Participa City

A simulation game to learn about discrimination
Game material for the scenario
“Behind the Comments on Social Networks “



https://participa-city.eu

Co-funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

PARTICIPA CITY – Scenario "Behind the Comments on Social Networks "



General information for the trainer

You find in this file all necessary material for playing the scenario "Behind the Comments on Social Networks". Before you start playing, please read the trainer manual carefully.

- The station overview is for your information and shows you the characters in the scenario and if additional material is needed (one page).
- The description of the scenario is for your information and describes the initial situation before playing and the perspectives that are established in the scenario (one page).
- You find then a plan of how to arrange the scenario in the room and a big sign to indicate where the scenario is played in the room (two pages).
- Depending on the number of tables needed for the scenario, you find the different table displays.
- The next page shows the name tags for the players in this scenario – cut them out.

The following pages show the material for the participants:

- "Welcome to Participa City" is handed out to all players, but only at the beginning of the game before the first scenario is played since it is a general introduction to the game and the city. You find this information copied according to the number of players. If "Behind the comments on social networks" is not the first scenario played, you can ignore these pages.
- Each player gets another two papers: one with the biography card, the second with information about the initial situation and the role that the player should play.
- Some players might get additional information. The person(s) concerned is/are indicated on the additional material and on the station overview.
- You can play this scenario parallel with all other scenarios.
- It might be useful to use carton paper for printing.

PARTICIPA CITY – Behind the Comments on Social Networks station overview



Characters

a. Mrs. Carla Martins

b. Ms. Letícia Souza

c. Mrs. Marta Lopes

d. Mrs. Raquel Monteiro

e. Additional material

i. Anonymised screenshots of Facebook posts (Mrs. Carla Martins, Ms. Letícia Souza and Mrs. Marta Lopes)

ii. EU Code of Conduct on Countering Illegal Hate Speech Online (Mrs. Carla Martins and Mrs. Raquel Monteiro)

iii. Statistics on xenophobia increase in Portugal (Ms. Letícia Souza and Mrs. Raquel Monteiro)

iv. Template: “Moderation and Inclusion Protocol” (Mrs. Carla Martins, Mrs. Marta Lopes and Mrs. Raquel Monteiro)



MRS. CARLA MARTINS



MS. LETÍCIA SOUZA



MRS. MARTA LOPES



MRS. RAQUEL MONTEIRO

SIMULATION GAME

Material for the trainer

PARTICIPA CITY – Description of the scenario



Initial situation

The **private Facebook group "City Voices"** was created to connect and empower women entrepreneurs in Participa City. Over time, it has grown into a diverse digital community with more than 2,000 members from different cultural and national backgrounds, including Portugal and Brazil.

Recently, **several comments** described Brazilian women's **communication style as "too aggressive"** and "**culturally inappropriate**." Although the comments did not contain explicit hate speech, many members perceived them as **discriminatory and xenophobic**.

Formal **complaints** were submitted. Some members demand removal of the posts and stronger moderation. Others defend the comments as personal opinion and warn against censorship.

To address the conflict, group administrator Carla Martins has called a virtual meeting. Key stakeholders and an inclusion expert will discuss how to restore trust and possibly draft a new Moderation and Inclusion Protocol.

Depending on your plan, members of the Anti-Discrimination Advisory Board (ADB) might join the scenario.

Perspectives established in the station

- **Mrs. Carla Martins, Group Administrator**: She seeks balance between freedom of expression and emotional safety. She fears polarization but recognises the harm caused.
- **Ms. Letícia Souza, Brazilian Entrepreneur**: She feels personally targeted and unsafe. She demands accountability and structural change.
- **Mrs. Marta Lopes, Long-time Member**: She defends open debate and fears excessive censorship.
- **Mrs. Raquel Monteiro, Inclusion Expert**: She identifies coded bias and advocates formal anti-discrimination measures.

Material for the trainer

PARTICIPA CITY – Description of the scenario



Game procedure

- You hand out the indicated material to the participants.
- First, there is a reading phase (approx. 10 minutes).
- Then, you give an acoustic signal, and the participants start playing the scenario (approx. 20 minutes).
- With the next acoustic signal, you end the conversation and ask the players to join the debriefing.

