

**S.P.E.R.**  
**PUBLIC AWARENESS AND**  
**INFORMATION CAMPAIGN**

**ROMANIA 2008**

# „Strengthening Capacity and Partnership Building to Improve Roma Condition and Perception“ program

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This was the **first public campaign implemented by the Romanian Government** under the current **Roma Inclusion politics** with a duration of **18 months**, October 2006 – April 2008. The aim of this program was **promoting the social inclusion of Roma people in Romania**. A budget of 4,5 millions euro (Phare 2004) was available for the program implementation. The program was implemented by 3 different components:

- **Component I – Institution And Capacity Building**

Implied providing trainings at national, regional and local level, on facilitation in order to improve the cooperation between ministers, national agencies, Roma communities leaders, agencies for regional development. Also, it implied the development of the capacity absorption of European fund, including structural funds.

- **Component II - Research**

Evaluation of the current situation of the persons and of the communities affected from social marginalization and the elaboration of a working methodology for solutioning the problems caused by the lack of ID, civil status and property papers.

- **Component III – Public Awareness And Information Campaign**

Conceiving and implementing a public awareness campaign which would address, through dedicated communication tools, the Roma problematic – targeting the wide non-Roma population, the Roma population and Romanian opinion leaders.

# **Component 3**

## **PUBLIC INFORMATION AND AWARENESS CAMPAIGN**

**May 2007 – March 2008**

# Target groups

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- **TG. 1 – Non-Roma population**  
**Antidiscrimination Social Campaign**
- **TG. 2 – Roma communities**  
**Information Campaign**
- **TG. 3 – Opinion leaders**  
**PR & Lobby Campaign**

For more information, please  
contact Christina Costa  
+40 729 038 937

# Communication platform

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...therefore, 3 communication campaigns were developed under a generic communication platform:

**S.P.E.R.**

**Stop the Prejudices about Roma Ethnic**

# Program identity – LOGO

## Communication platform

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**S. P. E. R.**

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**Stop Prejudecăților despre Etnia Romă!**

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**Stop the Prejudices about Roma Ethnics**

# Implementation phases

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- 1. Teasing Campaign** – addressing all target groups through different PR & BTL actions
- 2. Antidiscrimination Social Campaign** - ATL & BTL Campaign – addressing TG.1 – Non-Roma population
- 3. Information Campaign** - ATL & BTL Campaign – addressing TG.2 – Roma population
- 4. PR Campaign** – addressing TG.3 – Opinion leaders

# But... what do we address?

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See “Why” movie



# 1. Teasing Campaign – TG. 1, 2, 3

TG. 1 – Non-Roma population

TG. 2 – Roma communities

TG. 3 – Opinion leaders

# 1. Teasing Campaign – TG. 1, 2, 3

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- Press conference for **launching the Information Campaign**
- **Fieldtrips with journalists** in Roma communities
- **“Roma for a day”** experiment
- Press kits with **Roma traditional hand crafted objects** offered to mass media and opinion leaders
- Participation in **TV shows and public debates on Roma anti discrimination**
- BTL action - **“The Racism-meter – Test your civic health!”**
- BTL action – **“Testimonials”** from the international music festival **“So Keres, Europa?”** in Timisoara

## **2. Social Campaign – TG. 1**

### **Non-Roma population**

# The Social Campaign – TG. 1

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Following the main strategic approach on Roma discrimination, **challenging perceptions – prejudices, stereotypes, ignorance,** the slogan was:

**“Discrimination of Roma is taught at home.  
Know them before you judge them!”**

The Social Campaign used a **comprehensive 360 degrees communication approach, by integrating all communication channels** – TV, Radio, Press, Outdoor, Indoor – floor sticker, On line – website, New media – You Tube, Short movie contest, PR

# ATL Campaign analysis diagnostic - Slogan (qualitative research - FG)

“Discrimination of Roma is taught at home.  
Know them before you judge them!”



