



First "I AM ROMA" Newsletter



April 2012

Issue 1 – Edited by I Am Roma partners

www.project3.qec-eran.org





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“ Welcome to the First Edition of the ‘I AM

ROMA’ Campaign Newsletter. The newsletter is intended to be an additional campaign tool to support partners in developing and implementing local campaigns. We hope that it will also help you to engage more fully with other partners, to be

aware of some of the common challenges and opportunities that you all face, and hopefully to be inspired by what you and others are doing.

I have been fortunate to have had the opportunity to hold one-to-one discussions with most of you. It has been exciting to learn more about the detail of what you are doing, and to gain greater clarity about your thinking, plans and activities. This work is complex and challenging. If we remind ourselves of some of the great anti-discrimination campaigns that have been conducted in the past, we know how much time, effort, persistence and resilience is needed to achieve success.

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That said, the lessons from those campaigns are that clear strategic thinking, combined with practical effective activities, can produce great results. Once again, I’d like to remind you of the **NINE KEY QUESTIONS** that will help you focus your Campaign and Activities: 1) What do you want? 2) Who can give it to you? 3) What do they need to hear? 4) Who do they need to hear it from? 5) How best to get the message delivered? 6) What have we got? 7) What do we need to develop? 8) How do we begin? 9) How do we tell if it’s working?





Bearing these in mind, and based on observations from my conversations with you, I'd like to highlight five common strands and from the work you are doing, and reiterate the critical thinking that should accompany them:

1) Awareness: In order to avoid being too broad and vague, be as specific as you possibly can. Messages should also have some element of follow-on action eg. Roma people do not have access to basic healthcare and we need to run special clinics in order to facilitate this over the long-term.

2) Anti-Discrimination: Prejudice is usually based on mis-information and ignorance. It is not enough, however, to just assert that discrimination is wrong. People are only persuaded to change their behavior when they see a clear benefit in doing so. Highlighting what Roma people can bring to the community is a good way of doing this.

3) Education: Several of your campaigns target the educational system. Be mindful of the fact that students and teachers generally work under enormous pressures of time and money. If the work is to be effective, it must be sustained **4) Focus on Young People:** This can be a very effective target group. The natural youthful instincts to question and challenge the status quo can be harvested to good causes, but again it needs a consistent, long-term effort.

5) Importance of Evaluation: This is not just for reporting purposes, but a crucial way of checking how achievable your plans are. If you can think of how to measure whether or not your activities have achieved the desired impact, then you will gain greater clarity on how and what you need to do.

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It is so exciting to consider how your ideas and plans have the potential to radically improve peoples' lives. As your work develops and the daily challenges increase, do remember that this work is so important. For the remaining months of the campaign, I urge you to continue to support each other, so that your energy and motivation yield considerable results, and ultimately, **CHANGE MINDSETS!**”





Introduction to I AM ROMA project

“**I AM ROMA: Changing mindsets**” establishes a partnership of 9 partners convinced of the paramount importance of challenging stereotypes against Roma community and willing to campaign and take action locally.

The project has two main aims: to build up capacity and know-how of local actors engaged in anti-discrimination work relating to Roma in general and Roma children in particular, **AND** support them in developing local/regional campaigns to challenge stereotypes and highlight good practices through a transnational exchange programme.

One of the key elements of the project is the **Local Action Group (LAG)** created by each I AM ROMA partner. This is a small core group responsible for developing the local campaign and a wider network of key actors and organisations working in the territory in relation to Roma issues. Each LAG is led by a LAG Coordinator who is responsible for implementing the action-plan agreed at local level. The LAG consists of three types of actors:

- ⊗ Those who are **well "connected"**. That is those who have extensive contacts (professional and social). These are people who are connected into different niches and sub-cultures. These are **"activists"** in the field.
- ⊗ Those who **have "knowledge"**, who are sources of data. These are **researchers, policy makers** etc.
- ⊗ Those who are **salespersons** -that is people who have the skills to persuade and spread the message. These are people in the **media, artists**, etc.

