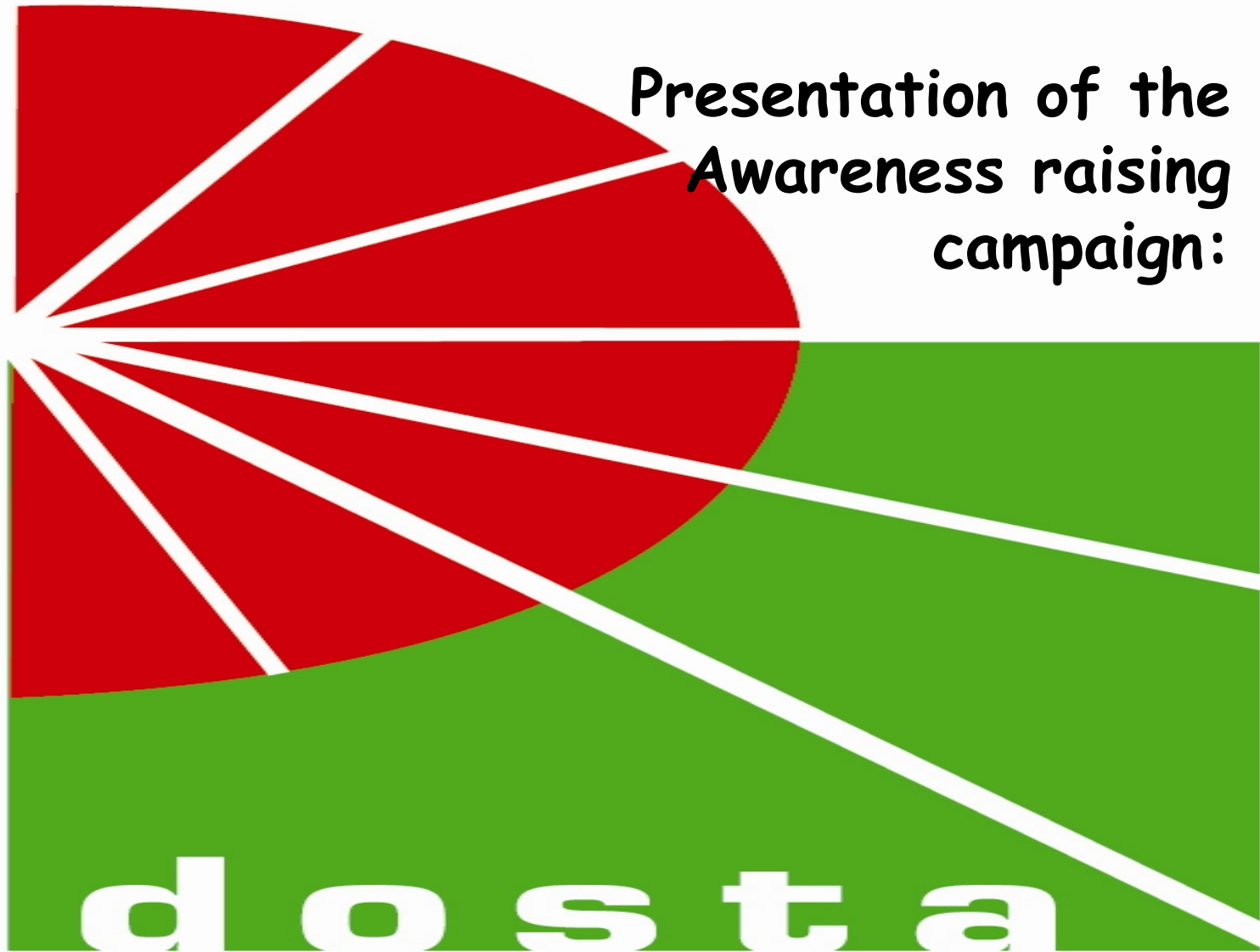




ROMA CAMPAIGN



**Presentation of the
Awareness raising
campaign:**

doستا

**Go beyond prejudice,
discover the Roma!**



The awareness raising campaign: background

- Roma form a population of about 10.000.000 European citizens;
- They usually live in very difficult conditions;
- They often face discrimination;
- Their contribution to European culture is not always acknowledged.

The most common stereotypes

- All Roma communities are traditional;
- All Roma do steal and beg;
- All Roma do not like schooling;
- All Roma do not care about hygiene;
- All Roma are a nomadic population.



Stereotypes are as strong as they are wrong!



The campaign's goal

DOSTA! campaign aims at breaking-down deep-rooted stereotypes and prejudices by bringing together Roma and non-Roma citizens.



Campaign messages



- Roma are European citizens; they have duties but also rights and aspirations;
- Roma culture is part of European cultural heritage: this contribution must be recognized



The strategy of the Dosta! campaign

- The campaign is designed for achieving mid-term effects;
- It stimulates cooperation with national, regional and local partners;
- It targets society at large (especially non-Roma) and works on multipliers;
- It aims at attracting medias.

