

No awareness – no progress. To tackle the social exclusion of Europe’s largest minority requires an understanding of the problems Roma face and the dedication to solve them. And it requires both a sense of urgency to act and a perspective of concrete opportunities for progress. Roma and non-Roma share the responsibility to create this awareness and translate it into results.

With this campaign, ERGO Network and its members reach out to citizens – Roma and non-Roma – media and governments to commit to making Europe an equal place for Roma.

Responsibility Empowerment
Activism Citizenship Transparency

REACT

**Make Europe an
equal place for Roma**



Time to react!

The campaign starts from the belief that Roma and non-Roma should share the responsibility as citizens to ensure all have an equal place in society. “REACT” also wants to convey that governments need to take their responsibility to ensure all citizens enjoy equal opportunities. And we want to make clear that we need an open and transparent attitude towards the problems our societies face and the approaches we adopt to tackle them.

ERGO Network’s REACT-campaign will be conducted primarily in Albania, Bulgaria, Romania and Italy and additionally address European decision makers. It aims to:

- Challenge and change negative attitudes towards Roma
- Enhance political will to realize concrete improvements

The campaign explores innovative approaches and channels to bring the message across. In Romania and Italy, the Policy Center for Roma and Minorities will run a public awareness campaign through sports and film, in collaboration with Romanian film producers La Strada, the Romanian and Italian Football Federations and Unione Italiana Sport per Tutti (UISP). Integro Association Bulgaria and Roma Active Albania will conduct bottom-up campaigns, together with their networks of grassroots Roma groups, to reach local administrations and to mobilize citizens to join their call.

The REACT-campaign is supported by the European Commission as part of the pilot project on Roma Inclusion methods. ERGO will closely monitor the campaign progress and outcomes to determine effective, replicable and evidence based campaigning approaches.

REACT will run from October 2010 to December 2011. Our campaign website will keep you updated:
www.roma-react.eu

Policy Center for Roma and Minorities (PCRM) in Romania and Italy

The REACT campaign conducted by the Policy Center aims to challenge negative attitudes towards Roma in Romania and Italy. In a context of persistent anti-Gypsyism in both countries, PCRM wants to use a combination of channels, messengers and partnerships to reach a general public and address the negative understanding many people have of Roma issues. Centre stage is the harsh environment of the ghetto area in Ferentari, Bucharest, which is dominated by extreme poverty, criminality, violence and lack of opportunities. Through a documentary, accompanying video clips and public actions, an image of life in the ghetto reaches a broad audience.

Campaign activities around sports events address the perception of Roma among a wider audience. They promote the message of “racism-free sports” and involve sports celebrities and federations. PCRM wants to encourage clubs, associations and other stakeholders to carry the message further. In Italy, campaign activities are implemented in partnership with Unione Italiana Sport per Tutti (UISP). Here PCRM will cooperate in the organization of the Mondiali Antirazzisti and Vicicitta running events in 2011, both of which will focus on anti-Gypsyism.

Integro Association Bulgaria

Many people in Bulgaria take for granted that Roma integration is bound to fail. Even Roma themselves have come to believe this. Integro wants to challenge this idea with the message “Roma – Fellow-citizens with untapped potential”. It conveys that cities can fare better when Roma are taken as equal citizens and when problems are not bemoaned, but solved. Integro’s campaign combines local policy monitoring and advocacy with mobilization actions to promote positive action at local level and the participation of Roma in civic life. Integro also wants to initiate a wider debate in the media on how Roma issues are depicted, in particular by mobilizing and involving Roma and non-Roma students.

Roma Active Albania (RAA)

Since Albania joined the Decade of Roma Inclusion, it adopted action plans, which stayed paper remedies. RAA campaign for “Local Partnership for Roma Inclusion” and encourages municipalities to look at each other’s approaches and results. The campaign explores what effects can be reached when communities and local administrations create a partnership to find solutions and commit to carry them out. It also wants to strengthen the capacity and presence of local Roma groups to keep an active eye on what their municipalities are doing. Mobilization and awareness raising actions are an indispensable part of the campaign, to create public support for positive action.

“Thank you ...?!” campaign

The bottom-up campaigns in Albania and Bulgaria reach across borders as they are joined by ERGO Network members in Moldova, Serbia and Turkey under the banner “Thank You ...?! Partnering for Roma Inclusion”. In all these countries, grassroots campaigns that intend to boost the visibility of Roma as citizens and to take a close look at the state of play of Roma inclusion policies will be conducted from October 2010.

THANK YOU ?!

БЛАГОДАРИМ ТИ,
КМЕТЕ!

FALEMINDERIT
Z. KRYETAR!

Learning lessons: Replicable campaign approaches

Awareness raising of Roma exclusion is a crucial dimension of effective Roma inclusion policies. This requires a long term commitment – and effective approaches. Parallel to the actual campaigns, ERGO invests in building knowledge and expertise on campaign approaches to raise awareness of Roma issues, change attitudes and achieve concrete change. A ‘learning and evaluation’ component analyses approaches, methods and results of the different campaign strategies. As part of REACT, ERGO will elaborate the lessons learned and produce and disseminate replicable and evidence based campaign methodologies.

More information?

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the European Union