



SPAIN

Good Ideas from Successful Cities

Municipal Leadership on Immigrant Integration

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Good Ideas From Successful Cities: The View From Spain

Migration is a dynamic phenomenon of international proportions. Its impact on cities in countries around the world is one of the main drivers of social and political change of our time.

Nowadays, cities bring together many different cultures, with successful integration almost imperceptibly changing and enhancing local coexistence. Managing cultural diversity and realizing the potential of immigrant capital has become one of the most exciting challenges facing receiving societies today.

Successful cities are those that know that cultural diversity a critical asset in an increasingly competitive global economy, and that inclusion is an essential value in a cohesive, dynamic society able to respond to rapidly changing environments.

What is unique about immigration in Spain is the speed at which demographic change has taken place and the positive response of so many local authorities to this new reality. We are pleased to present here a selection of local initiatives from Spanish cities that create wealth, generate employment and are building democratic institutions.

Convinced that immigrant integration is by definition a local, lived experience, the Cities of Migration project seeks to recognize the pioneering role of local government in developing and implementing integration processes. This publication results from an invitation by Cities of Migration and its international partners to local authorities to share the good ideas they are using in their cities. In recognizing this work, we seek to inspire others working to build inclusive cities.

We are sure such good ideas will travel! We invite you to discover these here and many more at citiesofmigration.es.

A stylized, handwritten signature in blue ink that reads "Michaela Hertel".

Michaela Hertel
Director General
Fundación Bertelsmann
Barcelona, Spain

About Cities of Migration

Cities of Migration is led by the Maytree Foundation in partnership with international foundations active in the migration and integration field: the Barrow Cadbury Trust (United Kingdom), Bertelsmann Stiftung (Germany), the Tindall Foundation (New Zealand), the Fundación Bertelsmann (Spain) and the J.M.Kaplan Fund (United States). In the United States, the project is also supported by the Carnegie Corporation of New York. In Europe, the project is supported by Open Society Foundations' 11-city At Home in Europe project.

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Leading with Ideas

Cities of Migration tells stories about cities that are animated by the energy and opportunity that immigration provides. Whatever their size or history, successful cities are led by innovative, forward-looking local governments that work hard to serve the best interests of the public, including new immigrants. These cities view inclusion and the diversity of the city as core values and assets in today's global economy.

When we embarked on a search for municipal good ideas, our goal was to learn more about the capacity of local governments to use the authority and instruments of public office to accelerate the settlement and integration of newcomers. How can city services, policies and practices help build inclusive communities and contribute to economic resilience and prosperity across the urban landscape?

We learned that cities are uniquely positioned to learn from one another and to adapt and replicate good practice. Whatever the legal and jurisdictional framework, or differences in municipal responsibilities, cities around the world are accountable to their constituents and have a wide range of levers to introduce change – through policy instruments (equality, inclusion, nondiscrimination), as service providers (settlement, education, housing, police, etc.), as employers and diversity managers, and as the drivers of the local economy – from infrastructure and procurement to support for investment, entrepreneurship and small business incubation.

Our main report, *Good Ideas from Successful Cities: Municipal Leadership in Immigrant Integration*, explores these themes through a selection of nearly 40 profiles of municipal practice and policies from cities across Canada, the US, Europe and Australasia. In this

companion report, *Spain: Good Ideas from Successful Cities*, we present an additional snapshot of municipal leadership and excellence in immigrant integration from cities in **Spain**. Each of these five city profiles in the snapshot report also includes a selection of related international city practices.