Project Data

Lead Partner	Municipality of Sintra
Title of the project	I AM ROMA: Changing mindsets
Main Theme	Combating discrimination against Roma
Partnership	9 partners (3 municipalities and 6 associations)
Duration of the project	From 01/02/2011 to 31/01/2013
Total Cost of the project	870.430,06
Total Grant from the EC	695.425,00

Project Partners

1. Municipality of Sintra, Lead Partner (PT)
2. Local Urban Development European Network, LUDEN (BE)
3. Belfast Health and Social Care Trust (UK)
4. Heraklion Municipality (GR)
5. European Development Agency (CZ)
6. Intercultural Institute of Timisoara (RO)
7. European Roma Employment Agency (SK)
8. Roma Centre for Social Intervention and Studies (RO)
9. Municipality of Dobrich (BG)

‘I AM ROMA’ project aims to achieve the following key goals:

Maximize impact at a local level and ensure that the local actions have wide ownership.

Facilitate the effective transnational exchange of experience and learning

Increase political participation of Roma

To raise awareness on discrimination and racial violence targeted against Roma community and on discrimination of Roma Children in Educational provision





First Transnational Workshop: Sintra 26- 29 September 2012



The first transnational workshop took place on the 26-29th of September in Sintra (Portugal).

The first **capacity-building** workshop, with more than 40 participants, was a transnational event focusing on the theme of **“Developing local campaigns to challenge negative stereotypes”**. The workshop dealt with the issues of Roma Rights and sought to empower the participants to take action locally in increasing their knowledge of relevant EU legislation and policies and in nurturing their local strategy with relevant materials and a clear methodology before starting to develop their action plans.



Following a welcome speech from Mrs. Paula Simões, Lady Counselor for Social Affairs, of Sintra Municipality, Haroon Saad, Director of LUDEN, opened the workshop session with an introduction to the Project and a reminder of the European Policy Context. He then invited the participants and experts



to share their sound and constructive experience and knowledge during I AM ROMA **‘training for the trainers’**, building on the following key elements:

The partners’ actions in the field. Two Romanians associations presented their local experience in conducting successful campaigns fighting discrimination against Roma people. Ms Cezara David, from the association Romani CRISS presented two examples of campaigns launched locally and promoted at the national level: “Two campaigns in brief: Advocacy campaign and Public campaign”. In her speech “The students propose solutions to the Roma problems’, Oana Nestian, from the Intercultural Institute of Timisoara (IIT) reported the involvement of students in the preparatory analysis of targeted Campaign addressing stereotypes

on Roma. All ‘I AM ROMA’ partners have been especially interested in learning from the successes of these campaigns.

The European approach and perspectives on Roma and Human Rights was presented by Lydia Gall, lawyer at the European Roma Rights Center. By focusing on legal perspectives the workshop sought to increase knowledge of the attendees on the key legislation they will face in developing their local actions.

The Focus on planning and implementing a local campaign: The presentation by ‘I AM ROMA campaign expert’, Ian Poitier, enabled the group to access key resources and tools to start setting up their own local campaigns. Ian Poitier has pointed out the paramount importance of following a strategic methodology in the development of I AM ROMA local campaigns based on 9 key steps. He also insisted on the significance of ensuring a long-term impact of their campaigns in order to sustain the impact of the local actions beyond the life of the project.

Interesting and innovative case studies building on the legislative and legal expertise of the European Roma Rights Center and the media expertise of I AM ROMA Campaign expert, Ian Poitier generated a genuine interest from the majority of the participants. The intervention of the latter enabled the group to access key resources and tools to start setting up their own local campaign.

Working groups.

In order to bring together different visions and explore some key issues more deeply, the participants were divided into groups to discuss the European legal framework on Roma with the ERRC and campaigning practices with Ian Poitier: Human Rights & Roma, Communications & Media and Campaigns tactics & Activities.



All the preparatory documents, presentations and workshop working documents are available on the website





Focus on the situation of Roma in partner location: Sintra municipality

In Sintra municipality, there are 602 Roma representing 0,17% of the total population of 363 755 inhabitants (census 2001).

In Mira Sintra, an administrative parish of Sintra Municipality ('Freguesia'), more than half of the Roma population is under the age of 25 years old (60%) and a very insignificant share of Roma population is above the age of 65 years old (2, 2%). An impressively high rate of school dropout occurs between the age of 15 and 18 years, a period during which 71% of Roma abandon school. More than half of the Roma population is illiterate (50 % of male and 63% of female) and among Roma active population, 55% are fair vendors (Bastos, 2007).

