MURAL PROJECT – FINAL EVALUATION REPORT

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Summary

The focus of the external evaluation was to carry out a review of project's inputs and outputs review and assess the effectiveness and quality of results of the MURAL (Mutual Understanding, Respect and Learning) project. Consultants have reviewed existing project documentation, (including interim reports and other documents produced¹), collected data on project indicators to evaluate project performance and verify that the grant agreement requirements have been met with regard to the deliverables and action tasks.

Overall, 13 indicators are defined for the MURAL project. Partners received a set of tools to track progress against defined indicators designed by the consultants in conjunction with the British Council for the purposes of the project evaluation. Each partner organisation was requested to provide data for each indicator. The data has been collated and summarised and measured against targets on the project level. Out of 13 defined indicators, currently for 8 (62%) of the proposed targets were achieved or exceeded. Data provided and presented refers to activities partner organisations reported about up to December 18th, 2019. In submitted reports several partner organisations indicated that some of the activities relevant for indicators have still not been completed. This version of the report was drafted due to competing timeframes for reporting and activities. Once all partner organisations finalize their activities and submit updated reports, data will be summarized again and targets for indicators updated.

In addition to measuring performance of MURAL project indicators against set targets, three additional indicators were constructed to measure project achievement against the three main project objectives. The three main overall objectives, as outlined in the project proposal were: 1) developing a cohort of social activists committed to improving dialogue and mutual understanding is developed, 2) supporting a network of social activists and key stakeholders who feel empowered as agents of change in their community and 3) promoting transnational learning on key themes, approaches and actions to counter discrimination and promote inclusion.

Participant feedback was used to calculate the three indicators designed by the evaluators in conjunction with British Council .Participant feedback against all three indicators provided high grades in estimating achievement.

Based on agreed upon evaluation tools collected data was used to evaluate performance against MURAL Indicators and identify lessons learned and recommendations. Based on data collected through quantitative and qualitative evaluation tools, lessons and testimonials are presented as well as recommendations based on these findings. Lessons and recommendations are structured around outlined activities of the MURAL project.

¹ Comprehensive table of documents reviewed in preparation of Evaluation Report is available in Annex 7

Introduction

MURAL was delivered by the British Council (BC) in conjunction with a consortium of 6 other European organizations working to promote Mutual Understanding, Respect and Learning (MURAL) in relation to faith and religious belief, race and ethnicity in communities living in Poland, UK, Netherlands, Germany, Portugal and Greece.

The project was conceived in response to a call for proposals from the European Commission through the Directorate Justice and Consumers Rights, Equality and Citizenship Programme 2014-2020. The goals of this programme are to support projects which defend the rights and freedoms that people are entitled to under EU law.

The external evaluation was focused on input to output review and the effectiveness and quality of results of the MURAL project. The consultants have also reviewed findings from the evaluation data, including from end of activity questionnaires, and communications materials. The evaluation plan and timeline were developed and presented to the British Council and implementing partners, to outline the plan to collect, review and report on the data.

The guidance and support for the external evaluation was provided directly to implementing partners, ensuring generation of evidence within an agreed timescale and in the appropriate format.

Continual progress was reported to BC and partner organizations, summarizing the findings from written evidence and outlining the extent to which indicators have been met. Further to this, a draft of the final report was produced for review by the British Council.

Methodology

In line with stated goals, purpose of the evaluation of the MURAL project was to provide assessment on an input to output review and evaluate the effectiveness and quality of results of the MURAL project.

To collect data on the proposed goals of the external evaluation, following tools were developed:

- Survey for Participants with Sentiment Analysis
- Key Informant Interviews with the Partners Organizations
- Key Informant Interviews with the Stakeholders
- Focus Group Discussion with Facilitators
- Desk Research

In addition to the review of the results, report provides a set of lessons learned and recommendations for partner organizations and consortium lead.

Survey for Participants

Description: Survey is implemented to gather information on the participants' levels of satisfaction with different project components and impact intervention had in terms of learning and expected outcomes of the project. Survey consists of 19 questions, collecting basic demographic data on beneficiaries and their experience.

Locations & Partners: Survey was implemented across all countries where project was implemented. Overall, 96 participants, facilitators and others, responded to the survey, out of 122 estimated for the sample².

Means of Verification: Dataset generated based on the received responses to designed online survey.

Sources of data: Participants (90%), facilitators (7%) and others who were participated in MURAL across the countries.

Frequency of data collection: One-time data collection, responses received in the period from November 6th to December 16th, 2019. Survey duration was extended due to lack of responses from participating countries, additional requests for information were sent.

Sentiment Analysis: Implemented using rule-based approach that define a set of rules in a scripting language that identify subjectivity, polarity, or the subject of an opinion. Analysis was performed on open ended answers from the Survey for Participants to estimate overall sentiment (positive, neutral on negative) respondents had related to MURAL project overall.³

Key Informant Interviews with the partner's organizations

Description: Structured interviews with representatives of partner organizations that are part of MURAL project on satisfaction and impact of project activities.

Locations & Partners:

Means of Verification: Interview notes with representatives of organizations involved in MURAL project

² Sample design is described in Appendix 2 – Sample Design

³ More info on Sentiment Analysis applied: https://monkeylearn.com/sentiment-analysis/

Sources of data: Interviews with 6 representatives of partner organizations (Kraków City Council, Faith Matters, High Commission for Migration, Hellenic Platform for Development, ECHO Foundation and Transfer E.V.) and one interview with BC representative

Frequency of data collection: One-time data collection, responses received in the period from 4-5th November 2019.

Key Informant Interviews with the stakeholders

Description: Structured interviews with the project stakeholders that have been part of the MURAL project on satisfaction and impact of project activities.

Locations & Partners: Kraków City Council (Poland), Faith Matters (UK), High Commission for Migration (Portugal), The Hellenic Platform for Development (Greece), ECHO Foundation (Netherlands) and Transfer e.V. (Germany)

Means of Verification: Interview notes with stakeholders involved in MURAL project

Sources of data: Interviews with 3 stakeholders' representatives (Dutch Ministry of Education, Culture and Science, "Start with a Friend" - partner organization in Germany and Head of Equality at the British Council).

Frequency of data collection: One-time data collection, responses received in the period from $3^{rd} - 25^{th}$ November 2019.

Focus Group Discussion with Facilitators

Description: Focus group discussion was held with facilitators who were present at INE (International Networking Event) in Krakow, Poland. FGD was organized to receive feedback from facilitators who were a lynchpin in disseminating methodology on local workshops.

Locations: Facilitators participating in FGD were from all countries where local workshops were organized

Means of Verification: FGD report and minutes

Sources of Data: Facilitators who implemented local workshops

Frequency of data collection: One-time data collection, responses received on November 3rd 2019.

Desk Research

Description: The desk research was conducted in order to collect data regarding MURAL project implementation, its effectiveness and efficiency. Following documents were included in the desk research:

- Grant Agreement number: 764808 MURAL
- Progress Report MURAL Mutual Understanding, Respect and Learning for the period from 08/01/2018 to 07/01/2019
- MURAL Guidance for Partners and Facilitators
- MURAL Project Country Reports Summary
- MURAL Project Monitoring Report 1 and MURAL Project Monitoring Report 2
- MURAL Project evaluation forms that include: INV Evaluation Form, ISV Evaluation Form, IFDE Evaluation Form, MURAL Social Action Survey, MURAL Cascade Workshop Evaluation Form and MURAL Attendance Register

Overview of Indicators

Overall, 13 indicators are defined for the MURAL project. Partners received a set of tools to track progress against defined indicators. There was no requirement to record progress in a systematic manner and on ongoing basis. To capture the final snapshot of progress against the indicators, Indicator Progress Tracking Tool (IPTT) was developed. Partners were able to report on their own progress and a master file was created to overlay all incoming data from individual partners to aggregate data and track progress on the overall project level⁴.

Achieved values of indicators by all partner organizations were measured against indicators on the project level. Out of 13 defined indicators for 8 (62%) of them proposed targets were achieved or exceeded⁵.

	Achieved		
Indicator	/Target	t	Status
Facilitators	10)5%	Achieved
Participants	8	80%	Not Achieved
Communities participants represent/come from	5	88%	Not Achieved
Social action project prepared by participants	= 7	'5%	Not Achieved
Learning journals	9	6%	Achieved
Wider groups of local community leaders and activists		6%	Not Achieved
Regional and national government bodies	11	.0%	Exceeded
Wider community member involvement in social actions	1 7	2%	Exceeded
People in communities benefitting from Social actions	43	80%	Exceeded
Social media campaigns and communications reach	3	%0	Not Achieved
Media Outlets	16	60%	Exceeded
Key Stakeholder	25	2%	Exceeded
Analogue organizations to our partners	10	3%	Achieved

Additionally, data on indicators was further analyzed based on additional background information (age, gender, disability status, ethnicity and religious affiliation of beneficiaries) and information collected through Participant Survey.



Figure 1 Overall Analysis of Participant's Sentiment about MURAL Project

Open ended responses provided by Participants were analyzed to estimate the overall sentiment participants have about their experience with MURAL project. Overall participants have a positive impression about the project (64%), while only 9% had negative impressions about the project.⁶

⁴ Master and Individual IPTT files are an Appendix to the Report

⁵ Target is considered achieved if over 95% of the proposed value of the indicator was achieved. Target is considered exceeded if 110% or more of the set target is achieved. Target is considered not achieved if counted value is below 95% of the target.