Material for the participants

- **Mrs. Carla Martins**: biography card + game instructions + Anonymised screenshots of Facebook posts + Template: Moderation and Inclusion Protocol + EU Code of Conduct on Countering Illegal Hate Speech Online
- **Ms. Letícia Souza**: biography card + game instructions + Anonymised screenshots of Facebook posts + Statistics on xenophobia increase in Portugal
- **Mrs. Marta Lopes**: biography card + game instructions + Anonymised screenshots of Facebook posts + Template – “Moderation and Inclusion Protocol”
- **Mrs. Raquel Monteiro:** biography card + game instructions + EU Code of Conduct on Countering Illegal Hate Speech Online + Statistics on xenophobia increase in Portugal + Template: Moderation and Inclusion Protocol

PARTICIPA CITY – Exemplified station setup

Material for the trainer





Virtual roundtable format or in-person circle.

Additional chairs for ADB representatives might be necessary.

SIMULATION GAME

PARTICIPA CITY – Scenario Behind the Comments on Social Networks



SIMULATION GAME



(fold here)

Behind the Comments on Social Networks

Digital Community – Moderator Space

Mrs. Carla Martins, Ms. Letícia Souza, Mrs. Marta Lopes and Mrs. Raquel Monteiro









At the beginning, Mrs. Carla Martins prepares the meeting, reviews complaints and screenshots. The rest of participants read their biography cards and instructions. After the acoustic signal, they join the roundtable discussion led by the administrator.

PARTICIPA CITY – Scenario Behind the Comments on Social Networks – Name Tags



MRS. CARLA MARTINS



MS. LETICIA SOUZA



MRS. MARTA LOPES



MRS. RAQUEL MONTEIRO

Welcome to PARTICIPA CITY

Introduction for all players

Participa City is a medium-sized town in Europe with approximately 100,000 residents. It is hardly different from other cities of this size. All types of schools are represented, as well as a University of Applied Sciences specializing in economics. The largest employer in the area is a metal processing company. Additionally, the town has ten sports clubs, a police headquarters, and two fire stations. There is also a neighbourhood considered a so-called “social hotspot”. This town district hosts institutions providing counselling services. Moreover, there are active **neo-Nazi structures**, whose members are primarily active in the surrounding areas but also occasionally make appearances in the city. For this reason, a round **table against right-wing tendencies** has been initiated and campaigns for more diversity are held regularly. According to studies conducted by the local University of Applied Sciences, approximately every second resident tends to hold prejudiced views against asylum seekers. And in 2019, an EU-wide Eurobarometer survey found that over half of Europeans believe racial or ethnic discrimination to be widespread in their country (Eurobarometer Discrimination in the EU 2019).

But something is different in this city:

After repeated attacks on local mosques, the situation escalated last year. Islamophobic slogans were repeatedly spray-painted on the walls of the city's largest Muslim place of worship. In response, the mosque's board decided to station a guard. Just a few days later, the guard was attacked and seriously injured. The perpetrators managed to escape and have been unsuccessfully sought ever since.

This incident sparked a broad debate on the issue of racism. The city council decided that the city should become **free of racism**. As a first symbolic step, the city was renamed Participa City. During the renaming ceremony, Mayor Calan stated: "Every person in this city should know that Participa City aspires to become a place free of discrimination!”. In Participa City, there are several political groups and initiatives. One of them gained significant attention by writing an open letter to the city council. In the letter, they called for a critical examination of the situation in Participa City regarding racism. At the following city council meeting, the issue was addressed as a top priority. The council members decided to establish an **Anti-Discrimination Advisory Board (ADB)**. Its members are selected randomly from among all residents. The board's findings are intended to help combat racism in the city.

We now want to visit places in the city where people from diverse backgrounds interact daily: for example, at schools, the employment agency, the train station, or sports and playgrounds. These encounters will allow us to identify the stumbling blocks on the path to a racism-free society. None of the participants should fear criticism of their behaviour during the game: we are all here to learn how to recognize racism and discriminatory behaviour in everyday life and develop strategies to counteract them. Unfortunately, in some instances, it will be necessary to reproduce racism to facilitate this learning process.