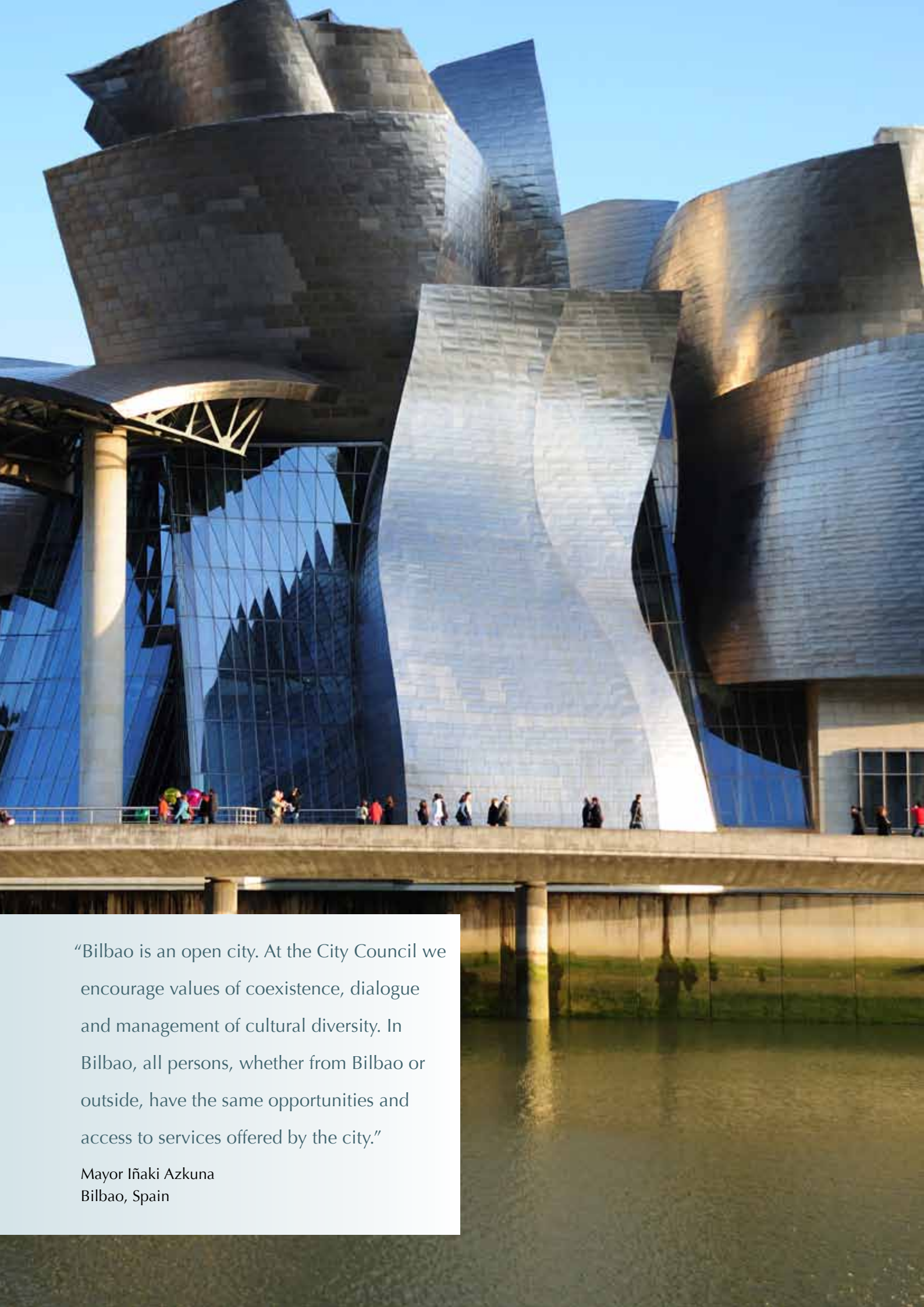
These can be reviewed in full at www.citiesofmigration.es where the multiple approaches and comparative perspective of the international Good Ideas collection offers inspiring models of city success that are ready to travel and be adapted to your own city of migration.

Acknowledgements

We are indebted to our partners for their international perspectives and contributions, and to the growing network of city and community leaders, experts, practitioners and activists whose practice and daily work are shaping a growing consensus about the importance of immigration to our economic future and why open, inclusive cities are essential to the democratic values we aspire to.