⁶ Analysis performed based on ending question 20 from the Survey, only from participants who were willing to provide open ended feedback. More on methodology of sentiment analysis in Methodology – Sentiment Analysis Section

Indicator 1: Facilitators

Overview:

Under this indicator data was collected on overall number of facilitators involved in MURAL project. Representatives partner organizations reported on beneficiaries under Facilitators Indicator if their organization engaged facilitator. The facilitators participated in facilitator a development event, where they were introduced to the MURAL **learning** journey. This methodology was later used to implement workshops for participants.

Target Status – Achieved:

Set target for this indicator was achieved. Project envisioned that 21 facilitators will be a part of the project, and overall 22 facilitators

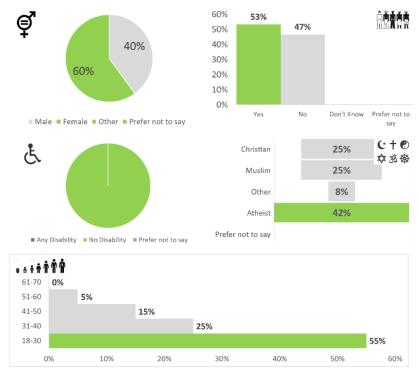


Figure 2 Additional Background Information on Facilitators

were engaged to implement the workshops, reaching 105% of the set target.

Two partner organizations reported to have engaged additional facilitators but some of the dropped out during project implementation.

Additional info on Facilitators:

Facilitators of local workshops were mostly young females. Partner organizations collected majority of additional background information (gender, age, ethnicity, religious affiliation and disability status) on facilitators. Additional background data was not collected for all the beneficiaries in Indicator 1 – coverage of facilitators with additional background information ranges from 60% (disability data) to 95% (age and gender data). Majority of the facilitators engaged to lead the workshops were female (60%) and belong to ethnic minority groups (58%). None of the facilitators expressed they have any disability⁷. In terms of religious affiliation, most of the facilitators stated they were atheists (42%) and equal number stated to be Christian or Muslim (25% in both affiliations). Remaining 8% of the beneficiaries declared their religious affiliation as other (Jewish was not defined as one of the response categories for the question on the religious affiliation). Majority of facilitators were under 30 years of age. Data on additional background information about facilitators is presented in the Figure 2.

⁷ Collected data was based on self - reported disability status, WG short or extended survey on methodology was not used to estimate disability

Indicator 2 - Participants

Overview:

Under Indicator 2 partner organizations collected data on number of participants involved in local workshops. Partner organizations were requested to report data on participants, if their organization held local workshops (all partner organizations reported under this indicator). Same as with Indicator 1 partner organizations were asked to collect additional background information (data on gender, ethnicity, religious age, affiliation and disability status of participants). To be selected as participants in the project, beneficiaries potential supposed to be interested in promoting tolerance on the

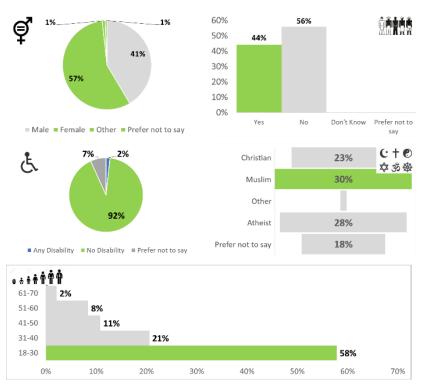


Figure 3 Additional Background Information on Participants

grounds of faith and religious belief or have a background in working within diverse communities that include recently arrived or long-standing minority ethnic, faith and migrant populations.

Participants included community activists and civic and faith leaders, municipal government staff and front-line service providers, teachers and head teachers, local business people and employers, young people who are interested in helping to promote tolerance on the grounds of faith and religious belief in their own communities.

Target Status - Not Achieved:

Planned target for Indicator 2 was 420 participants included in local workshops throughout the project. However, partner organizations reported total of 334 participants engaged. Based on available data 80% of the target was achieved. This is due to several factors: one of the partner organizations planned to train a number of participants dropped out (To accommodate having one less organization in MURAL, partner organisations worked with participants they were planned to train more intensely - additional workshops were organized for the participants remaining partner organisations worked with. This approach further strengthened capacity development of enrolled participants, also providing more support with preparation of social actions than originally envisaged), while targets were not revised to reflect that, also partner organizations reported it was challenging to retain participants who registered for the workshops but did not attend them in completion.

Partner organizations also reported competing events were organized in the same time as workshops under MURAL. Some partner organizations did not finalize all workshops and additional data under Indicator 2 will be reported as all activities are finalized⁸.

Additional info on Participants:

Partners were able to collect additional background data on participants. Coverage of participants with additional background data ranges from 37% (additional background data available for information on ethnicity) to more than 86% additional background data on age).

Based on available data, most of the participants were female (57%), and 44% of participants considered themselves an ethnic minority. Also, only 2% of participants declared themselves to have some kind of disability⁷.

With 18% of participants not wanting to declare their religious affiliations, most of the remaining participants stated they were Muslim (30%). Age structure of participants is like those of facilitators, with 58% of them having 30 and years of age. Data on additional background information is available in Figure 3.

Participants also contributed their responses through the Participant Survey⁹. Participant graded above 65% all components of the MURAL project in terms of benefits they provided.

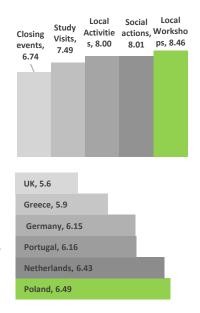


Figure 4 Perceived Benefits of Major Activities in MURAL by Participants and Evaluation of International Study Visits

As the most beneficial activity participants graded local workshops they participated in (on average grade of 8.46/10.00 was recorded – with highest benefit recorded by both male and female participants in age categories 31 to 40 and 41 to 50^{10}).

Second highest rated activity were social action projects with an overall 8.01 score (younger participants feel they benefited more from social action projects in comparison to older age groups, especially beneficiaries among older males felt they benefited less comparably to the rest of the beneficiaries). In terms of benefit to participants, lower grades were given to closing events (average of 6.74) and international study visits (7.49 – where both female and male younger beneficiaries in age group 18 to 30 provided lower grades in terms of benefits they feel receiving from this activity). Data on feedback from beneficiaries is available.

⁸ Partners provided indication that activities are ongoing in Additional means of verification of IPPT sheets in Annex

⁹ More information on the Survey in Methodology and Annex 1 – Participant Survey

¹⁰ Detailed tabulations provided in Appendix 1 – Table 3

Participants graded each International study visit separately. However, only small differences in overall grades between different study visits were recorded amounting to a less than a point in terms of grades range¹¹. Additional info is available in Figure 4.

Indicator 3 - Communities participants represent/come from

Overview:

Under Indicator 3, partner organizations reported on the number of communities participants might be considered to associate themselves with. If a partner organization engaged a participant from a local community, they would enter data on the overall number of communities involved.

For the purpose of reporting under Indicator 3, "Community" is defined as a group that shares certain goals, norms and/or values and which binds and connects people together. Example given to partner organizations to assist in data collection process, were professional interest groups such as teachers, or geographic neighborhoods, or faith-based networks.

Target Status – Not Achieved

Planned target for Indicator 3 was 180 communities that participants in workshops come from. Reported achieved value for the indicator is 105 communities, reaching 58% of the proposed target. There are several factors such achievement was realized: a) two of the partners did not track communities from which participants come from, b) as mentioned, one of the partners did not participate in the project and dropped out after the target was achieved.

In average partners who did provide information on communities from which participants come from achieved 142% of the planned individual organization target, as planned target per partner would amount to 15 communities. In average partner organizations who did report on the target reached 21 communities from which participants come from. Partner organizations grouped communities by professional affiliations (teachers, participants from public institutions...), geographical affiliations (neighborhoods in the city), ethnic and religious affiliation of participants (Jewish, Ukrainian, Evangelical, Baha'i...)

Further guidelines and established reporting framework prior to start of activities would allow for more precise counting of communities under Indicator 3.

Indicator 4 - Social action project prepared by participants

Overview:

Under Indicator 4 data is collected on number of social actions initiated. No additional background data (on gender, age, ethnicity...) is collected on Social action projects. Social actions are about issues that mattered to participants individually or collectively as a group, they also included issues that matter to wider groups within their community.

Participants explored how they can take social actions forward and map out who they can work with as part of the MURAL workshops. Facilitators and partners organizations did not manage the social actions projects.

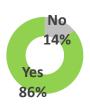
¹¹ Additional tabulation on different international study visits available in Appendix 1 – Table 4

Target Status - Not Achieved

Planned target for the Indicator 4- Social action projects, was 180 projects overall across partners. Partner organizations overall reported on 135 social action projects, achieving 75% of the set target. Reasons why this indicator is not achieved are due to the fact that two partner organizations have not yet reported information on social action projects as their participants still did not implement all the planned projects⁸.

Partners used Social Action Plan Templates and Social Action Surveys as means of verification for reporting under this indicator.

