


# **Roma Women Empowerment Regional Project**

**Regional Awareness  
Raising Campaign:  
„I'm a Roma Woman“**



# Roma Women Empowerment Regional Project

 A three-year project implemented in four countries of the Western Balkans Region focused on strengthening the position of Roma women, through Roma Women organizations (RWOs) active in the region.



# Roma Women Empowerment Regional Project

- The position of Roma women in Western Balkan societies strengthened through supporting efforts of organizations, institutions and Ministries involved in anti-discrimination, empowerment and minority rights promotion campaigns in the target countries



# Roma Women Empowerment Regional Project

■ Partners organizations :

■ „Bolja budućnost“-Tuzla (BiH)

■ „Centar za romske inicijative“- Nikšić (Crna Gora)



■ „Romski ženski centar-Bibija“ - Beograd (Srbija)

■ „Romsko srce“-Jagodnjak (Baranja, Hrvatska)



# Roma Women Empowerment Regional Project

 Purpose project :

-  1. Advocacy position of Roma women's organizations enhanced,
-  2. Capacities of the partner organizations to implement projects aimed at empowering Roma women in Western Balkan region built,



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- 3. Effective regional network that would be instrumental in exchanging the best practice models and policies and raising awareness on status of Roma women in the region established and functional.



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- Awareness of specific target groups and the general public on status of Roma women, as well as the risks of trafficking the Roma girls are facing, raised.
- Some activities:
- 4 national advocacy campaigning prepared and implemented



# Roma Women Empowerment Regional Project

- 1 Regional awareness campaigning
- 2 regional conference of all stakeholders of the Roma issue in the region held;
- 2 Study visits within the region





# Regional Awareness Raising Campaign: „I'm a Roma Woman

- CARE International in the North-West Balkans, together with project partners, has launched on April 8-The International Roma Day- a campaign focused on empowering Roma women and raising awareness of their position in today's society in a form of the video clip, produced by the Romedia Foundation from Budapest.



# Regional Awareness Raising Campaign: „I'm a Roma Woman

Four Roma women featured in the video clip are activists and are working in their own communities on strengthening and empowering Roma women in Bosnia and Herzegovina, Republic of Serbia, Montenegro and Republic of Croatia. These women talk about prejudice and discrimination they have been faced with, but also emphasize the need for education and employment of Roma people, women in particular, as necessary to improving their quality of life and addressing social exclusion.



# Regional Awareness Raising Campaign: „I'm a Roma Woman

Until May, the video was seen by over 4.000 people all over the world. The video is available in the local language, with English , Spanish and Germany subtitles. The campaign was promoted on more than 30 national and regional TV programs in the 4 project countries and was presented to over 100 participants in Cordoba, Spain, April 6-8, at the EU Fundamental Rights Agency Roundtable with Romani and Travellers Women Activists and the II. European Roma Summit Roundtable No. 2 „Awareness of the Gender Dimension”. To see the video clip, please visit:

<http://www.youtube.com/watch?v=KgWVmJ5ULImw>



## Regional Conference: “Roma Women in the Decade”

- Regional Conference: “Roma Women in the Decade” was held in Belgrade on May 13 and 14, 2010, organized by CARE International North-West Balkans and the local partners-Roma women NGOs from the region. The Conference was held under the auspices of the Ministry for Human and Minority Rights of the Republic of Serbia.



# Regional Conference: “Roma Women in the Decade

- There were 85 representatives of the Roma NGO sector, relevant government institutions and international organizations
- from six countries of the region: Serbia, Croatia, Bosnia and Herzegovina, Montenegro, Macedonia and Hungary discussing the role of Roma women and their participation in the National Action Plans' implementation.
- The joint conclusion was that there is a very small number of Roma women who have been actively involved in creation and realization of the strategic documents on the local and national level.



## Regional Conference: “Roma Women in the Decade”

- The joint recommendations presented emphasize several aspects of immediate needs that call for actions and they are as follows: all the Decade member countries should ensure the inclusion of the gender dimension in their national strategic documents, include the gender aspect in allocating governments’ and donors’ funds but also in monitoring of the impact of measures implemented.
- It was pointed out that Roma women activists and experts from relevant fields are not included enough into existing gender equality mechanisms and that they are not at all represented in the political and public life.



# Regional Conference: “Roma Women in the Decade

- The visibility of successful Roma women should be increased with help of the media as part of the awareness raising and attitude changing efforts.
- Roma women organizations also agreed that an informal Roma women regional network should be established in order to enable them to exchange experience on a regular basis, but also to plan and implement joint actions.





# Regional Conference: “Roma Women in the Decade

- Taking into consideration a very similar position of Roma women in the region, it was also stated that inter-governmental and international organizations should work on coordinating their strategies of support to Roma women issues.
- The Regional Conference was one of the activities of the three-year regional Roma Women Empowerment project, implemented by CARE International NWB and the local Roma women non-governmental partner organizations. The project is financially supported by the Norwegian Ministry of Foreign Affairs.





# Regional Conference: "Roma Women in the Decade"

 Thank you for your attention !

 [www.carenwb.org](http://www.carenwb.org)