Have fun with the game!

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PARTICIPA CITY – Biography card



MRS. CARLA MARTINS

You are **52 years old**, have a degree in Management, and have over 25 years of professional experience in entrepreneurship and small business development. You have worked as a **consultant** for micro and small businesses and, in recent years, have dedicated yourself to mentoring women entrepreneurs.

You are married and have **two adult children** who have already started their own professional careers. You highly value autonomy, individual responsibility, and constructive dialogue. You consider yourself **pragmatic, organized, and solution-oriented**, but also sensitive to human dynamics and the emotions involved in group contexts.

In your free time, you enjoy **reading** biographies and books on leadership, participating in business networking events, and **hiking** outdoors.

You see yourself as someone who builds bridges between people with different perspectives and believe that strong communities depend on mutual respect, **clear rules**, and active participation.



SIMULATION GAME

PARTICIPA CITY – Game instructions
“Behind the Comments on Social Networks”
for Mrs. Carla Martins

Game procedure

- Identify yourself with the person from the biography card and these game instructions here as well as with the additional material to get familiar with the game situation.
- First, there is a reading phase to prepare yourself (approx. 10 minutes).
- After an acoustic signal, all participants join the roundtable discussion led by you (approx. 20 minutes).
- After another acoustic signal, the conversation ends and the trainer will ask you to join the debriefing.

The initial situation

Several formal complaints have been submitted regarding comments posted in the “City Voices” Facebook group. The posts described Brazilian women’s communication style as “too aggressive” and “culturally inappropriate.” The comments did not contain explicit hate speech, nor did they target any individual by name. However, some members perceived them as discriminatory and harmful. At the same time, other members argue that the comments were personal opinions and are concerned about possible censorship. As administrator, you see that the issue has generated division and emotional reactions within the group. You are concerned about growing polarisation and the long-term trust within the community. You have therefore called a virtual meeting to openly discuss the situation and consider whether clearer moderation guidelines are needed.

It is possible that members of the Anti-Discrimination Advisory Board (ADB) will join you.

Your role in the situation

As group administrator, you are responsible for protecting both the well-being of members and the integrity of the community. You want to maintain trust and unity, while recognising that some members may have felt harmed.

At the same time, you are aware that others are concerned about freedom of expression and fear excessive moderation. You feel caught between these positions.

Your goal is to facilitate a constructive discussion that prevents further polarisation and leads to concrete outcomes, such as a clear Moderation and Inclusion Protocol. You believe in dialogue and awareness as tools for long-term change, but you also understand that accountability is necessary to rebuild trust.





PARTICIPA CITY – Biography card



MS. LETÍCIA SOUZA

You are 36 years old and a **Brazilian entrepreneur** who moved to Portugal eight years ago in search of professional growth and new opportunities. You have a degree in **Communication and Marketing** and have built your career working with small businesses, branding strategies, and digital positioning. Three years ago, you founded your own consulting firm focused on supporting women-led companies in strengthening their visibility and strategic communication.

You are independent, motivated, and accustomed to navigating different cultural environments. Moving to a new country required resilience, adaptability, and determination-qualities you are proud of. At the same time, you are aware that being a migrant woman in the business environment sometimes means having to prove your competence more than others.

You are married and have a young child. **Balancing entrepreneurship and family life** is important to you. The City Voices group plays a key role in your professional network. It has helped you connect with clients, employees, and other women entrepreneurs. In your free time, you enjoy reading about social change, attending networking events, and staying connected to the Brazilian and Portuguese cultural communities.



SIMULATION GAME

“PARTICIPA CITY – Game instructions
“Behind the Comments on Social Networks”
for Ms. Letícia Souza

Game procedure

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- After another acoustic signal, the conversation ends and the trainer will ask you to join the debriefing.

The initial situation

Some posts in the “City Voices” group described Brazilian women’s communication style as “too aggressive” and “culturally inappropriate.” The comments did not include direct insults or hate speech, but several members interpreted them as discriminatory and filed formal complaints.