Uniqueness	Relevancy	Credibility	Memorability
<p>++ Perceived as being <b>original</b></p>	<p>++ It is considered a <b>relevant</b> slogan for the topic under discussion and <b>fitting well all the creative executions</b> of the campaign “The Friend from Childhood” (TV, print, floor sticker).</p>	<p>+ For most respondents (<b>16-35 years old</b>, who do not have children), the slogan is <b>credible and summarizes the ad campaign idea</b>. For <b>36-45 years old</b> respondents, the slogan, as well as the campaign, is perceived as <b>accusing them directly</b> that they do not educate their children properly.</p>	<p>+ It was perceived as <b>surprising and impactfull</b> - It was perceived as <b>long</b> compared to other slogans used in the social ads, like „Casa de copii nu e acasa”</p>

# ATL – TV Campaign – 30”

## National coverage

7 TV stations

1 Indoor Tv Screens  
network

4215 spots  
broadcasted on  
TV, from which  
**2036** were  
negotiated as  
free social  
campaign

# ATL – Press Campaign

National coverage

45 insertions in  
central and local  
press from  
which 6 were  
negotiated as  
free social  
campaign



**S.**  
Stop Prejud



**S. P. E. R.**  
Stop Prejudiciilor asupra Românilor



GUVERNUL ROMÂNIEI  
SECRETARIATUL GENERAL AL GUVERNULUI  
ALINAIA 10, CALĂ BUCUREȘTI 19000



DISCRIMINAREA ROMILOR SE INVATA ACASA.  
CUNOASTE-I INAINTE SA-I JUDECI!

# ATL – Outdoor Campaign

Citylights and Bus shelters  
National coverage

40 outdoor  
insertions



**S.**  
Stop Prejud



**S. P. E. R.**  
Stop Prejudiciilor asupra Etniei Români



DISCRIMINAREA ROMILOR SE INVATA ACASA.  
CUNOASTE-I INAINTE SA-I JUDECI!



www.sper.org.ro



# ATL – Indoor Campaign

Special project:

46 Floor stickers in  
19 Subway stations  
in Bucharest

600 000 persons  
use the subway  
daily



Proiect finanțat prin Phare

PHARE RO 2004/016-722.01.4



Proiect Finanțat prin Phare

## S. P. E. R.

Stop Prejudecăților despre Etnia Romă!

O campanie implementată de Secretariatul General al Guvernului și de Agenția Națională pentru Romi, prin fonduri Phare

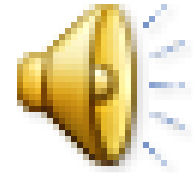
Pentru eventuale sesizări, contactați [oficiu.phare@mfir.ro](mailto:oficiu.phare@mfir.ro)



GUVERNUL ROMÂNIEI  
SECRETARIATUL GENERAL AL GUVERNULUI  
AGENȚIA NAȚIONALĂ PENTRU ROMI

# ATL – Radio Campaign – 30” + 15”

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Child - **Ding dong... Hello, madam!**

Women - **I won't give you any money and I don't have any bottles to sell, go away!!**

Child – **Hello.. Is Ionut living here? He called me for his birthday..**

Women – **My boy doesn't have gypsy friends!!**

MVO - **“Discrimination of Roma is taught at home. Know them before you judge them!”**

4 Radio stations  
245 spots broadcasted,  
from which 105 were  
negotiated as free social  
campaign

# On line – website – [www.sper.org.ro](http://www.sper.org.ro)



7185 visits from all sources  
All website pages were visited 21 912 times

**S. P. E. R.**  
Stop Prejudiciilor despre Etnia Romă!

  
GUVERNUL ROMÂNIEI  
SECRETARIATUL GENERAL AL GUVERNULUI  
AGENȚIA NAȚIONALĂ PENTRU ROMI

# New media – Viral campaign – [www.youtube.com](http://www.youtube.com)

Posting the TV spot on YouTube has created large support on blogs, that have published the link and raised awareness for the campaign.

6030 views /  
15.04.08



The screenshot shows the YouTube interface for a video titled "Discriminarea romilor se invata acasa". The video player shows a scene with two young boys. The video has 6,030 views and a rating of 3 stars out of 5 based on 10 ratings. The video was uploaded by the channel "romaSPER" on October 09, 2007. The director is Catalin Mitulescu and the DOP is Alex Sterian. The video is part of a campaign to raise awareness about discrimination against Roma people.