We would also like to acknowledge the local councils and municipal agencies whose leadership is represented in these pages and the important work they are modelling for others locally, nationally and internationally. We thank them for their insights and expertise, and for challenging us all to transform good ideas into effective levers of change.

Kim Turner
Project Leader, Cities of Migration
Maytree Foundation



“Bilbao is an open city. At the City Council we encourage values of coexistence, dialogue and management of cultural diversity. In Bilbao, all persons, whether from Bilbao or outside, have the same opportunities and access to services offered by the city.”

Mayor Iñaki Azkuna
Bilbao, Spain

M A D R I D

The Open Library Welcomes the World at Home

Bilingual intercultural mediators ease newcomers into a culture of learning

In 2005, the public library system in the Comunidad of Madrid took a bold step. Recognizing the region's growing immigrant population (which would become 17% in 2010), it started a project to facilitate the integration of newcomers facing language barrier. The *Biblioteca Abierta* (Open Library) introduced new services and activities such as building completely new multilingual collections, providing Spanish language lessons, and offering computer literacy courses.

To attract immigrants who had never used the local libraries, the Biblioteca Abierta has used over 275 fully bilingual intercultural mediators, fluent in Spanish and in one of the other languages of the new collections – Arabic, Romanian, Russian, Bulgarian, and Chinese. Many of the mediators work in language-specific cultural centres which promote libraries as a place of belonging and a way to develop social cohesion.

The Open Library project has been able to draw on average 15,000 to 20,000 people annually to participate in its activities, many entering a library for the first time. So far 24 municipalities within the Comunidad of Madrid have participated – from the city of Madrid with a population of over 3 million to villages with less than 5,000 inhabitants – having tailored the program to the needs of each municipality.



Related Good Ideas at citiesofmigration.es

- NEW YORK CITY, UNITED STATES

Staying in Touch: The Library Responds to a Changing Community

Tracking community demographics helps a city library change with the times

- VALONGO, PORTUGAL

Do not Judge a Book by Its Cover

A living library uses life stories to engage young people and break down prejudice and stereotypes about diversity

- AUCKLAND, NEW ZEALAND

Auckland Libraries Multicultural Services

A living library uses life stories to engage young people and break down prejudice and stereotypes about diversity

Contact

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TENERIFE

Together in the Same Direction

A network of community groups and associations builds trust and confidence in the city's integration agenda

For the tiny Canary island of Tenerife, population growth by migration and the diversity of cities like Santa Cruz de Tenerife is a new phenomenon. The foreign-born population has doubled since 2001 and in 2010 one in four residents was born outside of Spain. Tenerife's economy and vibrant tourism industry depend on a friendly workforce and safe, attractive neighbourhoods – making social cohesion a top priority for local government.

In March 2010, Tenerife's City Council recognized an emerging service gap. There was little interaction between immigrant groups, few were represented by formal community associations, and Council members lacked contacts with community leaders. A network of immigrant associations and community groups was convened by Council with the goal of fostering social cohesion through improved communication and opportunities "to know each other better."

Today Together in the Same Direction (*Juntos En la misma dirección*) brings together immigrant associations, government agencies, social organizations and local residents. Its objectives are to improve the civic engagement of immigrant associations, increase their organizational capacity through training workshops, and promote communication through online forums and community round-tables. Results include training sessions on conflict-resolution, a guide to local immigrant associations and a feeling of empowerment among participants. The associations no longer feel isolated, their contribution is valued, and all groups recognize that they are working together for the city's future prosperity.



Future plans involve diversity training for public and private organizations and more collaboration between immigrant groups around community development.