2 3 10 36 37 Not at Not Not A lot Quite a lot much



Additional info on Social Action Projects

Participants saw Social actions as very important and felt motivated to participate. More than 82% of

Figure 5 Participation in Social Actions and Perceived Importance of Social Action Projects

participants found social action project contributed a lot or quite a lot to promoting greater tolerance, inclusion and non-discrimination. There was also reported a high participation rate, among beneficiaries. More participants participated in social action projects (86%) than finalized their learning journey diaries during local workshops (74%). Only group that found social actions not contributing much to the goals of MURAL projects, were 12.5% males in the age category 18 to 30 years of age. Additional info is available in Figure 5.

Indicator 5 - Learning journey diaries

Overview:

Under Indicator 5 data was collected on number of learning journey diaries kept by participants. No additional background data (on gender, age, ethnicity of the participant) is collected on learning journals indicator. Learning journals are kept by participants either during or after local workshops. Guidance was provided to both Facilitators and Participants about initiating and keeping learning journals. In addition, reflection tools were used during the workshops. Goal of reflection tools was to enable participants to follow up on their learning at regular points in the project.

Target Status - Achieved

Initially target for Learning journey diaries was set at 360 journals. Partners have reported that 344 diaries were submitted by the participants of the local workshops – reaching 96% of the proposed target value. As per defined methodology, any value above 95% of the set target will be considered successful in terms of reaching the target⁵.

Some partner organizations reported challenges with participants not submitting their learning journey diaries although submission was an agreed upon prerequisite for participation in local workshops. Partner organizations used feedback provided by participants and redesigned templates for learning journey

¹² Additional information available in Appendix 1 – Table 7

diaries to make them more user friendly. This has helped increase the number of diaries for some of the partner organizations.

Additional info on Learning Journey Diaries

Around 74% of participants self-reported they have finalized their learning journey diaries.

Slightly more males reported they have not finalized their diaries (with all males in age category 41-50 reporting they have not done so).

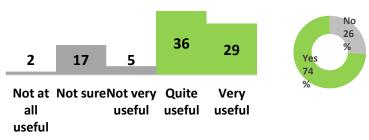


Figure 6 Completion of Learning Journey Diaries and Perceived Importance of the Tools

In terms of usefulness of diaries as a reflection tool, almost 73% of participants responded that they are a

quite useful or very useful tool. Most of the respondents who did not feel learning journey diary was useful tool were women in age categories 41 and above¹³.

Indicator 6 - Wider groups of local community leaders and activists **Overview**:

Under Indicator 6 data is collected on number of wider community groups engaged in the project, mostly through social action projects and other project activities. If partner organization engaged community organizations, they would report data on the overall number of leaders and activists under this indicator. Initially, it was planned to have additional background data available (data on gender, age, disability status, religious affiliation and minority affiliation on local community leaders and activists) but through the process of data collection it was observed partner organizations did not collect this data for Indicator 6.

Examples of local community leaders and activists were provided to partner organizations - in faith-based communities, there are religious leaders such as Imams, Rabbis or Priests who play leadership roles within communities. Another example were communities, teachers, health care staff, community leaders, business owners or neighbors can play an important social leadership or support role within the community- particularly where there are people who have very little contact with other groups or who not know the local language or may be unfamiliar with local services or distrust others within the community.

Target Status - Not Achieved

Planned target value for Indicator 6 was 1,200 leaders and activists to be involved in social action projects or otherwise in the activities with partner organizations. Only one partner organization reported back on Indicator 6, with 70 beneficiaries reached. This would indicate that only 6% of the planned value for the indicator was reached.

¹³ Additional information available in Appendix 1 – Table 5

Partners and facilitators were not directly involved in implementation of social actions, as participants took the initiative to run their social actions. Such distribution of roles (where participants were the one empowered to implement social actions but lacked experience and understanding of importance to collect data) made it difficult to collect data for this indicator directly¹⁴. Additional up-front support was provided to participants - they were given tools and guidance to help them plan their social actions, which included guidance about mapping communities, understanding power dynamics and planning and budgeting for social action.

Partners reported that participants talked about the range of different local support structures they had tapped into in order to carry out their social actions at the ISVs and INEs.

Next to lack of reporting, additional reasons for not achieving set target for Indicator 6 are due to two partners still collecting data under this indicator and will report once social action projects are finalized in their communities. As mentioned, three partners did not collect data under this indicator.

Further guidelines and established reporting framework prior start of activities for each indicator would allow for more precise counting of wider groups of local community leaders and activists under Indicator 6.

Indicator 7 - Regional and national government bodies

Overview

Under Indicator 7 data was collected on number of regional and national governmental bodies engaged in partner organizations projects. Values collected under Indicator 7 did not require collection of additional background data.

In line with the project proposal, in every country where partners organized activities, participants in the MURAL project they were asked to share their learning with stakeholders in government, business, civil society and education, as well as with faith and other community groups. If national and local government bodies were engaged through this process, number of these bodies would be recorded under Indicator 7.

Target Status – Exceeded Target

Overall, it was planned for all partner organizations to jointly reach 30 national and regional governmental bodies as a target for Indicator 7. Partners reached 33 national and local governmental bodies achieving 110% of the defined target.

Bodies that were counted under this indicator included mayor's offices in communities where activities took place (e.g., Hague and Athens), line Ministries (Ministry of Education in several instances), parliamentary groups, multi sector working groups in charge of violence prevention and others.

Partners either provided information to representatives of national and regional government bodies or held meetings with representatives of national and local governmental bodies.

Volume of data reported under Indicator 7 is low, and Indicator description was clear to partner organizations, so there were no challenges in reporting under this indicator.

¹⁴ For more information, please see recommendations on project coordination

Indicator 8 - Wider community member involvement in social actions **Overview**

Under Indicator 8 data was collected on number of wider community members who participated in social actions. If partner organization involved members of wider community to participate in social action projects (next to participants of local workshops who designed these social action projects), they reported on the overall number of such beneficiaries under this indicator.

Initially it was planned to receive additional background data on wider community members participating in social action projects, but partner organizations did not collect information on gender, age, disability and other characteristics for this group of beneficiaries.

As social actions were about issues that matter to participants individually or collectively as a group, they also included issues that matter to wider groups within their community.

Target Status – Exceeded Target

Overall, planned target for Indicator 8 was to engage 5,400 members of the wider community in the social actions organized by participants of the local workshops. Partner organizations reported that 9,311 community members engaged in these actions, achieving 172% of the established target.

Data on the number of wider community members participating in social actions was reported by 4 partner organizations. Two additional partner organizations are still in the process of implementing their social action projects and will report number of beneficiaries under Indicator 8 once they are all finalized.

Partner organizations used different approaches on how to report number of beneficiaries from the wider community member category: some use participants reports, others interviewed participants after they have implemented their social action projects to collect the numbers based on their feedback and some used assumptions to estimate the number of beneficiaries reported under this indicator based on the number of NGOs and institutions participating in actions.

Some events had large number of wider community member involved in social action – like TEDx talks organized in within the projects or theater performances. Others had a limited number of participants (from 10 to 25 community members involved)

Indicator 9 - People in communities benefitting from Social actions $\label{eq:communities}$

Overview

Under Indicator 9, data was collected on the number of people in communities who benefitted from social actions organized by participants of local workshops. If partner organization reached people from communities who benefitted from social actions, they were reporting overall number of those beneficiaries under Indicator 9.

Partners were not asked to report on additional background information on these beneficiaries. Difference between beneficiaries reported under Indicator 8 and Indicator 9 is that latter did not have to participate in the social actions but benefit from them regardless. This is a "soft" indicator, requiring partners to make estimates in terms of numbers reported, explain how they provided those estimates.¹⁵.

¹⁵ More information available in IPTT documents, Annex 1 of the Report

Partners were seeking clarifications in terms of methodology between these two indicators and they were provided as support in compiling this report.

Target Status – Exceeded Target

Planned target for Indicator 9 was 1,800 people in communities benefiting from social actions. Partner organizations reported they have reached 7,733 beneficiaries.

Data reported under Indicator 9 does not have verifiable sources as it relies on estimates or in uses data reported under previous indicators (e.g. Indicator 8). Partner organizations reached over the proposed target by 430%.

Indicator 10 – Social media campaigns and communications reach

Overview

Under Indicator 10 partner organizations report reach of developed communications campaigns on traditional media and shared stories and posts through social media. Partners were asked to provide overall reach aggregated from activities across social media platforms and traditional media. Indicator 10 does not provide additional background information.

Partner organizations have in some instances provided a combined reach in both traditional and online media. However, some partner did not provide reach through traditional media.

Target Status – Not Achieved

Planned target for Indicator 10 is 4,000,000 viewers reached combined across partners and media platforms. Partner organizations reported reach of 1,198,913, which is 30% of the proposed target. Most of the reported reach derives from the estimated audiences of traditional media (radio and TV), and only a small portion of the audience was reached through social media platforms.

Social media platforms used were Facebook, Twitter, YouTube, LinkedIn, Instagram and similar. However, all reach through social networking platforms amounted to 148,913 views. Partners did not use any paid reach to expand the organic reach through employed channels.

One of the partner organizations did not provide data on the reach under Indicator 10 as their activities are still ongoing.