**You Tube**  
Broadcast Yourself™

Home Videos Channels Community

Search Videos Search settings advanced search

**Discriminarea romilor se invata acasa**

From: romaSPER  
Joined: 6 months ago  
Videos: 1

Added: October 09, 2007 (More info)  
Regizor: Catalin Mitulescu  
DOP: Alex Sterian  
Agen...

Embed  
<object width="425" height="355"><param name="m

► More From: romaSPER

▼ Related Videos

Rasismul marcheaza si in a stadionului  
00:30 From: pepe2tube  
Views: 1,212

Ce tzeapa, frate! Beton! Rad  
00:53 From: periclestania  
Views: 78,500

Discriminare!  
00:56 From: SkReAcH

Rate: ★★☆☆☆ 10 ratings Views: 6,030

# Roma anti discrimination Petition on line

[http://www.petitiononline.com/mod\\_perl/signed.cgi?SPER](http://www.petitiononline.com/mod_perl/signed.cgi?SPER)

Starting with many credible  
Romanian opinion leaders -  
giving weight to the pro-Roma  
statement - 670 persons signed  
the anti discrimination petition



# Short movie contest

**Winners:** [http://www.sper.org.ro/index.php?page=6\\_2](http://www.sper.org.ro/index.php?page=6_2)

## Mechanics:

- Communication – PR, Posters, Website, Blogs
  - school films students and general public were invited to do a short movie based on the discrimination of Roma people. It could be done in any technique, the idea counted.
  - The participants could upload the movies on the dedicated section of the campaign website
  - A jury composed of relevant good professionals in the field of film decided the winner of color film worth 3100 euro
  - The public could vote the favorites

## Results:

- The short movie contest had a very good response good visibility on line, through syndication/blogs
- 18 entrees (<http://www.sper.org.ro/index.php?page=6>)
- We succeeded in getting the young urban educated youngsters' attention upon Roma discrimination issue



**S. P. E. R.**  
Site: [www.sper.org.ro](http://www.sper.org.ro)



O campanie implementată de Secretariatul General al Guvernului și de Agenția Națională pentru Romi, prin fondul Phare  
Pentru evenimente speciale, contactați oia.phare@romi.ro

# Other main activities addressed to TG.1 – Non-roma population

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- Documentary film “Me sem baxtalo..?/Am I lucky..?” – road trip in Roma communities from Romania
- Debates in high schools and universities
- Radio Lynx on line - weekly debates on Roma issues
- **Lobby and negotiations** with Ministry of Education and Media Institutions – with the results:
  - **Elle glossy magazine** accepted to develop and issue a full edition under the name “**The Tolerance campaign**”
  - Developing and disseminating the **Roma Minority supplement to the History manual for the IV-th grade** (together with the didactic tutorial for teachers)





**Second thought...**

**Is it just a 'discrimination' issue?**

# Perceptions and realities

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Un puradel cade in groapa unui WC. Dupa ce iese, da buzna in casa plangand. Tiganul-tata spune: "Pirando, ce facem fa, il spalam sau facem altul?"

A gypsy little boy falls in the hole of an old toilet. After getting out of it, he runs into the house, crying. The gipsy father says: "Pirando, what do we do? Do we wash him or just have another one?"

I: Cum te adresezi unui tigan imbracat la costum?

R: Inculpat, ridica-te.

Q: How do you address a gipsy wearing a suit?

A: Accused, get up!

# **3. Information Campaign – TG. 2**

## **Roma population**

### **Objectives:**

**creating responsibility and building identity of Roma**

# Phase 1 - Providing information on ID papers importance and citizens' rights

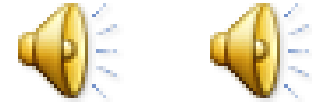
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- **Problem** - many **Roma**, especially those living in compact and marginal communities, **do not access their basic rights because of their lack of information**
- **Solution** - **providing information** on the issues of ID cards, health, labor, housing, discrimination etc, by using **mass media channels** (radio show, TV show, testimonial spots and newsletter) and through **direct actions** (caravan, door to door)