Others argue that the comments were expressions of personal perception and should not be removed. The debate has created visible tension in the group.

A virtual meeting has been scheduled to discuss the matter and possibly revise moderation rules. The situation might escalate and freedom of expression within the group could be restricted.

It is possible that membes of the Anti-Discrimination Advisory Board (ADB) will join you.

Your role in the situation

As a Brazilian entrepreneur and active member of the group, you want the impact of the comments to be acknowledged. Even if no one was directly targeted, you believe stereotypes can create exclusion and reinforce bias. You aim to make the discussion focus on responsibility and the need for clearer standards of respectful communication. For you, this is about ensuring that diversity in the group is genuinely valued, not just celebrated in theory.







MRS. MARTA LOPES

You are **43 years old**, a Portuguese entrepreneur, and a member of “City Voices” since its inception. You joined the group in its **early days**, when it was a small informal network of women supporting each other's business ideas. You feel **emotionally connected** to its growth and evolution.

You have a background in management and run your **own small local business** in the lifestyle and interior design sector. Over the years, you have steadily built your company through personal relationships, word-of-mouth marketing, and strong community ties.

You are **divorced** and have a teenage daughter. Balancing entrepreneurship and family responsibilities has shaped your independent and pragmatic mindset.

In your free time, you enjoy reading contemporary novels, attending local networking events, and participating in community initiatives.



PARTICIPA CITY – Game instructions
“Behind the Comments on Social Networks”
for Mrs. Marta Lopes

Game procedure

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PARTICIPA CITY – Game instructions
“Behind the Comments on Social Networks”
for Mrs. Marta Lopes

Your role in the situation

As a long-time member, you care about preserving the original spirit of open exchange within the group. You are concerned that the situation may lead to excessive moderation or self-censorship.

You consider yourself open-minded but also straightforward. You appreciate cultural diversity but sometimes feel that public discussions about discrimination can become overly sensitive or polarized. You are wary of what you consider “overregulation” in community spaces and worry that excessive moderation can limit authenticity and freedom of expression.

Your goal is to defend constructive debate while recognising that some members felt uncomfortable. You want to avoid polarisation and ensure that new rules, if created, do not restrict freedom of expression unnecessarily.







MRS. RAQUEL MONTEIRO

You are 50 years old and a senior professional working for an **NGO** specialising in social inclusion, anti-discrimination policies and digital mediation. With over **20 years of experience**, you have coordinated projects focused on **intercultural dialogue**, gender equality and the prevention of online hate speech.

You have a degree in **sociology**. Throughout your career, you have collaborated with municipalities, schools, and civil society organisations to design **training programmes** and mediation structures that promote respectful communication in multicultural environments.

You are married and have an adult child. Your professional background has made you particularly attentive to how structural inequalities and **unconscious biases** operate in everyday interactions, especially in digital spaces, where tone and intention can easily be misinterpreted.

You are a calm and **solution-oriented** person. Your colleagues describe you as a **bridge builder** - someone who listens carefully before proposing structured, evidence-based approaches. You believe that inclusion is not about silencing disagreement, but about establishing clear standards that protect dignity and equal participation.

In your free time, you enjoy reading, attending public debates on civic participation, and practising yoga.



PARTICIPA CITY – Game instructions
“Behind the Comments on Social Networks”
for Mrs. Raquel Monteiro

Game procedure

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- After an acoustic signal, all participants join the roundtable discussion led by the administrator (approx. 20 minutes).
- After another acoustic signal, the conversation ends and the trainer will ask you to join the debriefing.

The initial situation

The administrator of “City Voices” has invited you to participate in a virtual meeting following formal complaints about comments posted in the group. The posts described Brazilian women’s communication style as “too aggressive” and “culturally inappropriate.” While the statements did not constitute explicit hate speech or target individuals directly, several members perceived them as stereotypical and discriminatory.

Other members defend the comments as personal opinions and raise concerns about censorship.

The situation has led to tension and division within the group. You have been invited to provide an external perspective and help facilitate a constructive dialogue, assessing whether the issue reflects broader patterns of coded bias in digital communication.

It is possible that members of the Anti-Discrimination Advisory Board (ADB) will join you.