The acknowledgement of these realities along with the recognition of the numerous stereotypes targeting the Roma have encouraged the municipality of Sintra to develop a strategy to address the socio-economic challenges faced by the Roma community. Hence, in 2009, in the framework of 'Municipal Mediators Project' Sintra city council has implemented an action plan supported by ACIDI (the Portuguese High Commissariat for Immigration and Intercultural Dialogue).



The purpose of the project, which is intended to be ongoing, is to promote equal opportunities and social cohesion, to foster employment and to empower Roma community by focusing on intervention in various areas of needs (such as education, training & employment, and intercultural relations more particularly) through mediation in which the Roma mediator is the leading figure. This initiative is being supported by a wide range of local public and private stakeholders complementing state action and working in close collaboration with communities, thereby ensuring an effective coordination of actions.

The 'Municipal Mediators Project', implemented in Sintra municipality and other 21 municipalities, has paved the way for the 'National Portuguese strategy for the Integration of Roma Communities'. Initiated by the European Commission Communication of 5 April 2011, 'An EU Framework for national Roma integration strategy up to 2020', the Portuguese national strategy finalized on 2 January 2012, addresses 'access to education, employment, healthcare, and housing' as priority areas for intervention with Roma community. ACIDI, represented in **I AM ROMA Sintra LAG**, is the national coordinator responsible for ensuring two-pillar coordination and monitoring mechanisms of the National Strategy.

- For more information on the Portuguese National Strategy, please click [here](#)
- For more information on Sintra Municipality Strategy, please contact [Jorge Miranda](#)





Interviews of LAG members: Intercultural Institute of Timisoara



Questions to the Local Coordinator of the LAG:

Lenka Tykvartová

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☀ **How do you assess the level of discrimination against Roma in Czech Republic? In Europe? What specific challenges do Roma face in your region?**

LT: There is an important discrimination against Roma minority in Czech Republic and I would say that the situation is not improving at all. There are still many prejudices that Roma are facing in the society and unfortunately in many cases it is supported by the media. Main problems that Roma are facing in our region (Prague) are in the field of housing and employment. Also, we have a problem with education - there still occurs segregation of Roma children at schools.

☀ **Would you say that the situation of Roma is improving or worsening at your local/ national level? What needs to be done at the national and European level to improve the situation of Roma?**

LT: The situation does not change a lot even if there are many efforts to change it from the part of public sphere and NGOs. I am not an expert on politics and legislation but I would say that when it comes to Roma related legislation there already exist enough laws and directives that concern human rights and ethnic minorities. What needs to be done is to put them into practice and support institutions that deal with Roma related issues.

☀ **Could you introduce briefly the work of EDA on Roma issues? On I AM ROMA Project?**

LT: We have decided to focus on children and try to fight racism at schools. We organize educational days for children aged 11 - 15 years and invite pupils from schools where there are mixed classes (Roma and non-Roma children). To supplement these activities, we will organize an exhibition about Roma history in the House of national minorities in Prague to celebrate International day of Roma. Also, there is an art contest for children where they should draw pictures about Roma history or their (Roma) classmate's family. Additionally we have a capacity building program for experts on Roma issues. Except for I AM ROMA project, we have just started cooperation on another international project called Key Roma.

☀ **Why do you think launching I AM ROMA Campaign is necessary? What is the added value of I AM ROMA project to challenge stereotypes on Roma?**

LT: We think that launching such campaign was necessary because racism at schools is getting bigger issue nowadays. Children are influenced by their parents' opinions and by media releases that are usually negative. We want to present Roma minority from another point of view and teach children that all people are equal. During our campaign and the exhibition we present Roma history to show that Roma minority has lived here for many years and during world wars and the era of communism, they all suffered

the same problems as our (non-Roma) parents and grand parents.

☀ **What are the challenges you are facing in the implementation of your local campaign?**

LT: The biggest challenge is to raise interest in our campaign activities and to find as many children as possible to participate. Fortunately, we cooperate with Prague Municipality and Prague districts, thus we are able to communicate with every primary school in Prague.

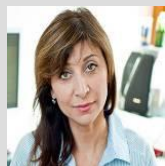
☀ **What contribution can your 'I AM ROMA campaign' make to the improvement of the Roma situation at the local level/in Europe?**

LT: I would say our local campaign can help to improve Roma situation in Prague. Hopefully we could change some children's opinions. Also I find really useful our Capacity building program for experts on Roma issues that work for Prague Districts because we found out that their work isn't that effective as it should be. During our program we invite politicians, experts from NGO and other experienced people to educate them and help them to better manage their work.