Indicator 11 - Media Outlets

Overview

Under Indicator 11 data is reported on number of Media outlets engaged by partner organizations overall. Media outlet was engaged if they have published a statement related to MURAL project, created a story or interviewed someone (partner organization staff, facilitator, participant...) related to the project. No additional background information was gathered under this indicator.

Target Status – Exceeded Target

Target set for Indicator 11 was to engage 10 media outlets overall. Partner organizations reported reaching out to 16 media outlets overall, reaching 160% of the established target.

Two partners did not reach out to media outlets, and an additional partner organization still must report on Indicator 11, after it finalizes ongoing activities.

Indicator 12 - Key Stakeholders

Overview

Under Indicator 12, partner organizations were asked to report on collaborations and engagements of their key stakeholders within MURAL project. If partner organization engaged a key stakeholder, total number of stakeholders engaged throughout the project would be reported here.

Partner organizations required assistance in clarifying methodology on reporting between Indicator 7 (national and local governmental bodies) and Indicator 12. Additional clarifications were provided to partner organizations to determine how to report uniformly against bot indicators.

Target Status – Exceeded Target

Target set for Indicator 12 is 60 key stakeholders engaged in the project. Partners reported they have engaged 151 stakeholders overall, achieving value 252% of the set target.

Although one of the proposed means of verification was a signed MoU with a key stakeholder, partners used additional means of verification: list of participants from key stakeholders staff with the activities of the partner organization, stakeholders who supported the local workshops and the ISVs were also listed under Indicator 12, as well as organized joint activities with stakeholders (like lectures or panels with representatives of key stakeholders).

Indicator 13 - Analogue organizations to our partners

Overview

Partner organizations were asked to report engaging with organizations that are analogous to their work under Indicator 13. Representatives of partner organizations asked to receive additional information on how to report against Indicator 12 (Key Stakeholders) and Indicator 13 in a consistent manner. Further clarifications were provided throughout data collection process from partner organizations.

Target Status – Achieved

Target for Indicator 13 was set at 30 analogous organizations engaged by partners. Partners reported overall 31 organizations engaged, achieving the value of 103% of the set target.

Out of all partner organizations only two provided data on this indicator, as other organizations reported back, they did not engage such organizations, or their activities were still ongoing.

MURAL Project Objectives and Achievements

Project has three major objectives outlined: 1) developing a cohort of social activists committed to improving dialogue and mutual understanding is developed, 2) supporting a network of social activists and key stakeholders who feel empowered as agents of change in their community and 3) promoting transnational learning on key themes, approaches and actions to counter discrimination and promote inclusion

To measure how participants, perceive achievement of these objectives, question 11 ("To what extent has MURAL helped you in each of these areas? 10 is the highest score and 1 is the lowest.") was asked in the survey. Question 11 measures against eight different areas, used to structure indicator values for achievements against three main MURAL objectives.

Structure of indicators and specific areas measuring achievement for each of objectives is outlined in the figure 7. Chart also outlines data on average values for each of the areas:



Figure 7 Measuring achievements against objectives and result per areas included

Next to data on how Participants see degree to which project's objectives were achieved, data on how representatives of Partner organisations perceive same issue was collected. Data collection was based on approved evaluation tools collected data was used to evaluate performance against MURAL Indicators and identify lessons learned and recommendations.

In this section, based on data collected through quantitative and qualitative evaluation tools, analysis of achievement of objectives of MURAL project is outlined.

Participants in Survey were asked for feedback, to rate to what extent they feel proposed objectives were achieved through their participation in MURAL project, on a 1 to 10 scale.

In terms of specific areas— participants responded with highest marks that they felt motivated to be further engaged in the future, with an average grade of 8.59 (female ages 41 to 60 participants mostly contributed to a high grade in regards to this area). This specific area count toward measuring achievement of MURAL project Objective 2.

Also, very highly graded was another Objective 2 area, where participants responded they feel empowered and supported with 8.38 as an average grade (all age groups of female participants except 18 to 30 responded with high marks for this outcome as well)¹⁶.

Identical set of questions on achievements was asked of representatives of partner organizations. Figure 8 represents comparisons of average values of responses provided by participants and representatives of partner organizations.

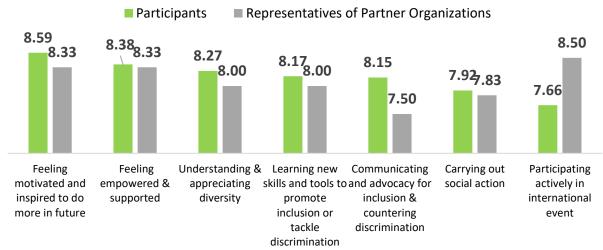


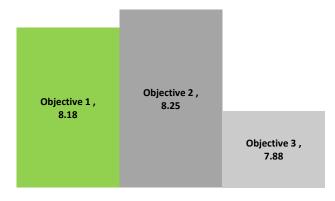
Figure 8 Comparison between Average Grades Provided by Participant and Representatives of Partner Organizations areas of Achievement

Feeling motivated was highly graded by partner organization's representatives as well, but representatives felt most empowered through active participation in international events. This is also the one of the most significant distinctions measured between participants and representatives of partner organizations, as participants in average graded it by a whole point less (representatives of partner organizations graded it in average with 8.50, while participants in average graded international events with 7.66).

Overview of MURAL Achievements:

To measure achievement against all Objectives outlined for MURAL Project, responses to questions on areas from the survey related to each of the objectives were aggregated and averaged. Figure 9 represents the Participants average responses bν achievements within MURAL project. Participants feel that all three objectives were achieved to a high degree.

Objective 2 received highest average response of 8.25 followed closely by Objective 1 with 8.18 average response. Objective 3 promoting transnational learning on key themes, approaches and actions to counter Figure 9 Overall Achievement against Objectives in MURAL discrimination and promote inclusion in average received lower feedback from Participants – 7.88 on average.



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¹⁶ Additional information available in appendix 1 – Table 10

Achievements on Objective 1 - Improving dialogue and developing mutual understanding

Participants provided almost uniform feedback on two questions related to what degree Objective 1 was achieved (difference between averaged responses in questions posed was 0.1 points). Participants feel they have slightly more increased their ability to have mutual understanding diversity appreciate (averaged feedback was 8.27) compared to ability to communicate for inclusion (averaged feedback on this question was 8.15/10)

Achievements on Objective 2 - supporting activists empowered to bring change in their community

Participants responded that they feel motivated and inspired to the highest extent (average feedback in this question in the Survey was 8.59) but they feel less able to carry out social actions (averaged feedback on social actions question was 7.92, with the difference of almost 0.7 points). Overall achievement for Objective 2 was 8.25 which is highest compared to other MURAL projects objectives.

Achievements on Objective 3 - promoting transnational learning, approaches and actions to counter discrimination and promote inclusion

Among rated areas and objectives against achievements, on average, Objective 3 received lowest responses in average from participant. This is driven mainly by their experience in international events as they have on average graded this area with 7.66. Other area included in measuring achievements against Objective 3,

Communicating and advocacy for inclusion and countering discrimination, 8.15

Understanding and appreciating diversity, 8.27

Achievement of Objective 1 Overall, 8.18

Figure 10 Achievement for Objective 1

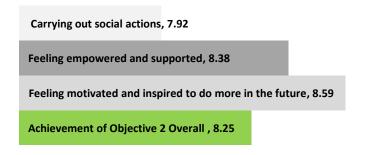


Figure 11 Achievement for Objective 2



Figure 12 Achievement for Objective 3

learning new skills and tools received in average 8.17 grade.

Lessons Learned and Recommendations

Lessons learned shared with other beneficiaries of MURAL project were added to the analysis and key lessons learned, with excerpts of testimonials and recommendations are added in the table below. Summary of lessons learned, and recommendations is referenced with major activities of MURAL project.

Brief Description of Activity	Lessons Learned	Recommendation
Project Activity - International Facilitator Developmen	nt Event	
International Facilitator Development Event (IFDE) Each partner will identify 3 facilitators fitting the facilitators profile specified at the content development stage of the project. Facilitators will be trained in the adapted MURAL project approach and content. The IFDE will be residential and will run for 5 days.	Facilitators require continuous support throughout the project. Some facilitators felt a lack of coordination after IFDE has been carried out even though they expressed high levels of satisfaction with the gained competences within IFDE. Mostly they have mentioned additional support that would strengthen further their competencies. The project team has introduced monthly reflection calls to provide space for sharing experiences among the partners during the project activities implementation. These online meetings were introduced when the partners started to organize their local workshops. The facilitators have been invited to these meetings as well. Very few actually participated. Testimony 1: "We had impression in Warsaw that we have created a network of facilitators but after we came back, I felt distance from the project and lack of support". Testimony 2: "Materials were there, Facebook	Provide a separated online mentoring support for the facilitators Currently the facilitators haven't participated actively in carried out reflection meetings. These meetings should be kept to share progress reports regarding ongoing activities and to discuss administrative issues and potential challenges for the upcoming project phases. Having in mind the diversity of the consortium from the organizational aspect (single organizations, networks of organizations, governmental bodies, etc.) it would be better to envisage this support mechanism in advance. This mentoring led by the trainers from IFDE or other hired consultants with expertise in Active Citizens methodology could be implemented through online platforms (e.g. Zoom, Skype, etc.) and thus to use the resources in a more effective and efficient manner. This would also empower further communication and experience exchange among the newly created network of facilitators.
	group was there, everything was there, they who	

wanted to find something, they could. But we felt a lack of coordination particularly because we are mostly external staff in our organizations".