Related Good Ideas at citiesofmigration.es

- ANTWERP, BELGIUM

Minding Minority Interests at City Hall

A city council invites a federation of minority groups to improve community relations

- FRANKFURT, GERMANY

Diversity Moves Frankfurt

Hitting the virtual highway for a public consultation on integration

- DUBLIN, IRELAND

Did You Know You Can Vote? Cities and Democracy at Work

A city framework for integration makes voting rights the key to immigrant empowerment

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BILBAO

Found in Translation: Bilbao's Online Multilingual Resource Guide

City Hall develops comprehensive multilingual online resource guide

Immigrating to a new city can be an exciting and bewildering experience. Do you have to register as a resident? What city services are available? The challenge of accessing services is compounded when language and cultural barriers may also be present. To help newcomers access practical information and essential services, the city of Bilbao created an accessible and easy-to-use online multilingual resource guide (*Guía de Recursos Multilingüe*).

Developed by the Immigration Bureau of the Department of Equality, Cooperation and Citizenship of the City of Bilbao in 2008, the guide is available on the city's official website in seven languages: Euskera, Castilian Spanish, English, French, Romanian, Chinese and Arabic. Since the multilingual feature is integrated, city staff can answer questions by referring to any part of the guide, then click on the appropriate language to share the required information in translation. Maps and visual materials also help users navigate easily towards the information they need.

The guide offers practical information on a wide array of city services, including health care, social benefits, education and employment services. Topics range from how to obtain a driver's licence, what to do in the case of spousal abuse to how to legalize one's status in Spain. It also informs newcomers of the role of the Citizen Advice Bureau for in-person advice and provides a directory to the many immigrant associations found within Bilbao.

Simple and effective, Bilbao's popular online multilingual resource guide received over 80,000 page views in 2011. This use of modern communication technology was recognized as a good practice by OPENCities in 2009.



Related Good Ideas at citiesofmigration.es

- WELLINGTON, NEW ZEALAND

New Zealand Police Finds Engagement with Migrant Communities

Handbook to religious diversity helps police improve relations with minority groups

- NEW YORK CITY, UNITED STATES

We Are New York: ESL for the Newest New Yorker

Providing access to public services for all New Yorkers through innovative television programming and neighbourhood conversation circles

- LEICESTER, UNITED KINGDOM

Everyday Policing for Equality

Building equality and diversity into everyday policing

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BARCELONA

Innovation, Entrepreneurship and Immigrants

Barcelona Activa

What's good for business is good for new immigrants and entrepreneurs

Barcelona, Spain's second largest city, is known internationally as a creative hub. So, when setting the course for the city's economic development, city leaders looked to the historic success of its creative industries and the entrepreneurial drive of small businesses as a model. The result? Barcelona Activa, the city's dynamic local development agency. Established in 1986, Barcelona Activa balances strategies to support entrepreneurship with a commitment to developing human capital and quality employment.

By the end of the 1990's, human capital in Barcelona was diverse, fuelled by a booming economy. Barcelona Activa responded quickly with programs and a business advice centre for its newest entrepreneurs. Training and employment activities that had been established to reach young people and women, as well as the traditionally business-minded, were adapted to meet the needs of new immigrants.

Barcelona's inclusive approach is guided by the city's ground-breaking Interculturality Plan. Operating horizontally across all departments and city services, the plan avoids integration silos by adapting mainstream services to social diversity.

Barcelona Activa has become one of the main employment and innovation engines in the city. Many who have benefited from its services have set up successful businesses, addressing gaps in the market, such as importing Argentinean food specialties. Overall, the Entrepreneurship Centre sees a business creation rate of 60%, and a business survival rate of 91% in the first year. The model has been recognized by the OECD as the "gold" standard, and adapted in other cities from Buenos Aires to Rome.