☀ **Are the authorities aware of your activities? If so, what do the authorities think of I AM ROMA Campaign?**

LT: Yes, they are aware of it. Some of them even take part in our LAG, others participate in our Capacity building program and their reactions of I am Roma Campaign are rather positive.”





Questions to the Media specialist of the LAG: Iveta Demeterova

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☀ **How do you see your role in I AM ROMA Local Action Group?**

ID: I try my best to support their activities and promote them in the radio. Fortunately, I have my own broadcast on Roma issues three times a week where I can present what has been done in I am Roma as well as present some interesting interviews with project managers and experts.

☀ **What was the catalyst which brought you to your activity? How do people react to your activities?**

ID: Since I was a child I had a feeling that the society does not respect us - Roma minority - as it should. And I told myself that once I will be an adult I will do everything to change the overall view on Roma minority.

In 1996, I underwent one-year requalification for workers from ethnic minorities. That was the beginning of my deeper interest in Roma related issues. I have been working for media since 1998 when I have passed a course for journalists. Since 2000 to 2008 I was a head of the first Roma internet radio called Rota. I had a lot of work there and sometimes felt totally exhausted but I did not mind as I felt that was my life.

I am a communicative person and love working with people. Often, I got some feedback from others and it serves as a control of my work. People react in different ways but usually it is positive

reaction and I feel that it is always important to listen to people.

☀ **Could you give us an example of a successful campaign on Roma in which you previously took part? In which ways this campaign achieved its goal?**

ID: In NGO Dženo: there were several educational campaigns and a campaign for media - everything with positive results. When I was working for the Government as PR we had some activities focused on promotion of the Agency for social inclusion in Roma localities.

☀ **What are the key elements and messages to have in mind when developing a media campaign attempting to challenge stereotypes? Which media tools are the most efficient for addressing these challenges?**

ID: Nowadays media “help” to create reality; it is a key factor that creates our opinions on everyday life and public issues. A well addressed and developed media campaign is always successful.

To lead a successful and effective campaign, you need to plan it properly, think it over and prepare every detail of it. That is you have to choose proper communication media, find out as much as possible information about target group, decide for the best strategy and find the best way of communication.

The best tools to use are: effectively deal with journalists, newspapers, internet, banners, leaflets, videos and new technologies such as Twitter or Facebook to reach all target groups.

☀ **How are Roma issues reported by the media in Czech Republic?**

ID: Nowadays, we can reach a lot of information about every single topic. Media are a key player in spreading

information and it is a paradox that sometimes they create our opinion before that we can meet the reality and have our own personal experience.

If I think about examples of headlines of articles about Roma, one can find out that media lead people to create prejudices against Roma minority. A great example of it is a public opinion survey where everyone has stated that he/she does not want to have a Roma as a neighbour.

A media effort to challenge this stereotype often leads to creation of other stereotypes. As an example I can state an overall opinion that Vietnamese children in the Czech Republic have excellent study results - media persuaded people that they are hard working and none of them fails just to help the community to integrate. However in reality - are not there Vietnamese children with C, D or E grades too in the CZ?

Other well known examples of discrimination behaviour of media towards minorities are articles in the “crime section”. Without any context, it is stated that a Roma man attacked an old woman, that Ukrainians fight in pubs every night, however there is never a mention about Czech identity of other criminals and murderers.

☀ **Looking to the future, how the media could more efficiently challenge stereotypes against Roma Community in Czech Republic?**

ID: I do hope that the system is already set, we just need to continue in our work”





I AM ROMA Local Campaigns and their status

LC1: Sintra Municipality

Local project Coordinator: Jorge Miranda

Overall goals of the local campaign:

1. Create know-how skills and empower local stakeholders committed to tackling Roma discrimination, with a particular focus on children and women.
2. Develop methodologies to create communicational supports that defy Roma stereotypes.
3. Raise awareness in Europe on the issues faced by Roma children in education.