Facilitators required more knowledge and information about islamophobia and antisemitism.

IFDE was very strong on skills development but the facilitators have felt they needed additional information on the topics covered by the local workshops and social actions at the later stage. The issue of gender was raised, particularly the issue related to non-binary gender identities which was reflected both in focus group discussion and end-off project survey.

MURAL Guidance, which was a result of work of the Content Development team, has been shared with the facilitators after IFDE.

The project team developed a glossary of terms as part of the content development phase. It was not shared because of the complexity of the topics the partners were discussing. Instead, the project team has encouraged the facilitators to read widely and also use universal frameworks as points of reference.

Testimony 1: "We felt very connected among each other. What was missing, the specification of working with islamophobia and antisemitism. The knowledge wasn't there. It was left on us."

Virtual Library Educational System

A virtual library could be established before IFDE with a series of topic-related materials together with the MURAL Guidance (e.g. strategies, publications, reports, best practice examples, etc.) in the field of islamophobia and antisemitism. This would provide a clear, current, easy-to-use and unbiased guide to the most important online sources in the project's areas. It would be important to appoint a moderator that will be in charge to ensure the systematic approach in order to collect, store, and organize information and knowledge in digital form from substantiated sources.

Testimony 2: "There was only one short session on knowledge, and it was focused on antisemitism. I would expect to focus on islamophobia as it has been also part of the project".

Testimony 3: "I was very disappointed that I needed to explain some basic things to some of the facilitators e.g. what is a non-binary gender".

Testimony 4: "I learnt specific tips and tricks in IFDE how to work on sensitive topics with underprivileged groups".

Testimony 5: "If you don't have basic knowledge about diversity and inclusion, the methodology will not help. I know that they tried to incorporate this with the glossary but at the end they needed to take it out because it was too sensitive".

Project Activity -Learning journey diaries

Learning journey diaries will be elaborated by local workshops' participants involving NGO members, community activists and local government representatives. There will 360 diaries in total - 60 by each

Learning journey diaries are a strong tool for reflection and learning.

The partners have understood the importance of providing space for structured reflection on learning, its process and outcomes. Some of the partners have used learning journey diaries also for some other projects based on the experience they have gained through MURAL. The learning journal guides and reflection tools throughout the MURAL were designed for personal learning. It has been hard to record and report on developed learning journey diaries due to privacy issue.

Learning journey diaries as key tool for personal reflection on learning achievements

The project partners should keep this tool for personal reflection on learning achievements.

For some future project proposals, it would be more practical not to set the number of completed learning journey diaries as a key performance indicator due to obvious difficulties in tracking this without compromising beneficiaries' privacy.

Testimony 1: "We incorporated learning journals in other programs we run. The project on inclusive education (for professionals in higher education in charge for projects and teachers) which have had discomfort in explaining their student's colonial history".

Some partners did not understand how to use learning journey diaries properly.

For some of the partners it hasn't been clear completely the purpose of this learning tool. Also, it has been some difficulties to understand and lead the reflection process on achieved learning needs. Some of the partners have used this tool more as evaluation than as a reflection tool.

Testimony 1: "In theory is a good thing, but each person has their own way of learning. There was so many things that participants had to do (programme was very packed) and we hadn't time to go through the learning journals. I haven't felt comfortable to access learning journals. Formal and informal feedbacks from the participants have been more useful from other means of evaluation".

Testimony 2: "We implemented the learning journals but have changed them a bit. First of all, it's a private thing. And it shouldn't be missed with the evaluation form. Participants will not be honest if you ask them to submit their learning journal. We gave them some little books at the beginning. They have reflection questions to lead

Learning journey diaries should be compiled with other reflection tools.

Compile this tool with other reflection tools (e.g. reflection groups with guided questions) as some of the partners have done. This could bridge the gap related to lack of interest of participants to reflect on their learning curve during the activities. In addition, it would potentially cover more learning styles of the participants.

them through this process. Also, it was very important to provide time and space to participants to reflect on their learning".

Project Activity - Local workshops

Facilitator team in each country will organize local workshop consisting of 3 2-day modules, specifically adapted to the local needs. Workshops will be organized in cities where project partners are located in: Cologne in Germany, Athens in Greece, Krakow in Poland, the Hague in the Netherlands, Lisbon in Portugal, Gloucester and London in the UK.

Sometimes, there was not comprehensive approach to assessment of participants' learning needs.

It has been very good decision to leave to partners to identify their target groups based on social context in their communities regarding antisemitism, islamophobia and achieved level of intercultural and interfaith dialogue. On the other hand, in most of the cases there was lacking systematic assessment of participants' learning needs.

The project communities are very diverse and learning needs are equally diverse. The learning journey should be flexible and adaptive- and that one of the very positive benefits of MURAL has been that partners and facilitators-and participants themselves have brought their own, rich and varied expertise.

Testimony 1: "We already have worked with the students and professionals in charge for diversity in their companies. We knew their learning needs from the previous experience and carried out activities with them."

Project partners to be empowered to use developed Leaning Needs Assessment

Having in mind diversity in the consortium but also diversity of the beneficiaries' learning needs, the partners should insist on implementing developed learning needs assessment with their beneficiaries.

This kind of assessment would provide insights in participants' learning needs before the activity and thus could support facilitators in workshops' preparation. Also, it could serve to track the impact after the activity is being carried out.

Testimony 2: "They shared their learning needs individually at the beginning of the workshop. No formal assessment was done".

Testimony 3: "We had online form for both workshops. We asked about their motivation, experience. We asked for CV and motivational letter. We tried to have people with the same level of competences on the given topics but also to give the space to people that are active generally but not within these topics particularly."

Dissemination of experiences in other contexts from the partners to facilitators has been limited.

Lessons learned from the carried out local workshops have been shared mostly through online partner meetings among the project management team. Despite the newly created facilitators' network, they haven't been involved in sharing process on organized and structured manner.

Testimony 1: "Sometimes I had a problem to adapt the content to a group. I would appreciate more support from other facilitators and trainers on how to bridge these challenges".

Testimony 2: "These topics I needed to connect alone without any support. If we shared this together with other, it would be easier

Separate a learning channel from monthly reflection calls to share experiences.

As already mentioned, this learning channel should be separated from the monthly reflation calls where partners mostly discussed administrative issues such as reporting, tracking indicators and preparing for the upcoming activities.

This activity should be led by an experienced facilitator with expertise in Active Citizens methodology. This channel could serve for sharing of experience and lessons learned particularly during the final stages in development and implementation of the local workshops. It would empower group cohesion amongst the facilitators and partners and enhance their further personal development and self-confidence improvement. This learning channel could be a specific legacy of

the project that the partners could use in some of the follow up activities.

Project Activity - Social actions

There will be 180 local social actions, involving 1800 beneficiaries and 5400 community members (10 beneficiaries and 20 volunteers each). These actions will be designed by Active Citizens training programme participants in each country. They will be delivered in local languages and involve different community members.

Representatives of local and national governmental bodies and other stakeholders are key to successful social action project.

The importance of creating liaisons with the local and national decision makers has been well communicated and accepted amongst the partners. Many of established links with the stakeholders have contributed in tackling wider audience and emerging more multiplayers. Mostly the partners have recognized local and national decision makers from public institutions as their key stakeholders. Some of them even have involved business sector representatives into their activities, although no particular follow up activities have been agreed with these stakeholders.

Testimony 1: "We have established the relations with the Deputy Mayor of our city. We intend to focus ourselves on liaising with decision makers and policy development process and thus make carried out activities and achieved outcomes mora sustainable".

Testimony 2: "Make examples of successful social action that are in according with AC methodology. This collection of best practice examples could be

Include work on advocating/promoting/disseminating strategic document relevant to the social action.

The partners should try to identify strategic documents and ongoing projects in each community that have tackled issues and challenges regarding islamophobia, antisemitism, intercultural and interfaith dialogue. By integrated their activities within projects supported by different public bodies (agencies, ministries, schools, municipalities, companies, etc.) it would be more likely that this would ensure sustainability of achieved results and define potential follow up of the project.

also an inspiration for the other in development of their ideas".

Partners have found challenging organization of the social actions at the beginning.

Some partners have found very challenging to organize first social actions due to sensitive topics and lack of experience in organizing similar activities. Issues in reaching out to target groups have been occurred.

Testimony 1: "We're lacking experience in organizing this kind of events. Our organization supported us but I would prefer a continuous support during the social actions".

Testimony 2: "Mentoring for social actions was needed - to provide us with 1-2 skype calls with an experienced facilitator that could provide support to us on citizens' engagement, how to recruit more people and raise visibility of carried out activities".

The methodology of Active Citizens has proven its potential to respond on key project topics (islamophobia, antisemitism, intercultural and interfaith dialogue). Some of the partners have found this methodology useful for some of their future projects. It has been very structured but at the same time it has provided enough space for the local context regarding these key project topics.