Your role in the situation

As an inclusion expert invited to the meeting, your role is to provide an external and balanced perspective. You aim to help the group distinguish between intention and impact, and to identify whether the situation reflects broader patterns of coded bias.

Your objective is to guide the discussion toward practical and fair solutions that protect dignity while allowing open dialogue, possibly contributing to the development of clearer inclusion and moderation guidelines.





ADDITIONAL MATERIAL “BEHIND THE COMMENTS ON SOCIAL NETWORKS” - MRS. CARLA MARTINS, MS. LETÍCIA SOUZA AND MRS. MARTA LOPES







Anonymised screenshots of Facebook posts



source: fictional print screen of a Facebook page developed in Sora (AI)

ADDITIONAL MATERIAL “BEHIND THE COMMENTS ON SOCIAL NETWORKS” - MRS. CARLA MARTINS, MS. LETÍCIA SOUZA AND MRS. MARTA LOPES







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ADDITIONAL MATERIAL "BEHIND THE COMMENTS ON SOCIAL NETWORKS" - MRS. CARLA MARTINS, MRS. MARTA LOPES AND MRS. RAQUEL MONTEIRO









Template – "Moderation and Inclusion Protocol"

Developed for: Digital Mediation Expert & Group Participants

1. Purpose and Principles

The purpose of this Moderation and Inclusion Protocol is to ensure that the "City Voices" digital community remains a safe, respectful, and empowering space for all members.

This protocol is guided by the following core principles:

- **Respect:** Every member deserves to be treated with dignity, regardless of nationality, cultural background, profession, or personal opinion.
- **Diversity:** Cultural differences are valued as a source of learning and innovation.
- **Empathy:** Members are encouraged to consider the impact of their words on others.
- **Freedom of Expression with Responsibility**: Open dialogue is welcomed, provided it does not harm or exclude others.

This document seeks to balance democratic participation with emotional safety in digital interaction.

2. Rules of Engagement

To maintain a constructive and inclusive environment, the following rules apply to all members:

- Zero tolerance for hate speech, harassment, or discriminatory language, whether explicit or implicit.
- Stereotypes targeting nationality, ethnicity, gender, religion, or other identity markers are not acceptable.
- Constructive disagreement is encouraged, provided it is expressed respectfully and focuses on ideas rather than individuals or groups.
- Personal attacks, inflammatory language, or repeated disruptive behaviour may lead to moderation measures.
- Members are encouraged to ask for clarification before assuming intent.

These rules apply to posts, comments, private messages within the group, and shared content.

3. Moderation Procedures

Moderation aims to be fair, transparent, and proportional.

Step 1: Reporting

ADDITIONAL MATERIAL "BEHIND THE COMMENTS ON SOCIAL NETWORKS" - MRS. CARLA MARTINS, MRS. MARTA LOPES AND MRS. RAQUEL MONTEIRO









- Any member may report content they consider harmful or inappropriate via private message to the administrators.
- Reports are treated confidentially.

Step 2: Review

- Moderators assess the content in light of the group's principles and relevant legal or policy frameworks.
- When necessary, consultation with an inclusion advisor may occur.

Step 3: Response

Depending on the severity and intent, responses may include:

- Private clarification or warning
- Educational guidance or mediation
- Request for content modification
- Removal of the post/comment
- Temporary or permanent restriction of participation (in severe cases)

The objective is corrective and educational whenever possible, not punitive.

4. Education and Awareness

Inclusion is an ongoing process, not a one-time reaction.

The group commits to:

- Publishing regular posts promoting inclusion, respectful communication, and digital well-being.
- Sharing resources related to anti-discrimination and cultural awareness.
- Encouraging members to reflect on unconscious bias and online behaviour.
- Conducting an annual reflection survey or feedback process to assess the community climate and identify areas for improvement.

Prevention is considered more effective than reaction.

5. Accountability and Transparency

To maintain trust:

- Moderators will provide periodic public summaries of moderation actions taken, without disclosing personal identifiers.
- Clear communication will be provided when new guidelines or changes are introduced.
- Members may request clarification about moderation decisions.
- The protocol will be reviewed annually to ensure relevance and effectiveness.

