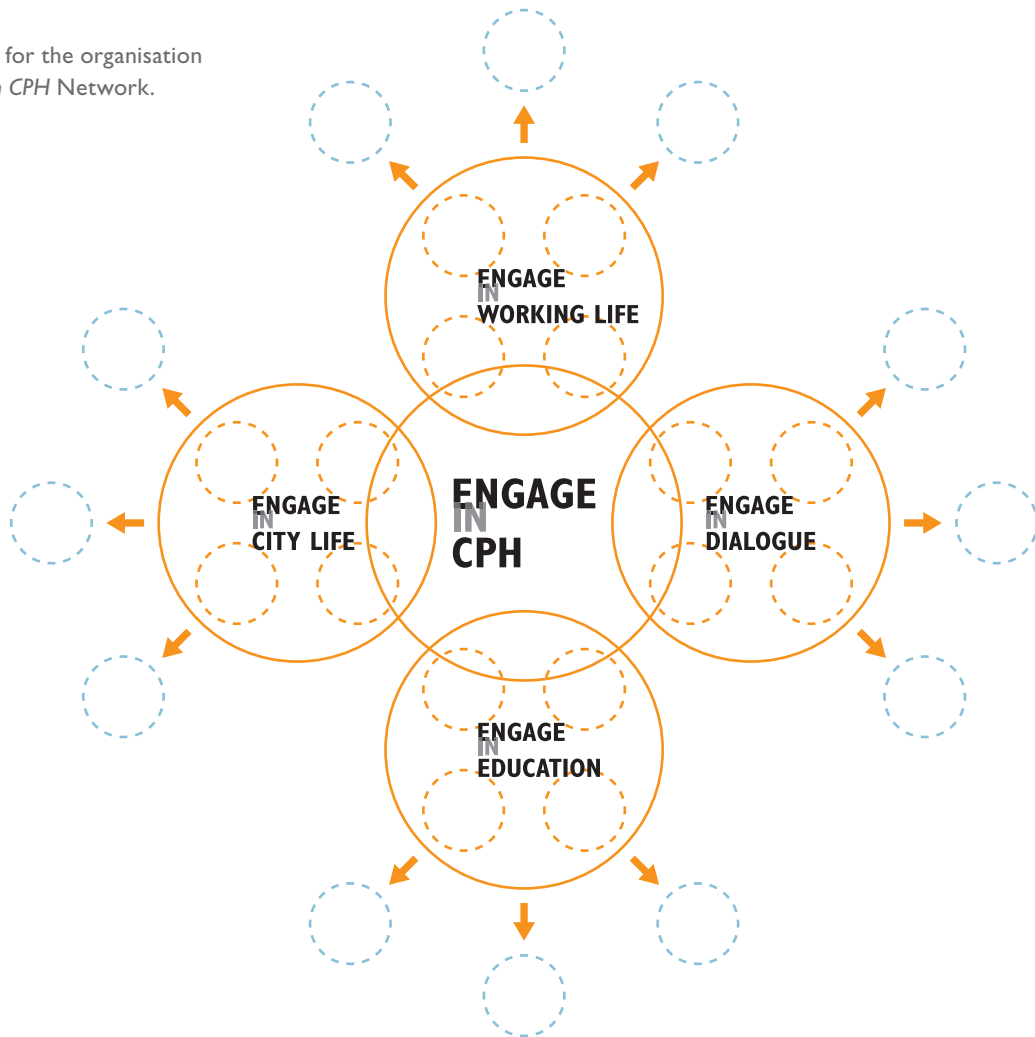
The *Engage in CPH* Network works in the following four focus areas:

- 1 **Engage in working life:** Covers everything in Copenhageners' voluntary as well as their wage-earning working lives. Relevant questions could be: 'How can diversity, as a part of a business strategy, contribute to growth in a business?' 'How can employees' differing competences and backgrounds be benefitted from to the full?'
- 2 **Engage in education:** Covers both schools, further and higher education and training, and teaching and learning environments. Relevant questions could be: 'How can you attract and hold students coming from an ethnic minority background in educational institutions, especially the men?' Or, 'How can you ensure a constructive home-school cooperation at primary/secondary level?'
- 3 **Engage in city life:** Deals with the way in which Copenhageners live, how they relate to each other and how they feel a part of the city's community across cultural and social divides. Relevant questions could be: 'How can Copenhagen get a wider range of cultural and street-level events?' Or, 'How can a stronger bond be forged with poor and exposed families?'
- 4 **Engage in dialogue:** Deals with how attitudes, beliefs and opinion formation among Copenhageners and the media represent all Copenhageners. Relevant questions could be: 'What is media coverage of ethnic minorities like, and what significance does it have for the way opinions are formed?' Or, 'How is religion portrayed in the media? 'Is there a need in the media for a more diverse source database and a need to use experts?'

On the one hand, the players function as co-creators of initiatives by reason of their active contribution to ensure jobs, work training, mentoring agreements etc. On the other hand, they serve as ambassadors for *Engage in CPH* in relation to other players and the citizens when they choose to enter into a binding partnership with the municipality to promote inclusion in the city.

At the same time, *Engage in CPH* wants to make the initiatives goal directed by establishing criteria for choosing the areas and districts where new initiatives must be especially developed.

Figure one:  
Cascade model for the organisation  
of the *Engage in CPH* Network.



So, the players in the city will be invited to promote diversity on three levels:

**1) Sign in**

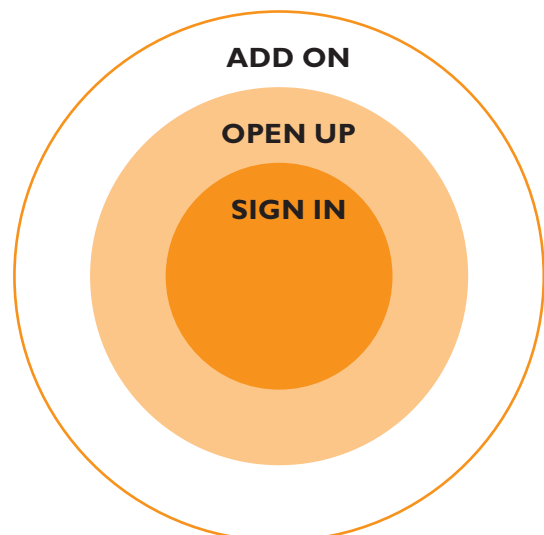
The player states their agreement with the principles of *Engage in CPH* - that difference is a strength, that all shall have a chance to participate and that active citizenship is everybody's concern - at the same time as they publicise existing, supportive activities.

**2) Open up**

The player signs up to the principles of *Engage in CPH* and contributes with appropriate activities internally in the organisation.

**3) Add on**

The player signs up to the principles of *Engage in CPH* and starts up activities in the city.



Irrespective of the extent to which they are involved and the form of their contribution, the players undertake to tell others in their own network and in the media about the activities.



Lisbeth B. Ritter, Chair, Valby Local Committee

*”Valby is a city district with a sense of community: a district where people are concerned about each other, where people feel welcome and want to live – it is a good district. The local committee in Valby are working for such a district and so it feels quite natural for us to be a part of Engage in CPH.”*

## ACTION GOALS

The players in Copenhagen are leading the way and delivering the following concrete contribution in the programme’s three-year period for the realisation of *Engage in CPH*:

### *Engage in CPH* Network

- *Engage in CPH*’s four themes involve players in an across-the-board network from Copenhagen companies, educational institutions, police, religious players, business life and the press etc.
- An *Engage in CPH* board can be set up as the programme’s outward face, comprising the Employment and Integration Mayor as well as four prominent representatives from each of the four action areas - working life, education, city life and dialogue.
- An annual conference where *Engage in CPH* players present their binding partnerships to the Employment and Integration Committee, focusing on concrete contributions towards diversity and equality of treatment.
- An *Engage in CPH* body of volunteer dialogue consultants, specialising in citizen and parent dialogue as well as anti-discrimination initiatives, with the goal of promoting dialogue and interaction between players and citizens with ethnic minority background. To be managed by TaskForce Integration.