Engage consultant/trainer experienced in Active Citizens methodology to provide continuous support to social actions

This could be bridged through already mentioned online mentoring support led by some of trainers or other hired consultants with expertise in Active Citizens methodology. Sharing experience among the partners regarding reaching out to target groups and stakeholders is very important in this stage of the project for the future sustainability of the achieved results.

Generate case studies on implemented social actions

It would be recommended to work together with the facilitators on case studies' collection based on carried out social action projects and campaigns. This collection would record key success stories from the project that could serve as follow up and future proposals development. Lessons learned during social actions transferred into case studies could be also valuable data set

Testimony 1: "We didn't collect any case studies, but I think it could be useful. Maybe we should do as network some kind of collection of carried out activities' description which could be used as a manual for some follow up activities".

Testimony2: "Design thinking approach and Active Citizens methodology have been very compatible. The participants liked this tailor-made approach. This also could be a follow up activity (using design thinking into development of local actions). It helps you to create social actions that are realistic, innovative, problem oriented and related to target groups' needs. We haven't presented this blend methodology to the partners because there hasn't been time and opportunity for this".

for organizational development of the project partners.

Project Activity - International study visit (ISV)

The international cooperation and knowledge sharing will consist of international study visits and international study visits documentaries.

Study visits will be organized in each participating country with 20 international and 20 local participants. They will be held in English.

Each visit will be filmed a short documentary will be developed for promotional and knowledge sharing purposes. Films (6 in total) will be in English with subtitles in each local language.

International study visits are one the most popular component of the project.

The partners and their participants have enjoyed exploring different realities in partner countries regarding the topics that the project has covered. Mostly the partners would like to extend the study visits for at least one day in order to cover more topics, have a chance to meet local stakeholders and discuss potential solutions for identified issues in the fields of islamophobia, antisemitism, intercultural and interfaith dialogue.

Design a tailor-made study visits based on the learning needs which are assessed beforehand.

Through abovementioned Leaning Needs
Assessment, it would be recommended to identify beneficiaries' learning needs and thus to create adequate curriculums of various educational activities that would respond to identified learning needs including ISVs.

Testimony 1: "I enjoyed very much but I suggest not to have ISV in every partner country. It would be better to have a smaller number of ISV but with more working days to provide more time to explore selected topics. As it has been now, some repetition I have occurred (although not the same participants have attended carried out ISVs)".

Testimony 2: "ISV- it's necessary to keep these ISVs in all partner countries because everyone has something to present. Also, it's important to build work relations under the mutual respect and understanding".

Lack of learning sessions after study visits by partner organizations.

Despite gained experience within the carried out international study visits, some of the partners haven't organized debriefing sessions which would serve to introduce other members of their organizations with the achieved results on the discussed topics. On the other hand, the closing events in each country included content about the learning from international exchange.

Design a tool for generating lessons learned from international study visits.

It would be necessary to provide space for the gained experience and learning aspects sharing right after the carried out international study visits to collect the most valuable and comprehensive feedback. This sharing should be structured, agreed and communicated among the partners because it's an important piece of learning for the current and future activities related to the topics MURAL has covered.

Testimony 1: "After we came back from ISV, there was no formal meeting to inform other people in our organization about topics we had discussed."

Project Activity - International networking event (INE)

International Networking Event will be organized at the end of the project, bringing together a total of 100 people: partners' representatives, selected participants, experts, media, NGO members, as well as representatives of local and central government.

INE is a great opportunity to strategize about the future engagements.

One of the final activities in the project has brought a lot of emotions. This was time to share perspectives, ideas and strategies that have been used in partners' work in the communities. Showcase time was very insightful for all present participants, partners and other stakeholders that have taken part in the project. This was a chance to showcase their work, skills, talents, passions and the actions they were carrying out in their communities. Through creative workshops the participants had the opportunity to share their reflections about what they have loved, learned and will do next at the end of the MURAL INE.

Testimony 1: "MURAL for us hasn't been only the methodology for conducting the trainings but also to make bridges and challenging discussions among the communities. It's good to have this event to present what we have done together as MURAL family".

Provide guidance on sustainability of projects.

It would be useful to use INE as one of the last joint events in the project to discuss potential ideas for the project follow up. The presence of the project leaders and participants could be used for mutual discussion on still open issues and challenges in the field of intercultural and interfaith dialogue in their communities. Despite some already established partnerships for other projects, it would be convenient to draft a series for recommendations for other interested organizations and institutions in their communities willing to work more on social inclusion, islamophobia and antisemitism.

Follow up activities could ensure project sustainability.

Follow up activities should be drafted in the last stage of the project by involving different parties that have been involved in the implementation (local and national stakeholders, facilitators, social actions' participants, project partners, etc.).

Develop follow up activities on local, national and European level.

These activities should try to bring MURAL to more communities within each of the project countries. It's important to present MURAL and its outcomes to policy makers in charge for the topics such as tolerance, hate speech, social inclusion, interfaith and interethnic dialogue, etc. Finally, presenting MURAL to academic community could result with more conducted researches in the field of young people's attitudes regarding project topics and defining potential mechanisms for breaking stereotypes, prejudices and intolerance.

Project Activity - Dissemination events

Dissemination events will be organized in each participating country and will aim at promoting project's results. They will have different formats (press conference, public debates, meetings etc.).

Dissemination events are an opportunity to discuss future engagements locally.

Some of the partners used these events to raise visibility of carried out activities and once again to point out the importance of intercultural and interfaith dialogue in their communities. For some of them it has been a good opportunity to meet with the stakeholders and discuss potential follow up.

Testimonial 1: "We have a plan to organize a seminar as dissemination event together with the Ministry of Education for teachers that work in schools with multinational population based on carried out activities and used methodology within this project."

Provide sign-up sheets for participants in dissemination events, collecting contact info, to engage new members and provide further continuous information (e.g. newsletters, social media posts, etc.)

These events should serve to invite different stakeholders (e.g. local and national authorities, public agencies and bodies in charge for migrants' integration, partner organizations, local celebrities, etc.) to promote MURAL, its results and outcomes but also to focus stakeholders' attention to still open issues and challenges that could be tackled through future activities.

These events could be also a good opportunity for onboarding new volunteers in the partner organizations and their other ongoing activities.

Project Activity - Online promotional campaign

Online promotional campaign – it will be implemented following the INE through partners' websites and social media, as well as VALOR Dissemination platform and local EU representative offices websites and newsletters, cooperation/ media patronage from community media especially around SAs, networking events, advertising participation through NGOs websites, local government portals, traditional and social media beyond those owned by the MURAL partners.

Partners should use paid reach methods to expand the organic reach through employed channels.

Planned target was 4,000,000 viewers reached combined across partners and media platforms. Partner organizations reported reach of 1,198,913, which is 30% of the proposed target. Most of the reported reach derives from the estimated audiences of traditional media (radio and TV), and only a small portion of viewers was reached through social media platforms.

Used social media platforms were Facebook,
Twitter, YouTube, LinkedIn, Instagram and similar.
The project partners were using agreed
#MURALinAction hashtag to follow the activity on
social media. However, all reach through social
networking platforms amounted to reach of
148,913 views. (Cut-off date for this was
December 18th, 2019 - some additional project
activities have been implemented later on).

First person stories were lacking in online promotions limiting reach of the campaign.

Reach out (organic and paid) to target groups has been partly successful. Online communication has been consisted mostly of photos and videos of the

Develop a comprehensive communication plan that includes social media campaign plan.

Through this plan the partners could envisage a series of activities in online and offline sphere to boost visibility of the project, its outcomes and tackled issues and challenges in the involved communities. For the implementation of this plan, adequate funds should be allocated during the project proposal and project budget development.

This plan should be presented in the early stage of the project in order not to have partners overwhelmed with the unforeseen necessary tasks.

Engage participants who are willing to write first person stories and provide training on how to tag and reference partner organizations and other media references related to the project.

During some partner meeting or through a webinar session, it would be useful to organize a

carried-out events with lacking first person stories, testimonials and other best practice examples. This communication has been led by the partners individually.

brief training or tips and tricks session regarding online communication, social media and how to reach out to a larger number of identified target groups' members. .

Project Activity - Project coordination

Coordination of project activities including developed working relationship between the consortium partners, partner-to-partner support and future joint project proposals.

Lack of regular reporting on defined project indicators could cause issues in achieving project outcomes.

The project structure was that each partner had direct contact with British Council Poland about project deliverables and reporting. Partner meetings served more to discuss ongoing activities and related challenges. During partner meetings certain changes regarding the reporting requirements have been implemented.

Partner-to-partner support mostly was left to personal relations among the partners despite the regular monthly online meetings.

Testimonial 1: "I felt that that was a bit of loose communication during the process. I wasn't aware of all deliverables until May (more half of the project implementation). If I were the project coordinator, I would give more time to partners to explore how to use AC methodology in practice regarding topics such as islamophobia and antisemitism. Also, it would be better to know all deliverables in advance. Sometimes I was missing emails and it was huge confusion to get back on the track".