Transparency strengthens legitimacy and collective responsibility.

ADDITIONAL MATERIAL "BEHIND THE COMMENTS ON SOCIAL NETWORKS" - MRS. CARLA MARTINS, MRS. MARTA LOPES AND MRS. RAQUEL MONTEIRO









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These rules apply to posts, comments, private messages within the group, and shared content.

3. Moderation Procedures

Moderation aims to be fair, transparent, and proportional.

Step 1: Reporting

ADDITIONAL MATERIAL "BEHIND THE COMMENTS ON SOCIAL NETWORKS" - MRS. CARLA MARTINS, MRS. MARTA LOPES AND MRS. RAQUEL MONTEIRO









- Any member may report content they consider harmful or inappropriate via private message to the administrators.
- Reports are treated confidentially.

Step 2: Review

- Moderators assess the content in light of the group's principles and relevant legal or policy frameworks.
- When necessary, consultation with an inclusion advisor may occur.

Step 3: Response

Depending on the severity and intent, responses may include:

- Private clarification or warning
- Educational guidance or mediation
- Request for content modification
- Removal of the post/comment
- Temporary or permanent restriction of participation (in severe cases)

The objective is corrective and educational whenever possible, not punitive.

4. Education and Awareness

Inclusion is an ongoing process, not a one-time reaction.

The group commits to:

- Publishing regular posts promoting inclusion, respectful communication, and digital well-being.
- Sharing resources related to anti-discrimination and cultural awareness.
- Encouraging members to reflect on unconscious bias and online behaviour.
- Conducting an annual reflection survey or feedback process to assess the community climate and identify areas for improvement.

Prevention is considered more effective than reaction.

5. Accountability and Transparency

To maintain trust:

- Moderators will provide periodic public summaries of moderation actions taken, without disclosing personal identifiers.
- Clear communication will be provided when new guidelines or changes are introduced.
- Members may request clarification about moderation decisions.
- The protocol will be reviewed annually to ensure relevance and effectiveness.

Transparency strengthens legitimacy and collective responsibility.

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Template – "Moderation and Inclusion Protocol"

Developed for: Digital Mediation Expert & Group Participants

1. Purpose and Principles

The purpose of this Moderation and Inclusion Protocol is to ensure that the "City Voices" digital community remains a safe, respectful, and empowering space for all members.
This protocol is guided by the following core principles:

- **Respect:** Every member deserves to be treated with dignity, regardless of nationality, cultural background, profession, or personal opinion.
- **Diversity:** Cultural differences are valued as a source of learning and innovation.
- **Empathy:** Members are encouraged to consider the impact of their words on others.
- **Freedom of Expression with Responsibility**: Open dialogue is welcomed, provided it does not harm or exclude others.

This document seeks to balance democratic participation with emotional safety in digital interaction.

2. Rules of Engagement

To maintain a constructive and inclusive environment, the following rules apply to all members:

- Zero tolerance for hate speech, harassment, or discriminatory language, whether explicit or implicit.
- Stereotypes targeting nationality, ethnicity, gender, religion, or other identity markers are not acceptable.
- Constructive disagreement is encouraged, provided it is expressed respectfully and focuses on ideas rather than individuals or groups.
- Personal attacks, inflammatory language, or repeated disruptive behaviour may lead to moderation measures.
- Members are encouraged to ask for clarification before assuming intent.

These rules apply to posts, comments, private messages within the group, and shared content.

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EU Code of Conduct on Countering Illegal Hate Speech Online

The EU Code of Conduct is an agreement between the European Commission and major online platforms (such as Facebook, YouTube, and X) to address illegal hate speech online in a responsible and timely way.
It aims to balance two important values:

- **Freedom of expression**
- **Protection from discrimination and hate**

What is "Illegal Hate Speech"?
Under EU law, illegal hate speech includes:

- Public incitement to violence or hatred against people based on race, ethnicity, nationality, religion, or similar identity factors.
- Serious attacks that promote discrimination or hostility against protected groups.
- Not all offensive or harmful comments are illegal — but they may still be harmful and against community rules.