Goal: To establish an *Engage in CPH* Network with a wide range of representation which contributes actively to an inclusive Copenhagen.

### Diverse local democracy

- Mobilising minority associations and local societies, especially in those selected residential areas with a large percentage of poor citizens, who are in contact with the municipality, using the press and access to influence in the local democratic processes. To be managed by TaskForce Integration.
- Dialogue and partnerships with local players.
- *Engage in CPH* fund to promote interaction with fellow citizens and celebration of diversity.

Goal: To mobilise local associations and networks with a view to improving their possibilities for participation and influence in the local democratic processes in the city.

**ACTION PLAN 2011**

The City of Copenhagen will create a framework so that the players can work in a goal directed way with the following action plan as a starting point:

<b>ACTION PLAN 2011: PLAYERS IN COPENHAGEN</b>		
<i>ENGAGE IN CPH NETWORK</i>		
<b>Action goals</b>	<b>Success criteria</b>	<b>Budget</b>
Player network with four theme networks	<ul style="list-style-type: none"> <li>- 100 of the city's players are active and have signed the <i>Engage in CPH</i> Codex</li> <li>- 40% of these have implemented at least one new initiative to promote an inclusive Copenhagen</li> <li>- Education and training of a body of 30 volunteer dialogue consultants</li> <li>- At least five meetings to be set up between minority associations and other players</li> <li>- Knowledge modules about inclusion will be developed, to be presented to the network of players</li> </ul>	600.000 kr.
Leaders of <i>Engage in CPH</i> Board		
Annual conference		
A body of <i>Engage in CPH</i> dialogue consultants		
Development of knowledge modules and synopsis covering inclusion		
<i>DIVERSE LOCAL DEMOCRACY</i>		
<b>Action goals</b>	<b>Success criteria</b>	<b>Budget</b>
Mobilising 30 minority associations	<ul style="list-style-type: none"> <li>- 40% of the mobilised associations participate in fixed dialogue arenas under the municipality</li> <li>- Partnerships set up between 15 local players</li> </ul>	200.000 kr.
Dialogue and partnerships with local players		
<i>Engage in CPH</i> fund	<ul style="list-style-type: none"> <li>- 15 events to be held in at least four selected city districts with low inclusion rate</li> <li>- Events to have at least 30,000 Copenhageners participating</li> </ul>	400.000 kr.



It is the responsibility of the citizens of Copenhagen to 1) show respect for each others' traditions and culture and for democracy 2) make sure that friendly relations towards neighbours and tolerance is practised with regard to different groups of people 3) take an active part in the development of the city and local initiatives 4) take active steps as individuals to become integrated, while as a community to create a framework which offers each individual the possibility for integration.



Ali Sufi, Vice-chair,  
Danish-Ethnic Youth Council

*“On the New Danish Young Peoples’ Council we support the municipality’s initiative and look forward to taking an active part in the work of Engage in CPH, on the way to a more diverse Copenhagen which is really an extension of the work of New Danish Young Peoples’ Council, with its focus on inclusion and recognition.”*

# CHAPTER 4: THE CITIZENS OF COPENHAGEN ENGAGE IN THE CITY

## THE CHALLENGE

Young people with an ethnic minority background feel less included than young people coming from an ethnic majority background. Many citizens are subjected to harassment or attack in the night life of the city simply because of their race, religion or sexuality. Hate crimes are rarely reported since the authorities are not perceived as a solution by the victims. There is still a low participation of ethnic minorities, and especially poor Copenhagensers, in the deprived residential districts in most of the city's democratic decision making processes. Only 53% of citizens in the lowest income groups exercise their right to vote, as opposed to 79% in the highest income groups, while ethnic minorities have a voting record of 36% against the majority's 68%. Because, furthermore, social inheritance is very influential, it is important to work to gain the participation of poor people and minorities and encourage active engagement with their fellow citizens ("De fattige stemmer ikke" in Danske Kommuner nr.3, 2010).