Provide support and feedback on data collection and ask for quarterly reporting under joint IPTT tool

Presenting monitoring and evaluation tool in early stage of the project could result with better understanding of MEL (monitoring, evaluation, learning) framework, its purpose and partners' roles and responsibilities related to this process. Designing and delegating roles properly allows for more sound data collection process, as participants who are included in project on voluntary basis (participants in workshops who later organize social actions) cannot be dependent upon on data collection against indicators without proper training, commitment and guidance.

Targets for communication plan should also be integrated into MEL framework and presented in the early stage of the project in order not to have partners overwhelmed with the unforeseen necessary tasks.

The collected data could be starting point for drafting future lessons learned which are the key point for mutual learning. This could also be a common field to provide structured and organized

Testimonial 2: "We haven't had many opportunities to learn from each other. More related to personal level. If I would need something, I will contact personally some people. Not structured partner-to-partner support was established".

Testimonial 3: "We had each month (skype or zoom) meeting to check the progress in each country, to check any challenges. We also used the opportunity to provide practical learning related to the methodology. We opened the channel for mutual learning by identifying learning points. The partners were open to share what went well and what went not so well. Not all the partners were present on all carried out online meetings.

Sometimes they could not participate due to other scheduled activities at that moment."

partner-to-partner support based on their identified needs, challenges in the project implementation and recognized potentials for future cooperation.

Appendix 1 – Additional Tables on Key Participant Survey Questions

Additional Tables allow for a more in-depth breakdown of how Participants responded to key questions from Participants Survey referenced in the report. Table 1 and Table 2 provide information on overall characteristics of Participants per gender (broken down on country of origin and age) and in Table 2 per age (broken down per country and gender).

Table 3 provides in-depth information on average benefit Participants perceived on major components of the MURAL project (broken down by age and gender of the Participant). Table 4 provides more information on how each International study visit was perceived by Participants (broken down by age and gender of the Participant). Tables 3 and 4 are referenced in evaluation of Indicator 2 – Participants.

Table 5 provides information on how useful Participant saw Learning Journey Diary Tools (broken down by age and gender of Participants) and Table 6 provides information on Participants who did and who did not complete Diaries. Tables 5 and 6 are referenced in evaluation of Indicator 5 – Learning Journey Diaries.

Table 7 provides information on how impactful do Participants perceive Social Action Projects (also broken down by gender and age of the Participants) and Table 8 provides information on how many participants did and did not participate in Social Action Projects. Both Tables 7 and 8 are referenced when Indicator 4 – Social Action Projects is discussed in the report.

Table 9 provides information on Overall Sentiment Analysis of Participants toward MURAL project (broken down by gender and age as well). Sentiment Analysis is referenced in the introductory Overview of the indicators section of the report.

Table 10 provides information on Average grade provided by participants on impact learning outcomes from MURAL project had (broken down by gender and age of Participants). Information from this table is referenced in the section on Lessons Learned and Recommendations of the Report.

Table 1 – Overall Gender Breakdown of Survey Respondents									
Gender:	Female	Male	Nonbinary	Prefer not to specify	Grand Total				
Germany	64.71%	29.41%	0.00%	5.88%	100.00%				
18-30	80.00%	20.00%	0.00%	0.00%	100.00%				
31-40	40.00%	60.00%	0.00%	0.00%	100.00%				
41-50	50.00%	50.00%	0.00%	0.00%	100.00%				
51-60	100.00%	0.00%	0.00%	0.00%	100.00%				
Prefer not to specify	0.00%	0.00%	0.00%	100.00%	100.00%				
Greece	78.57%	14.29%	0.00%	7.14%	100.00%				
18-30	80.00%	10.00%	0.00%	10.00%	100.00%				
31-40	100.00%	0.00%	0.00%	0.00%	100.00%				
51-60	0.00%	100.00%	0.00%	0.00%	100.00%				
61-70	100.00%	0.00%	0.00%	0.00%	100.00%				
Prefer not to specify	100.00%	0.00%	0.00%	0.00%	100.00%				

Poland	87.50%	9.38%	0.00%	3.13%	100.00%
18-30	80.00%	0.00%	0.00%	20.00%	100.00%
31-40	81.82%	18.18%	0.00%	0.00%	100.00%
41-50	100.00%	0.00%	0.00%	0.00%	100.00%
51-60	88.89%	11.11%	0.00%	0.00%	100.00%
61-70	100.00%	0.00%	0.00%	0.00%	100.00%
Portugal	80.00%	20.00%	0.00%	0.00%	100.00%
18-30	70.00%	30.00%	0.00%	0.00%	100.00%
31-40	100.00%	0.00%	0.00%	0.00%	100.00%
41-50	100.00%	0.00%	0.00%	0.00%	100.00%
51-60	100.00%	0.00%	0.00%	0.00%	100.00%
The Netherlands	50.00%	25.00%	25.00%	0.00%	100.00%
18-30	50.00%	25.00%	25.00%	0.00%	100.00%
UK	60.00%	40.00%	0.00%	0.00%	100.00%
18-30	60.00%	40.00%	0.00%	0.00%	100.00%
Grand Total	77.01%	18.39%	1.15%	3.45%	100.00%

Table 2 – Overall A	Age Breakdov	vn of Survey	/ Responde	nts			
Average Age:	18-30	31-40	41-50	51-60	61-70	Prefer	Grand
						not to	Total
						specify	
Germany	29.41%	29.41%	11.76%	23.53%	0.00%	5.88%	100.00%
Female	36.36%	18.18%	9.09%	36.36%	0.00%	0.00%	100.00%
Male	20.00%	60.00%	20.00%	0.00%	0.00%	0.00%	100.00%
Prefer not to	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%	100.00%
specify							
Greece	71.43%	7.14%	0.00%	7.14%	7.14%	7.14%	100.00%
Female	72.73%	9.09%	0.00%	0.00%	9.09%	9.09%	100.00%
Male	50.00%	0.00%	0.00%	50.00%	0.00%	0.00%	100.00%
Prefer not to	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%
specify							
Poland	15.63%	34.38%	15.63%	28.13%	6.25%	0.00%	100.00%
Female	14.29%	32.14%	17.86%	28.57%	7.14%	0.00%	100.00%
Male	0.00%	66.67%	0.00%	33.33%	0.00%	0.00%	100.00%
Prefer not to	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%
specify							
Portugal	66.67%	20.00%	6.67%	6.67%	0.00%	0.00%	100.00%
Female	58.33%	25.00%	8.33%	8.33%	0.00%	0.00%	100.00%
Male	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%
The Netherlands	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%
Female	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%
Male	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%
Nonbinary	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%

UK	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%
Female	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%
Male	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%
Grand Total	44.83%	22.99%	9.20%	17.24%	3.45%	2.30%	100.00%

Average Grade for:	Average of	Average of	Average of	Average of	Average of
J	Local	Social action	Other local	International	Closing event
	Workshop		Activities	Study Visit	
				Overall	
Female	8.52	8.13	8.15	7.57	6.82
18-30	8.00	7.62	7.79	7.09	5.93
31-40	8.71	8.50	8.08	7.15	6.00
41-50	8.71	8.43	8.60	8.25	8.25
51-60	9.33	8.45	8.78	8.63	8.29
61-70	8.33	8.50	8.00	5.83	8.00
Prefer not to	10.00	10.00	10.00	9.00	NA
specify					
Male	8.33	7.79	7.62	7.19	7.00
18-30	7.71	8.00	7.86	6.94	8.50
31-40	9.60	9.00	8.67	8.72	10.00
41-50	10.00	6.00	7.00	9.00	NA
51-60	6.50	5.50	5.50	4.75	1.00
Nonbinary	3.00	3.00	3.00	2.00	3.00
18-30	3.00	3.00	3.00	2.00	3.00
Prefer not to	10.00	8.33	10.00	9.75	NA
specify					
18-30	10.00	9.00	10.00	9.50	NA
Prefer not to	10.00	7.00	NA	10.00	NA
specify					
Grand Total	8.46	8.01	8.00	7.49	6.74

Table 4 – Average Survey Respondent Grade on International Study Visits (1-10 Scale)									
Average grade for:	Average of Internation al study visit in Germany	Average of Internation al Study Visit in Netherland s	Average of Internation al Study Visit in Greece	Average of Internation al Study Visit in Poland	Average of Internation al study visit in UK	Average of Internation al Study Visit in Portugal			
Female	6.14	6.57	6.13	6.46	5.52	6.06			
18-30	5.69	6.59	4.92	4.77	4.57	4.25			
31-40	6.20	6.00	6.60	6.20	5.75	6.22			
41-50	7.00	6.50	4.00	7.00	4.00	7.00			

Grand Total	6.24	6.53	5.85	6.33	5.49	6.00
specify						
Prefer not to	NA	10.00	NA	NA	NA	NA
18-30	6.00	9.00	10.00	NA	9.00	NA
specify						
Prefer not to	6.00	9.50	10.00	NA	9.00	NA
18-30	2.00	2.00	2.00	2.00	2.00	2.00
Nonbinary	2.00	2.00	2.00	2.00	2.00	2.00
51-60	1.00	1.00	1.00	5.00	4.50	1.00
41-50	NA	9.00	NA	NA	NA	NA
31-40	9.25	8.00	8.00	9.00	8.00	8.00
18-30	6.50	6.25	4.25	5.33	5.20	7.25
Male	7.11	6.14	4.33	6.29	5.38	6.33
specify						
Prefer not to	NA	NA	10.00	8.00	NA	NA
61-70	5.00	5.00	5.00	6.00	9.00	5.00
51-60	7.17	7.67	7.67	9.25	6.86	8.50