Target groups: Primarily Roma and non Roma children and women

State of Progress: Pointing out the proven key role of education and secondary socialisation in the deconstruction of stereotypes on Roma, Sintra LAG members endeavour to act towards changed perceptions among young children. Among other activities, a tune movie 'Os Amigos do Cig' with child actors of multicultural origins (and a starring Roma child) will be designed and produced with the participation of Roma. The film music will be composed by young Roma musicians with the assistance of a film score composer. Another key action of Sintra Municipality campaign consists of using fashion as a conduit of mutual understanding between

Roma and non-Roma women. Supervised by a well-known Portuguese fashion designer, Sintra women are currently developing a brand with gypsy inspirational motives and a unique design. The Roma women are particularly active in this sewing and Fashion design workshop, which

represents a key step for their successful and long-term integration in the labour market.



Key upcoming event: In September 2012, once the brand developed, a Fashion Show will tour in shopping malls and public spaces within the country and also in Europe if the Portuguese tour is successful. At the same period, once the movie produced, 'Os Amigos do Cig' will be broadcasted on TV.



For more details, please contact [Jorge Miranda](#)

LC2: Belfast Health and Social Care Trust

Local project Coordinators: Alexandra Mc Carry, Stephen Long, Jennifer Yu, Orla Barron, Lindsay Anderson

Overall goals of the local campaign:

1. To address discrimination and social exclusion and challenge perceptions and stereotyping of Roma in Belfast.
2. To lay the foundations for economic stability and independence through the establishment of a social economy programme for Roma women.
3. To promote the integration of Roma youth with local communities through single identity and intercultural programmes based on sports and multimedia.
4. To raise awareness of Roma language and culture by providing training, interactive events and publications.
5. To begin to build the capacity of staff in public, voluntary and community organisations to engage with the Roma community in Belfast.

Target groups: Primarily Roma mothers, Roma children and families.

State of Progress: The Local Action Group secured funding from the Belfast Health and Social Care Trust to sponsor a Roma family day on the 7th April. This follows a period of intense work with the Roma community and their leaders by the LAG members leading to high level of confidence and trust in the relationships with the Roma community.

Concurrently, members of the LAG attended the Romanian Roma Community Centre and carried out Health needs assessments on the Roma Community. A clearer picture of the health and social care needs of Roma in Belfast is now starting to emerge.

The LAG has secured the services of the Health Visiting team and a pilot Roma service is due to start in May 2012. This pilot will support Roma mothers with parenting skills and give advice on infant health, further it will facilitate the Health Visiting services in identifying children with physical or developmental issues.

Key event in I AM ROMA local campaign: International Roma day 7th/8th April 2012



For more details, please contact [Stephen Long](#)



I AM ROMA Project has received funding from the European Commission within the Fundamental Rights Programme



LC3: Heraklion Municipality

Local project Coordinators: Zacharenia Drosou, Adamantia Mavromati

Overall goals of the local campaign:

1. To increase the sensitivity and awareness of local children for Roma children.
2. To increase the sensitivity of parents through their children and reduce their discrimination behaviour against Roma children.

Target groups: Children in primary schools and their parents.

State of Progress: Several meetings and phone conferences have been organised with experts from the Ministry of Education and the Regional Sector of Education in the framework of the capacity-building programme.

After a series of meetings with the film director, the LAG Group and the Representatives of the Roma community have agreed on the final version of a DVD challenging stereotypes on Roma, which will be released in April 2012 and then presented in primary schools in May 2012.



This will be the occasion for a discussion between pupils and school teachers on the numerous challenges faced by Roma children.



Key upcoming event in I AM ROMA local campaign:

For more details on Heraklion Municipality I AM ROMA campaign, please contact [Adamantia Mavromati](mailto:Adamantia.Mavromati)

LC4: European Development Agency

Local project Coordinators: Jan Hauser, Lenka Tykvartova, Marie Svitakova, Martin Synkule

Overall goals of the local campaign:

1. To challenge stereotypes amongst children 11-15 years old.
2. To broaden the knowledge of experts and provide them with up-to-date information on Roma issues.
3. To Promote I Am Roma project and its local activities in Czech Republic.

Target groups: Both Roma and non-Roma children and their families, experts, Czech citizens and local and national authorities.

State of Progress: EDA capacity building program for experts on Roma problematic has started on 16th February. This event has represented the occasion for key local experts to be trained on Roma related legislation in the Czech Republic and at the EU level.