Related Good Ideas at citiesofmigration.es

- AACHEN, GERMANY

Relying on Immigrant Networks: Business Network Aachen

The city establishes local immigrant network to develop international economic opportunities

- PHILADELPHIA, UNITED STATES

The Philadelphia Story: Economic Integration through Integrated Services

Access to capital and business counselling promotes entrepreneurial success and helps revitalize city neighbourhoods

- HELSINKI, FINLAND

Immigrant Businesses Get a Helping Hand

Supporting immigrant entrepreneurs before problems arise

Contact

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TORRE PACHECO

Thinking Big: A Film Festival Highlights Small Town Diversity

Combining culture and education to promote intercultural dialogue

Torre Pacheco is a small town in southeastern Spain with big ambitions. With a population of 30,000 and over 25% with a migrant background (well above the national average of 16%), it hosts the annual National Short Film Festival for Diversity (*AndoEnredando: festival para la diversidad*). The festival, and its spotlight on intercultural dialogue, is one of a series of initiatives undertaken by the municipality to promote social integration, combat discrimination and ensure equal opportunity for all, including newcomers.

The *AndoEnredando* project's overall objective is to promote cultural diversity through the use of audiovisual media as a channel of communication between young people from different backgrounds. Promoting participation, *AndoEnredando* fosters solidarity among more than the fifty nationalities represented in the city and contributes to the prevention of social exclusion in creative and innovative ways. Programming includes classroom workshops, online tutorials, television interviews, social networks and cartoons. For example, children learn stop-motion techniques to create short films on cultural diversity which are screened online and among the over 200 short films in the actual festival.

Thousands of young people have participated in *AndoEnredando* since its inception in 2008. Run through the Social Integration Program within Torre Pacheco's Municipal Institute of Services for Social Action (IMSAS), the project embodies the municipality's intercultural approach to the reception and integration of immigrants, a major priority of the city, especially in areas related to education, health,



housing and civic participation. Funding comes from the Ministry of Labour and Immigration and the European Integration Fund.

Related Good Ideas at citiesofmigration.es

- THE HAGUE, NETHERLANDS

City Mondial: Looking Forward from the Past

Using a multicultural history to support local business development and tourism strategies

- DARWEN, UNITED KINGDOM

Meet Your Neighbours

Bringing youth together to share cultural differences while promoting common community values

- LISBON, PORTUGAL

One-Stop Shop: Mainstreaming Integration

Centralized service centres for improved coordination and better services to newcomers

Contact

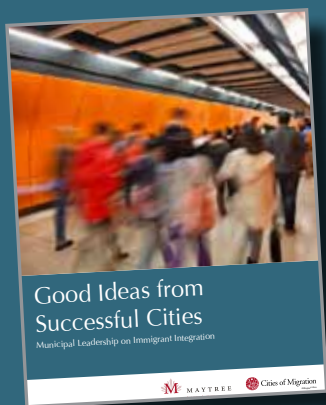
Ayuntamiento de Torre-Pacheco

Avenida de Europa, 2A

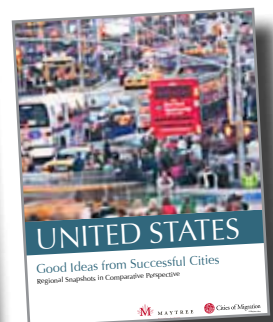
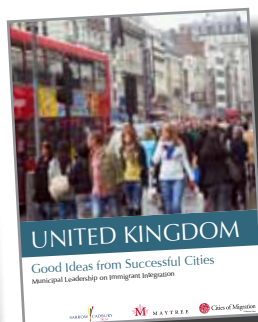
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In *Good Ideas from Successful Cities: Municipal Leadership in Immigrant Integration*, we share nearly 40 international good practices from cities across Canada, the US, Europe and Australasia.



A series of companion reports offers an additional snapshot of innovation and good practice from cities in five countries: Germany, Spain, United Kingdom, New Zealand and United States.

Additionally, in *Lessons from Successful Cities: Municipal Leadership in Immigrant Integration*, international experts provide policy insights for city leaders and their community partners.

www.citiesofmigration.es