## GOALS

To increase the cohesion and the influence of all citizens, a sense of justice needs to be reinforced in the individual citizen together with the feeling that they belong to the city, as well as the conditions to achieve greater influence among all Copenhagensers.

This will be accomplished by the citizens of Copenhagen:

- Contributing actively to increasing inclusion for all Copenhagensers, also especially deprived minority groups by changing opinions and behaviour.

- Strengthening active interaction with fellow citizens by engaging in dialogue with the players in Copenhagen, citizens, including particularly isolated families and institutions about the development of the city across cultural, religious, social and ethnic differences.
- More across-the-board meetings through planning, and holding campaigns which acknowledge the city's diversity and strengthen intercultural dialogue.

## ACTION GOALS

The City of Copenhagen is defining the following framework which is designed to further the citizens' contribution to the realisation of the *Engage in CPH* programme within the three-year-period:

### Combat discrimination and exclusion

- Information campaigns to combat discrimination aimed at the victims of discrimination.
- Attitude campaigns aimed at witnesses to discrimination.
- Continuation of the Citizen Counsellors' discrimination hotline as well as the creation of a 'smiley' certificate for pubs for example.
- Cooperation with the Institute for Human Rights, Citizen Counsellors as well as the NGO Joint Initiative to collect valid data about discrimination including hate crimes in Copenhagen.

Goal: To increase citizens' tolerance towards different groups and reduce the percentage of citizens who are subjected to discrimination and exclusion.

**Strengthen active interaction with fellow citizenship**

- Establishing a social media platform for the meeting between the players in *Engage in CPH* and the citizens. The platform is to:
  - Facilitate dialogue about interaction with fellow citizens.
  - Invite citizen-driven innovation where Copenhageners can, amongst other things, make suggestions which will be rated by the platform's users.
  - Invite the citizens to input into the debate about Copenhagen's development.
  - Be used for recruiting players for *Engage in CPH*'s player network and activities.

Goal: To increase all citizens' active participation in the city's development as well as the experience of influence.

**Across-the-board meeting**

- Campaign communication with placards in the city's urban space and focus on the three annual events celebrating diversity and facilitating meetings between the city's players and citizens; under this heading:
  - International Day in conjunction with WOCO
  - Religious celebrations
  - City voices with the involvement of primary/secondary pupils from the city's poor residential areas

Goal: To improve the opportunities for contributing as a citizen irrespective of background and social status with a view to increasing the experience of trust and community.

**ACTION PLAN 2011**

The City of Copenhagen will create the framework enabling citizens to contribute actively to *Engage in CPH* with the point of departure in the following action plan:

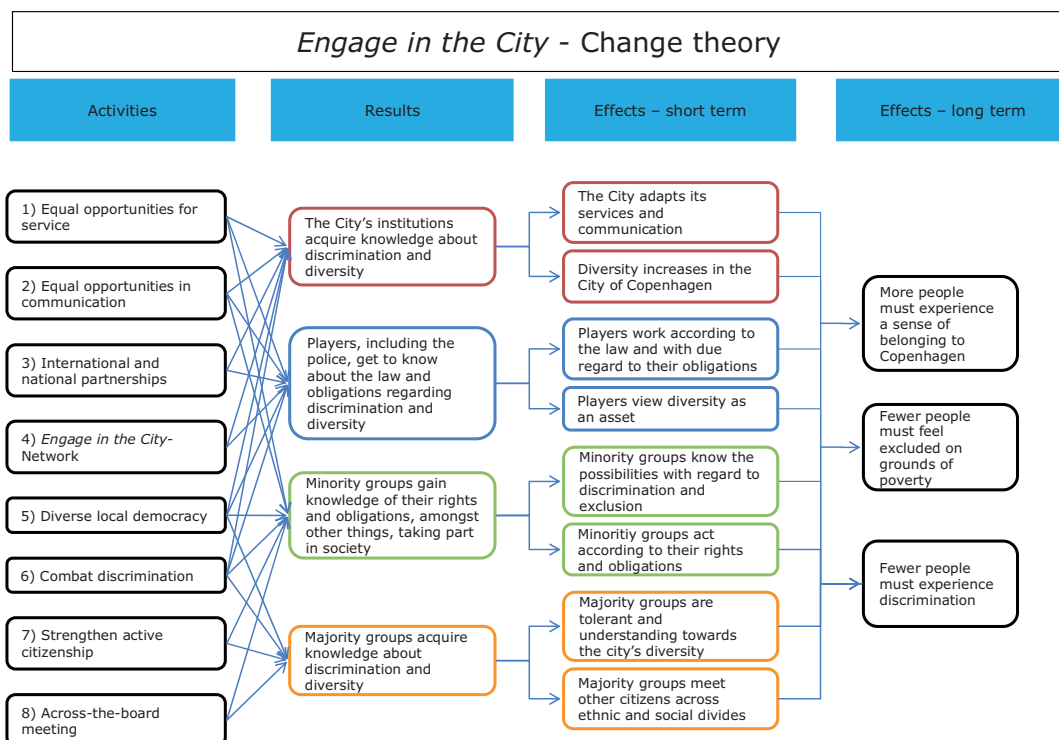
<b>ACTION PLAN 2011: CITIZENS OF COPENHAGEN</b>		
<b>COMBAT DISCRIMINATION AND EXCLUSION</b>		
<b>Action goals</b>	<b>Success criteria</b>	<b>Budget</b>
Information campaign Attitude campaign	- Start up of information campaign against discrimination - Start up of attitude campaign against discrimination - Partnerships to establish valid data in connection with discrimination	200.000 kr. <sup>1</sup>
Discrimination hotline	- Number of complaints to Citizen Counsellors increases from 50 in 2010 to 75 in 2011	
Certification scheme	- Diskrimination indføres i Certificeringsordningen "Tryk den af". - Der udarbejdes evt. forslag til smiley-ordning.	
<b>STRENGTHEN ACTIVE INVOLVEMENT WITH FELLOW CITIZENS</b>		
<b>Action goals</b>	<b>Success criteria</b>	<b>Budget</b>
Social Media platform	- Social media platform with 2000 members set up - 200 members active on the social media platform which provides citizen-driven ideas which will be introduced into the programme on an ongoing basis	800.000 kr.
<b>ACROSS-THE-BOARD MEETING</b>		
<b>Action goals</b>	<b>Success criteria</b>	<b>Budget</b>
Campaign activities	- International Day: will involve at least 60 associations and will have at least 30,000 visitors plus partnership with WOCO and at least 30 restaurants - Religious celebrations visited by at least 1,000 visitors - City voices: at least 15 primary/secondary classes in schools with over 40% bilingual pupils plus final concert with at least 300 participants, both pupils and parents	300.000 kr.  Possible cofinancing of International Day through general integration fund

# CHAPTER 5: MONITORING AND CHANGE THEORY

## THE GOALS OF CHANGE THEORY AND FOLLOW UP

The *Engage in CPH* programme focuses on the following goals in the City of Copenhagen's Inclusion Policy 2011-2014:

- Goal 6: More people must experience a sense of belonging to Copenhagen
- Goal 7: Fewer people must feel excluded on grounds of poverty
- Goal 8: Fewer people must experience discrimination



The *Engage in CPH* programme contains initiatives under eight headlines aimed at the City of Copenhagen, the players in Copenhagen and the citizens. The results of these initiatives are that the City of Copenhagen will gain knowledge about discrimination and diversity, and that the players, including the police, know about the law and obligations regarding discrimination and diversity. Furthermore, both minority and majority groups in Copenhagen will know their rights and their obligations, amongst other things, regarding their participation in society, and have some knowledge about discrimination and diversity.