The last key event of the EDA local Campaign has concerned children aged 11-15 years and took place on 14 March 2012. On this occasion, a program about security and mutual understanding in social relations has been organized in cooperation with representatives of the police and the Ministry of the Interior of the Czech Republic. The afternoon movie session about Roma has been followed by constructive and passionate discussions with Roma members of EDA LAG, Mr. Goral and Mrs. Demeterova.



Since the beginning of March, EDA LAG has invited all local pupils from primary school to participate to an **art contest** occurring until the end of May on the following topics: 'What do I know from Roma history?' and 'How does my classmate's family live?' The winner will be awarded a prize on 19

April 2012 and all pictures will be on display at the House of National Minorities from 19 to 30 June 2012.

Key event in I AM ROMA local campaign: Organized by EDA LAG in cooperation with the Museum of Roma Culture, an exhibition of Roma history and traditional Roma clothing was on display in the House of national minorities during the first two weeks of April (1st to 14 April) to commemorate the International day of Roma (8th April).

For more details, please contact [Lenka Tykvartová](mailto:Lenka.Tykvartova)



LC5: Intercultural Institute of Timisoara (IIT)

Local project Coordinators: Calin Rus, Romina Matei

Overall goals of the local campaign:

1. To raise awareness on the situation of Roma communities at the local level in Western Romania.
2. To stimulate a constructive attitude of young people, authorities and the society in general, towards the concrete situation of Roma
3. To empower students and teachers to act for human rights for all
4. To provide alternative messages in online media to counter the stereotypes about Roma.



Target groups: Romanian population having access to online media, students, local and regional authorities, parents, teachers and media.

State of Progress: In order to reach a more comprehensive understanding of the situation of Roma communities in the Romanian society, IIT LAG members have carried out a mapping process during the August - December 2011 period, which has focused on three main aspects: statistics about the Roma in Western Romania, online media monitoring on the way they present the image of the Roma and analysis of public policies in relation to the situation of Roma.

In parallel, the core campaign of IIT LAG will be centered on the initiative of students from 7 schools who will analyze a specific problem confronting the local Roma community, develop a proposal to address this problem and deliver, with the support of their teachers, an action plan on how citizens can influence the authorities in implementing the public policy proposed. At the end of this process, each class will organize a local public event to present their project to local and regional authorities, parents, teachers and mainstream media.

Starting from May 2011, a group of 6 online activists, both Roma and non-Roma will be trained and coached by a team of experts to monitor the media and react to the negative stereotypes broadcasted and circulated by online media, to promote alternative messages regarding the image of the Roma across the media.

 For more details on IIT LAG activities, please contact [Romina Matei](#)

LC6: European Roma Employment Agency

Local project Coordinator: Roman Kaiser

Overall goals of the local campaign:

1. To get a comprehensive and accurate picture on the state of knowledge, awareness, and prejudices against the Roma community demonstrated by Slovak students, which are potentially the future key players of the country.
2. To communicate the results of the research across the national media in order to measure these attitudes.
3. To deliver CD publication to Universities and Secondary Schools libraries as a tool or resource for teachers and students.

Target groups: Small focus groups of students in Humanities, Social sciences, Medicine Policy and Law; Slovak citizens through national media; Students and teachers in the dissemination phase.

State of Progress: In the previous months, ERPA LAG members have undertaken a pilot testing of the focus-group survey. 5 professional experts on Roma were appointed to support the LAG in designing and testing the intelligibility and comprehensiveness of the survey that will be proposed to the students in April 2012.

The Focus Group Survey is composed of university students, which after graduating will become policy makers and opinion leaders, having to face the "Roma issue". 5 to 7 students will be interviewed in each of the following fields of study: public policy, social work, education - pedagogy, police academy, medicine, European Roma studies, theology.



 For more details on ERPA Local campaign, please contact [Roman Kaiser](#)



LC7: Romani CRISS

Local project Coordinators: *Luiza Oana Mihalache, Monica Mincu*

Overall goals of the local campaign:

1. To promote Roma identity, in order to persuade Roma people to declare openly their ethnicity.
2. To fight stereotypes and prejudices against Roma.

Target groups: Both Roma and non-Roma Romanian citizens, Roma and non-Roma elite, and local and national authorities.