# Phase 1 - Providing information on ID papers importance and citizens' rights

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- **Radio campaign** – aiming at creating awareness on the importance of ID papers



**380 spots broadcasted  
on local radio stations**

- **BTL actions:**
  1. **Theatre-forum caravan** - The performance of four theatre-forum plays created according to the target public profile and implemented in five Roma communities. The subject of the plays, discussed with actors and public, was the importance of ID papers, as well as the right to health. The action reached 500 persons.
  2. **Door-to-Door Campaign** – 7 marginal Roma communities in Iasi, communities considered excluded from information and social services. The aim was to inform Roma about civil and political rights and obligations of Romanian citizens, with the accent on how to get an ID card if required. Promoters discussed with each family, explained legal and civic background and importance, delivering tutorial brochures to Roma people.

## Phase 2 – Breaking psychological barriers, building self-esteem, offering solutions

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- **Problem** - many Roma do not wish to be recognized as such, whether for reasons of discrimination, prejudice, the stigma attached to the word ‘**tzigan**’ (both informally and in mass media)
- **Solution** – an incentive communication campaign was developed in order to  
  
boost Roma people self-esteem  
and to  
offer concrete support towards Roma,  
  
by addressing social/economical/administrative/education/health/status issues and means of solving them:

# Phase 2 – Breaking psychological barriers, building self-esteem, offering solutions

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An incentive umbrella message was developed to be inserted into several different communication tools addressing TG2:

**“Jan angle, romale!”**

**“Step forward, Roma!”**

## Phase 2 - “Jan angle, romale!”

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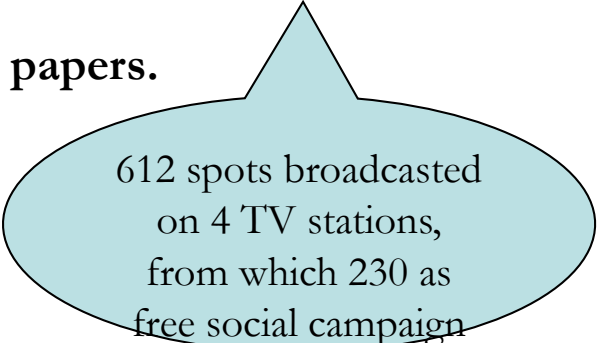
Under this umbrella message, we developed and disseminated:

### 1. “Jan angle, romale!” testimonials

**national information and educational TV Campaign – 3 testimonial spots illustrating three Roma role models in personal success stories** - in order to boost Roma self-esteem, to motivate people to take action to improve their situation and to overcome their complex of being a “gypsy”.

Testimonials addressed 3 common problems for most Roma communities in Romania:

- **education**
- **work – between tradition and modernity;**
- **social responsibility and the importance of having ID papers.**



612 spots broadcasted  
on 4 TV stations,  
from which 230 as  
free social campaign



# Phase 2 - “Jan angle, romale!” Testimonials - Education

# Phase 2 - “Jan angle, romale!” Testimonials – ID papers

# Phase 2 - “Jan angle, romale!” Testimonials – Work

## Phase 2 - “Jan angle, romale!”

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Under this umbrella message, we developed and disseminated:

2. **TV Show “Rom European”** (12 national editions)
3. **Radio Show “Rom European”** (10 national editions - 15 000 pcs. for each edition)
4. **The first Roma Newspaper “Rom European”** (5 editions distributed to 200 Roma communities through the 60 facilitators network developed by the Component 1 of the project ; also distributed to NGOs and other institutions)

All these 3 media products were dedicated to investigating problematic issues facing Roma and identifying potential actions to improve the situation, discussing problems and solutions, providing tutorials, useful information, provoking and stimulating opinion leaders and authorities to take action.

# Rom European

Nr. 1 ianuarie 2008

## „Ce SPERăm noi?”

„Stop Prejuderărilor despre Etnia Romă!” - SPER - este mesajul pe care îl propune compania de informare și conștientizare a Guvernului României finanțată din fonduri PHARE.

În prezent, programul aderare este în proces de finalizare a etapei de evaluare. În această etapă, trebuie să se demonstreze că proiectul este fezabil și că are un impact pozitiv asupra societății românești.