What do online platforms commit to?
Platforms that signed the Code agree to:

- Review reported content within **24 hours**.
- Remove or restrict access to illegal hate speech.
- Provide clear reporting tools.
- Work with civil society experts.
- Increase transparency in moderation practices.

Why is this relevant for our community?
Even if content is not illegal, digital communities can:

- Set their own standards for respectful communication.
- Define what is unacceptable in their space.
- Promote dialogue without allowing discrimination.
- Create transparent moderation procedures.

The EU framework reminds us that online spaces should protect both **open debate** and **human dignity**.

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Statistics on xenophobia increase in Portugal

📌 Increase of Xenophobia in Portugal

➢ **Public Perception Data**

Fundação Francisco Manuel dos Santos (FFMS)
Barómetro da Imigração – A Perspetiva dos Portugueses

The Barómetro da Imigração provides longitudinal data on Portuguese public attitudes towards immigration.
Key trends identified:

- Growing perception that immigration levels are "too high"
- Increased association between immigration and pressure on public services
- Persistent stereotypes regarding specific nationalities
- Notable differentiation in attitudes towards Brazilian migrants (often culturally close, yet increasingly targeted)

The data indicates a **shift towards more polarized opinions**, particularly in periods of economic uncertainty and housing pressure.

Link: Barómetro da Imigração: a Perspetiva dos Portugueses | FFMS

➢ **Media & Reported Cases of Xenophobia**

According to reporting by RFI (Radio France Internationale) (March 2025):
Cases of xenophobia targeting Brazilians increased by 20% in one year
Reports include:

- Workplace discrimination
- Verbal harassment
- Online hate speech

ADDITIONAL MATERIAL “BEHIND THE COMMENTS ON SOCIAL NETWORKS” - MS. LETÍCIA SOUZA AND MRS. RAQUEL MONTEIRO







Brazilian women are particularly exposed to:

- Gendered stereotypes
- Sexualized discrimination
- Precarious employment conditions

This trend aligns with broader European concerns regarding hate speech and discrimination.

Link: https://www.rfi.fr/br/podcasts/reportagem/20250324-xenofobia-aumenta-em-portugal-casos-visando-brasileiros-registraram-alta-de-20-em-um-ano

📌 Migrant Women in Portugal – Key Statistics & Context

➢ Demographic Overview

Portugal has experienced a significant increase in immigration in recent years, with Brazilians representing one of the largest foreign communities.
Migrant women:

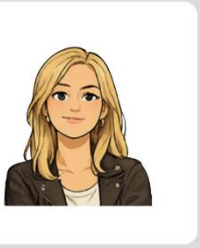
- Represent a substantial proportion of foreign residents
- Are highly active in the labour market
- Are overrepresented in:
    - Domestic work
    - Hospitality
    - Care services
    - Low-wage service sectors

At the same time:

- Many migrant women possess higher education qualifications
- There is evidence of skills mismatch and deskilling
- They face intersectional discrimination (gender + nationality + ethnicity)

ADDITIONAL MATERIAL “BEHIND THE COMMENTS ON SOCIAL NETWORKS” - MS. LETÍCIA SOUZA AND MRS. RAQUEL MONTEIRO







📌 Economic Integration & Entrepreneurship

➢ OECD – SMEs and Entrepreneurship Data

According to OECD analyses:

- Migrants show high entrepreneurial potential
- Migrant women often turn to self-employment due to:
    - Barriers in formal labour market
    - Recognition issues of qualifications
    - Hiring discrimination
- Structural challenges include:
    - Access to finance
    - Limited professional networks
    - Regulatory complexity

However:

- Migrant entrepreneurship contributes significantly to:
    - Job creation
    - Economic dynamism
    - Urban revitalization

Link: https://www.oecd.org/en/topics/smes-and-entrepreneurship.html

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Participa City



Note on language and context: Our European project consortium has made every effort to use inclusive and sensitive language throughout these materials; however, linguistic and cultural differences between language versions may affect nuances of wordings, and we rely on users to apply the materials thoughtfully and sensitively in their own context so that they support reflection on discrimination without reproducing it.

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https://participa-city.eu

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