State of Progress:

In the first year of the project, a campaign has been implemented and carried out in the August - October 2011 period in order to raise awareness of the Roma people in the involved localities on the benefits of declaring the ethnicity within the census. For the purpose of the campaign, the Romani CRISS LAG members appointed an expert to design the census component of the campaign and, following the expert's recommendation, organized a door-to-door campaign in Brasov, Tulcea, Hunedoara, Suceava, Bucuresti-Ilfov, Zalau, and Bistrita.

A second campaign on fighting stereotypes and prejudices against Roma has been launched in October 2011. Within this campaign, a **flashmob** activity has been carried out on 22 October inviting famous actors and public figures to prepare choreography, on a song played by a Roma band. For this occasion, well-known actors such as Doinita Oancea, Ionut Ghenu, Carmen Tanase, Majda Aboulumosha, attended the rehearsals and the event itself.

From 11 to 16 December 2011, the capacity building programme entitled '**the Human Rights Academy**' has been organized by Romani CRISS LAG in partnership with Amnesty International, and FXB Center for Health and Human Rights - Harvard University. Facing the lack of Roma in the Romanian social elite groups, the purpose of "the Human Rights Academy" launched within I AM ROMA capacity building programme, is to attempt to build a youth network professionally trained, talented, and motivated to civically engage for the Roma communities in Romania. The communication opportunity built by bringing the people together, along with attending a human rights oriented training course aimed to contribute to form such network. Romani CRISS is currently monitoring and facilitating the follow-up actions of the Human Rights Academy network.

 For more details, please contact [Cezara David](#)

LC8: Dobrich Municipality

Local project Coordinators: *Genoveva Drumeva, Kameliya Yordanova, Daniela Milkova*

Overall goals of the local campaign:

1. To foster active Roma participation in local and national Roma policy.
2. To enhance Roma integration in education.

Target groups: Primarily Roma children and both Roma and non Roma families.

State of Progress: Dobrich Local Action Group has organized different round table meetings in order to strengthen and enlarge local cooperation on ethnic and integration problems targeting Roma with key local and regional stakeholders.


Since March 2012, Dobrich LAG has initiated a key action on Roma education which is expected to change stereotypes and generate positive results by motivating 70 Roma children of preschool age to learn and achieve better literacy results.



The LAG has taken part in the AGM of the Local Community centre "Romano drom-2002", through the organization of a folk evening, children's performance and the release of a brochure entitled "Talents" and targeting Roma children.

Dobrich LAG also foresees to reinforce its participation in the National Net of health mediators through the organization of a 2-weeks induction training aiming at achieving more effective promotion of healthcare services and improved knowledge of health as a way for Roma community to access modern healthcare.

Key event in I AM ROMA local campaign: The Celebration of the International Roma Day on 8 April has been co-organised by Dobrich Municipality in partnership with the NGO "Romano Drom -2002"

 For more details, please contact [Danitela Milkova](#)





Upcoming key events in "I Am Roma" project



2nd Transnational Exchange in Timisoara, 22-25 May 2012

The second transnational workshop will be hosted by the Intercultural Institute of Timisoara on 22-25 May 2012 and will bring together delegates from the LAG as well as external experts in relation to Roma and Campaigning. It will focus on an exchange of good practices and development of Local Action Plans.

This workshop will also specifically target Roma children rights and more particularly in relation to equal opportunities in educational provision. The workshop will focus on EU and UN Child right strategies and will have input from Eurochild as well as examples of good practice in relation to tackling discrimination in education.



Final Dissemination workshop in January 2013, Brussels

This will be more than a "standard" final event where the project is presented. Our goal here will be to have a workshop where we will also engage with a wider range of participants and get their feedback in respect of the campaigning resource materials that the project will have developed.



Other interesting event for I Am Roma partners



Conference : "The Roma Between Past and Future: Reflections upon Genocide, Recognition and the Resurgence of Extremism and Anti-Gypsyism" - 6 May 2012, Amsterdam

The conference aims at bringing Roma, Sinti, scholars, activists, advocates, politicians and policy makers together to discuss these timely topics. Roma from Hungary, the Netherlands, and the Czech Republic will present their analyses of the contemporary situation in their countries. A Sinti who has survived the war will share his experiences with the audience. Scholars will reflect upon the importance of taking into account the circumstances of the 1930s, as well as the post-war recognition struggle, for understanding the situation of Romani and Sinti minorities in contemporary Europe.