DISCRIMINAREA ROMILOR SE BYNĂTA ACASĂ. CUMĂȘTEȘI ÎNAINTE SĂ ÎLEȘI!

„Sperăm să vedem în viitor o Românie în care românii nu sunt discriminați pe baza etniei și în care toți românii au șansa de a avea un viitor strălucitor și prosper. Sperăm să vedem în viitor o Românie în care românii nu sunt discriminați pe baza etniei și în care toți românii au șansa de a avea un viitor strălucitor și prosper.”

**Locuri speciale pentru romi**

Un proiect al S. P. E. R. (Societatea Europeană pentru Egalitate Români)

**O a doua șansă**

Un proiect al S. P. E. R. (Societatea Europeană pentru Egalitate Români)



„Copiii au nevoie de școli, dar trebuie să știm să le oferim șansa de a învăța și să le oferim șansa de a avea un viitor strălucitor și prosper.”

**Romii, prezenți în manuale**

Un proiect al S. P. E. R. (Societatea Europeană pentru Egalitate Români)

**Mediatorul - un ajutor pentru elevi**

Un proiect al S. P. E. R. (Societatea Europeană pentru Egalitate Români)

## „Am reușit prin forțe proprii!”

„Am reușit prin forțe proprii!” este mesajul pe care îl poartă o tânără româncă care a devenit o femeie de succes în domeniul afacerilor. Ea a reușit să își construiască o viață bună și să își realizeze visele prin eforturile sale.



**ȘTIAȚI CĂ...**

În România studiază circa **250.000** de elevi romi, dintre care **25.000** în limba română!

„Am reușit prin forțe proprii!” este mesajul pe care îl poartă o tânără româncă care a devenit o femeie de succes în domeniul afacerilor.

## Rom European

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## „Bănel, fotbalistul rom, ambasador anti-rasism”

Bănel Nicolici, câștigător al campionatului de fotbal, este un exemplu de om care a reușit să depășească prejudecățile și să devină un ambasador anti-rasism. El a reușit să își realizeze visele și să își construiască o viață bună și să își realizeze visele prin eforturile sale.



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## „Am preferat să muncesc ca să mă întrețin la facultate”

„Am preferat să muncesc ca să mă întrețin la facultate” este mesajul pe care îl poartă un tânăr român care a reușit să își realizeze visele și să își construiască o viață bună și să își realizeze visele prin eforturile sale.



„Am preferat să muncesc ca să mă întrețin la facultate” este mesajul pe care îl poartă un tânăr român care a reușit să își realizeze visele și să își construiască o viață bună și să își realizeze visele prin eforturile sale.

UNIUNEA EUROPEANĂ

Proiect finanțat prin Phare

PHARE RO 2004/016-722.01.01.01

„Nu suntem altfel decât restul populației”

ȘTIAȚI CĂ... În România sunt oficial **535.000** de romi, deși numărul lor real e de cel puțin **3 ORI** mai mare!

Dictionar de democrație

„T'aven Saste! Să fiți sănătoși!”

„Am preferat să muncesc ca să mă întrețin la facultate”

„Nu suntem altfel decât restul populației”

ȘTIAȚI CĂ... În România sunt oficial **535.000** de romi, deși numărul lor real e de cel puțin **3 ORI** mai mare!

Dictionar de democrație

# Phase 2 - “Jan angle, romale!”

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## Under this umbrella message, we organized:

### 5. “Jan angle, romale!” winter camp for Roma children

- 100 Roma school children from 5 counties attended a one week long camp organized in the mountains. This action was intended to raise their self-esteem and help overcome any complex of being a Roma.
- **Courses:**
  - Roma history
  - Human Rights
  - Romani language
  - Learning sessions on Communication, stereotype and discrimination, Importance of education, increasing ethnic awareness and developing pride in being Roma
- The 100 children had a unique educational and informal social experience (many children out of this group had never even visited other communities).
- The workshop experience proved to be a very efficient one as useful for the children but also for the members of the community, and was clearly a very motivating, engaging and rewarding experience.

**“Jan angle, romale!”**



**Winter camp for Roma children**

# Thank you!



For more information, please  
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