Taking this knowledge as its starting point, the City of Copenhagen will carry out an adaptation of its services and communication together with more recruiting and keeping diversity among the staff in the City of Copenhagen.

This will mean for the players that they work according to the law governing discrimination and obligations with regard to the acknowledgement of diversity among the citizens they work with, and view diversity as an asset, also internally in the association, organisation or company.

For the citizens of Copenhagen, whether they are minority or majority groups, these initiatives mean that they know the possibilities with regard to discrimination and exclusion and that they act according to these rights and obligations. The citizens will gain a higher tolerance and understanding of the differences in the city and they will meet other citizens across ethnic and social divides.

The initiatives will result in changes in the knowledge level and behaviour in the City of Copenhagen among the players and the citizens. Together, these changes will have the effect that more Copenhageners will experience that they belong to Copenhagen (goal 6), fewer will feel excluded on grounds of poverty (goal 7) and fewer will experience discrimination (goal 8).

## MONITORING AND REPORTING

The City Council will receive an annual status of the *Engage in CPH* programme in connection with the annual status report on Copenhagen's Inclusion Policy in August.

Every year in December, the Employment and Integration Committee will receive a status and report on the programme's action goals together with an annual action plan for the following year. The action plan will contain an overview of which activities must be initiated to reach the stated goals in the *Engage in CPH* programme.

The account will also focus on how the programme will, in a concrete way, contribute to the ten dimensions in the Intercultural City Index in order to achieve the goal of becoming the most inclusive major city by 2015. The Intercultural City Index is calculated every other year.

The Intercultural City Index involves 10 dimensions:

1. Public statement
2. City functions through an intercultural lens
3. Mediation and conflict resolution
4. Language
5. Media and communications
6. International policy
7. Intercultural intelligence
8. Intercultural competence
9. Welcoming new arrivals
10. Governance, leadership and citizenship

## FINANCES

<b>ENGAGE IN CPH</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>
	<b>'000. KR</b>	<b>'000. KR</b>	<b>'000. KR</b>
<b>CITY OF COPENHAGEN</b>			
1) Equal opportunities for service	**	250	250
2) Equal opportunities in communication	**	250	250
3) International and national partnerships		200	200
<b>PLAYERS IN COPENHAGEN</b>			
4) <i>Engage in CPH</i> Network, including conference	600	700	700
5) Diverse local democracy including fund	600	700	700
<b>CITIZENS OF COPENHAGEN</b>			
6) Combat discrimination and exclusion	**	200	200
7) Strengthen active citizenship	800	800	800
8) Across-the-board meetings	300	400	400
<b>Total service expenses*</b>	<b>2.5 m.</b>	<b>3.5 m.</b>	<b>3.5 m.</b>

\* Including funds for 1½ man years.

\*\* Financed by funds for combating of discrimination and promoting equality of treatment.

<b>CO-FINANCING OF ANTI-DISCRIMINATION</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>
Operational budget – including surveys	230	230	230
Funds for combating discrimination and promoting equality of treatment	310	310	310
<b>Total</b>	<b>540</b>	<b>540</b>	<b>540</b>

<b>POSSIBLE CO-FINANCING FOR:</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>
Hosting programme*	500.000	500.000	---
International Day in partnership with WOCO	1 mio.	---	---
<b>Total in million kr</b>	<b>1.5 m.</b>	<b>0.5 m.</b>	<b>---</b>

\*Further co-financing being sought from Ministry of Immigration and Integration Affairs.



# ENGAGE IN CPH

THE CITY OF COPENHAGEN  
Employment and Integration Administration