For more information, please see the [preliminary agenda](#)





I AM ROMA Resource Guides

The European Roma Right Center Resource guide

The ERRC resource guide focuses on the European Human Rights framework and Roma discrimination and provides a multitude of links which I AM ROMA partners can use to deepen their research on these topics.



To access the guide on I AM ROMA website, please click [here](#)

Resource guide on developing campaigning

Our campaign expert, Ian Poitier, designed this guide to provide I AM ROMA partners with key steps and a clear and comprehensive methodology for implementing and developing an advocacy campaign. Numerous case studies and successful examples of changing mindsets are proposed in this guide, which I AM ROMA partners can use to strengthen the impact of their local campaign.



To access the guide on I AM ROMA website, please click [here](#)



Successful 'Changing mindsets' campaigns

Dosta! Campaign



Dosta!, a Romani word meaning "enough", is a Council of Europe awareness raising campaign which aims to bring non-Roma closer to Roma citizens by breaking down the barriers caused by prejudices and stereotypes. The Dosta! Campaign has been implemented in five Eastern European countries, Albania, Bosnia and Herzegovina, Montenegro, Serbia and "the former, Yugoslav Republic of Macedonia", in 2006-2007, as well as launched in Moldova and Ukraine in 2008.

The countries of I AM ROMA partners are also home to Dosta! Campaign: **Bulgaria, Greece and Romania** have joined the campaign between 2009 and 2011.



For more information on Dosta! Please click [here](#)



This Europe-wide anti-discrimination campaign is being run in conjunction with media professionals throughout Europe. Aimed at the general public and media professionals, the key focus of the campaign will be on various aspects of discrimination arising out of racist attitudes and prejudices, in particular those with an anti-Gypsy background.



For more information on Dosta! Please click [here](#)





Studies on Roma



Useful sources on Roma

In this document, 30 key websites provide a variety of information regarding the position of Roma, Gypsies and Travellers across the UK and internationally. The websites are divided into three main categories: government sources, independent sources and international sources. Although this non-exhaustive list interests more specifically our UK partner, *Belfast Health and Social Care Trust*, it does illustrate the range of policy issues that affect the lives of Roma, Gypsies and Travellers across the world.



A list of key stakeholders is also available on I AM ROMA website



Human Rights of Roma and Travellers in Europe

This report published by the Council of Europe in February 2012 presents the first overview of the human rights situation of Roma and Travellers, covering all 47 member states of the Council of Europe. Its purpose is to encourage a constructive discussion about policies towards Roma and Travellers in Europe today, focusing on what must be done in order to put an end to the discrimination and marginalisation they suffer.



For more information, please follow [this link](#)



ERPC analysis of the national Roma integration strategies

On the occasion of the European Platform for Roma Integration's meeting in Brussels, a comparative study of the national Roma integration strategies has been published in March 2012 by the European Roma Policy Coalition (ERPC):



To visualise the report, please follow [this link](#)

Update on the latest institutional developments



The Extraordinary European Platform for Roma inclusion, 22 March 2012

On 22 March 2012, the [Extraordinary European Platform for Roma inclusion](#) has taken place in order to give all stakeholders involved an opportunity to express their views on the national efforts and to pave the way for the successful implementation of national Roma integration strategies.

The representatives of the EU Member States, Members of the European Parliament, various organizations and Roma civil society have exchanged views on national efforts when preparing and designing the national Roma integration strategies. On a more forward looking note participants have shared their ideas on how the implementation of the [strategies](#) can be made efficient and sustainable.

The European Platform for Roma Inclusion was set up following the General Affairs Council Conclusions of 8th December 2008 which called upon the Commission "to organize, initially, an exchange of good practices and experience between the Member States in the sphere of the Roma, provide analytical support and stimulate cooperation between all parties concerned by Roma issues, including the organizations representing Roma, in the context of an integrated European platform". [More on the Platform process](#)

The Commission's Communication on an EU Framework for national Roma integration strategies by 2020 [COM\(2011\)173](#) announces a reform of this mechanism, so as to strengthen its role and functioning.



For more information about the latest institutional developments on Roma issues, please visit [I AM ROMA website](#)

Thank you for your interest.

We're looking forward to seeing you in Timisoara for the second transnational event!