Table 5 –Participant's Responses on Usefulness of Learning Journey Diary Tool									
Usefulness:	Not at all useful	Not sure	Not very useful	Quite useful	Very useful	Grand Total			
Female	1.61%	16.13%	8.06%	40.32%	33.87%	100.00%			
18-30	4.17%	12.50%	4.17%	50.00%	29.17%	100.00%			
31-40	0.00%	20.00%	6.67%	13.33%	60.00%	100.00%			
41-50	0.00%	0.00%	14.29%	71.43%	14.29%	100.00%			
51-60	0.00%	23.08%	7.69%	46.15%	23.08%	100.00%			
61-70	0.00%	50.00%	50.00%	0.00%	0.00%	100.00%			
Prefer not to specify	0.00%	0.00%	0.00%	0.00%	100.00%	100.00%			
Male	0.00%	21.43%	0.00%	50.00%	28.57%	100.00%			
18-30	0.00%	16.67%	0.00%	66.67%	16.67%	100.00%			
31-40	0.00%	40.00%	0.00%	40.00%	20.00%	100.00%			
41-50	0.00%	0.00%	0.00%	0.00%	100.00%	100.00%			
51-60	0.00%	0.00%	0.00%	50.00%	50.00%	100.00%			
Nonbinary	0.00%	0.00%	0.00%	100.00%	0.00%	100.00%			
18-30	0.00%	0.00%	0.00%	100.00%	0.00%	100.00%			
Prefer not to specify	33.33%	66.67%	0.00%	0.00%	0.00%	100.00%			
18-30	0.00%	100.00%	0.00%	0.00%	0.00%	100.00%			
Prefer not to specify	100.00%	0.00%	0.00%	0.00%	0.00%	100.00%			
Grand Total	2.50%	18.75%	6.25%	41.25%	31.25%	100.00%			

Completeness:	No	Yes	Grand Total	
Female	25.68%	74.32%	100.00%	
18-30	34.38%	65.63%	100.00%	
31-40	11.76%	88.24%	100.00%	
41-50	12.50%	87.50%	100.00%	
51-60	23.08%	76.92%	100.00%	
61-70	66.67%	33.33%	100.00%	
Prefer not to specify	0.00%	100.00%	100.00%	
Male	27.78%	72.22%	100.00%	
18-30	25.00%	75.00%	100.00%	
31-40	28.57%	71.43%	100.00%	
41-50	100.00%	0.00%	100.00%	
51-60	0.00%	100.00%	100.00%	
Nonbinary	0.00%	100.00%	100.00%	
18-30	0.00%	100.00%	100.00%	
Prefer not to specify	25.00%	75.00%	100.00%	
18-30	0.00%	100.00%	100.00%	
Prefer not to specify	100.00%	0.00%	100.00%	
Grand Total	25.77%	74.23%	100.00%	

Table 7 –Participant's Responses on Contribution of Social Action Projects to MURAL Goals						
Contribution:	Not at all	Not very	Not sure	A lot	Quite a	Grand
		much			lot	Total
Female	1.64%	3.28%	11.48%	37.70%	45.90%	100.00%
18-30	0.00%	4.35%	8.70%	34.78%	52.17%	100.00%
31-40	0.00%	0.00%	21.43%	42.86%	35.71%	100.00%
41-50	0.00%	0.00%	14.29%	28.57%	57.14%	100.00%
51-60	7.69%	7.69%	7.69%	38.46%	38.46%	100.00%
61-70	0.00%	0.00%	0.00%	33.33%	66.67%	100.00%
Prefer not to specify	0.00%	0.00%	0.00%	100.00%	0.00%	100.00%
Male	0.00%	6.25%	6.25%	43.75%	43.75%	100.00%
18-30	0.00%	12.50%	12.50%	37.50%	37.50%	100.00%
31-40	0.00%	0.00%	0.00%	40.00%	60.00%	100.00%
41-50	0.00%	0.00%	0.00%	100.00%	0.00%	100.00%
51-60	0.00%	0.00%	0.00%	50.00%	50.00%	100.00%
Nonbinary	0.00%	0.00%	100.00%	0.00%	0.00%	100.00%
18-30	0.00%	0.00%	100.00%	0.00%	0.00%	100.00%
Prefer not to specify	33.33%	0.00%	0.00%	33.33%	33.33%	100.00%
18-30	50.00%	0.00%	0.00%	50.00%	0.00%	100.00%
Prefer not to specify	0.00%	0.00%	0.00%	0.00%	100.00%	100.00%
Grand Total	2.47%	3.70%	11.11%	38.27%	44.44%	100.00%

Table 8 –Participant's Included in Social Action Projects						
Participating:	No	Yes	Grand Total			
Female	13.43%	86.57%	100.00%			
18-30	25.00%	75.00%	100.00%			
31-40	6.67%	93.33%	100.00%			
41-50	0.00%	100.00%	100.00%			
51-60	7.69%	92.31%	100.00%			
61-70	0.00%	100.00%	100.00%			
Prefer not to specify	0.00%	100.00%	100.00%			
Male	12.50%	87.50%	100.00%			
18-30	25.00%	75.00%	100.00%			
31-40	0.00%	100.00%	100.00%			
41-50	0.00%	100.00%	100.00%			
51-60	0.00%	100.00%	100.00%			
Nonbinary	0.00%	100.00%	100.00%			
18-30	0.00%	100.00%	100.00%			
Prefer not to specify	33.33%	66.67%	100.00%			
18-30	50.00%	50.00%	100.00%			
Prefer not to specify	0.00%	100.00%	100.00%			
Grand Total	13.79%	86.21%	100.00%			

Table 9 – Participants overall sentiment in open responses toward MURAL Project						
Sentiment:	Negative	Neutral	Positive	Grand Total		
Female	6.06%	21.21%	72.73%	100.00%		
18-30	9.09%	18.18%	72.73%	100.00%		
31-40	0.00%	25.00%	75.00%	100.00%		
41-50	0.00%	0.00%	100.00%	100.00%		
51-60	12.50%	25.00%	62.50%	100.00%		
61-70	0.00%	50.00%	50.00%	100.00%		
Prefer not to specify	0.00%	0.00%	100.00%	100.00%		
Male	14.29%	28.57%	57.14%	100.00%		
18-30	25.00%	25.00%	50.00%	100.00%		
31-40	0.00%	50.00%	50.00%	100.00%		
51-60	0.00%	0.00%	100.00%	100.00%		
Grand Total	7.50%	22.50%	70.00%	100.00%		

Average Grade for:	Understanding and appreciating diversity	Learning new skills and tools I can use to promote inclusion or tackle	Carrying out social actions	Communicating and advocacy for inclusion and countering discrimination	Feeling empower ed and supported	Feeling motivated and inspired to do more in	Participating actively in international events
Female	8.4	discrimination 8.4	7.9	8.1	8.4	the future	7.6
18-30	8.3	8.2	7.6	8.0	8.4	8.4	7.5
31-40	8.0	8.4	8.1	7.9	8.1	8.3	7.8
41-50	9.4	9.4	9.0	9.0	9.0	9.5	6.4
51-60	9.0	8.5	7.8	8.5	8.5	9.0	8.4
61-70	6.7	6.3	7.0	6.0	7.7	7.0	7.5
Prefer not	10.0	10.0	9.0	10.0	10.0	10.0	10.0
to specify							
Male	7.9	8.3	8.1	8.2	8.2	8.7	8.1
18-30	7.8	8.0	7.9	8.0	7.9	8.3	7.7
31-40	8.1	8.3	8.2	8.1	8.1	8.9	8.0
41-50	5.0	8.0	6.0	8.0	10.0	10.0	10.0
51-60	9.5	9.5	9.5	9.5	9.0	9.5	9.0
Nonbinary	7.0	8.0	8.0	8.0	9.0	7.0	6.0
18-30	7.0	8.0	8.0	8.0	9.0	7.0	6.0
Prefer not	6.8	7.0	7.3	9.0	8.7	9.7	10.0
to specify							
18-30	6.7	7.3	7.0	9.5	8.5	10.0	10.0
Prefer not	7.0	6.0	8.0	8.0	9.0	9.0	10.0
to specify							
Grand Total	8.2	8.3	7.9	8.2	8.4	8.6	7.8

Appendix 2 - Sample design

Sample size was calculated using 95% confidence level as reliable for the observed population of the Participant Survey, using following formula:

$$ss = \frac{Z^2 * (p) * (1 - p)}{c^2}$$

Where:

Z = Z value (e.g. 1.96 for 95% confidence level)

p = percentage picking a choice, expressed as decimal (.5 used for sample size needed)

c = confidence interval, expressed as decimal (e.g., $.04 = \pm 4$)

As the expected population of Participants who would be eligible for the survey was known, correction for finite population was applied:

$$new \, ss = \frac{ss}{1 + \frac{ss - 1}{pop}}$$

Where: pop = population

Survey was voluntary and randomness of the sample was not applied due to constraints in time and geographical dispersion of the population. Biases from the findings are expected in this regard.