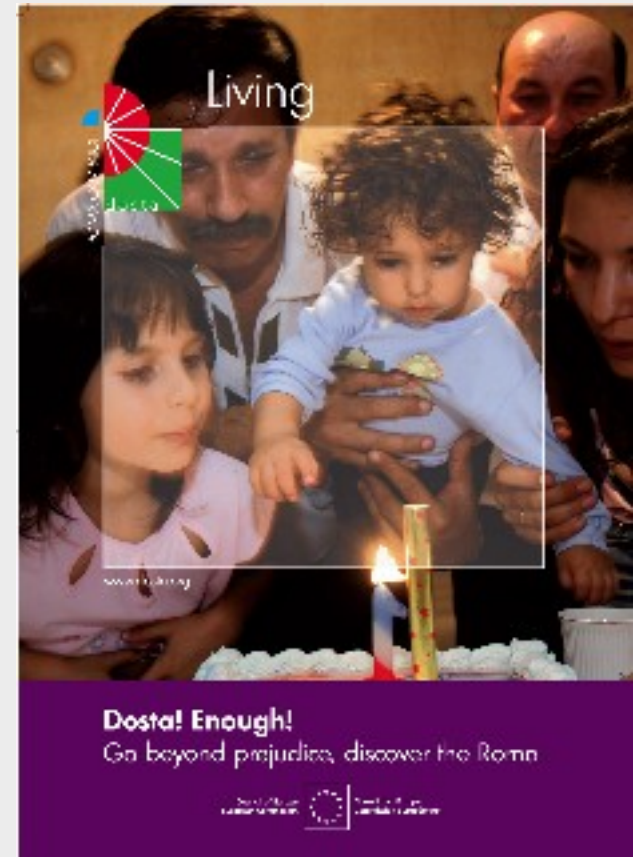


The strategy of the Dosta! campaign

- The campaign breaks down stereotypes: preconceptions and clichés;
- It breaks down prejudices: irrational feelings of fear and dislike;
- It fights against anti-gypsyism that results from stereotypes and prejudices by encouraging people to think differently.

Campaign techniques

- Internet site
www.dosta.org
- Creative visuals and slogans
(promotional material)
- Photographic support
- Resources for journalists and NGOs (Media packs, audio-visual kits, Campaign's toolkit)



Campaign techniques

Video and Radio Advertisements

■ TV spot

- Realized in cooperation with Roma and with the support of Saban Bajramovic;
- Distributed free of charge and broadcasted by national televisions; 25 seconds and 50 seconds versions. International version also available.

■ Radio spot

- Broadcasted in Bosnia and Herzegovina, Montenegro and Serbia.

Campaign techniques



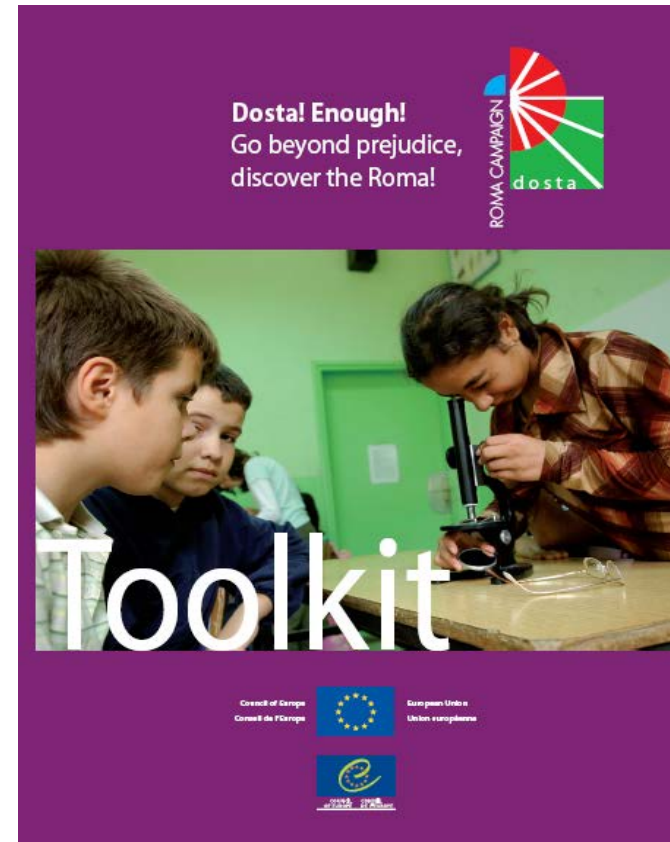
VIP testimonials: Statements by political personalities (Secretary General, Deputy Secretary General, Commissioner for Human Rights, President of ERTF, Livia Jaroka, Deputy Prime Minister of Croatia, Simone Weil) and cooperation with VIP (Tony Gatlif, Gunter Grass, Muharrem Serbezovski, Saban Bajramovic, Roma Kal, Grupi folklorik Rom nga Shqiperiagroup, R.Point, Esma Redzepova etc.).



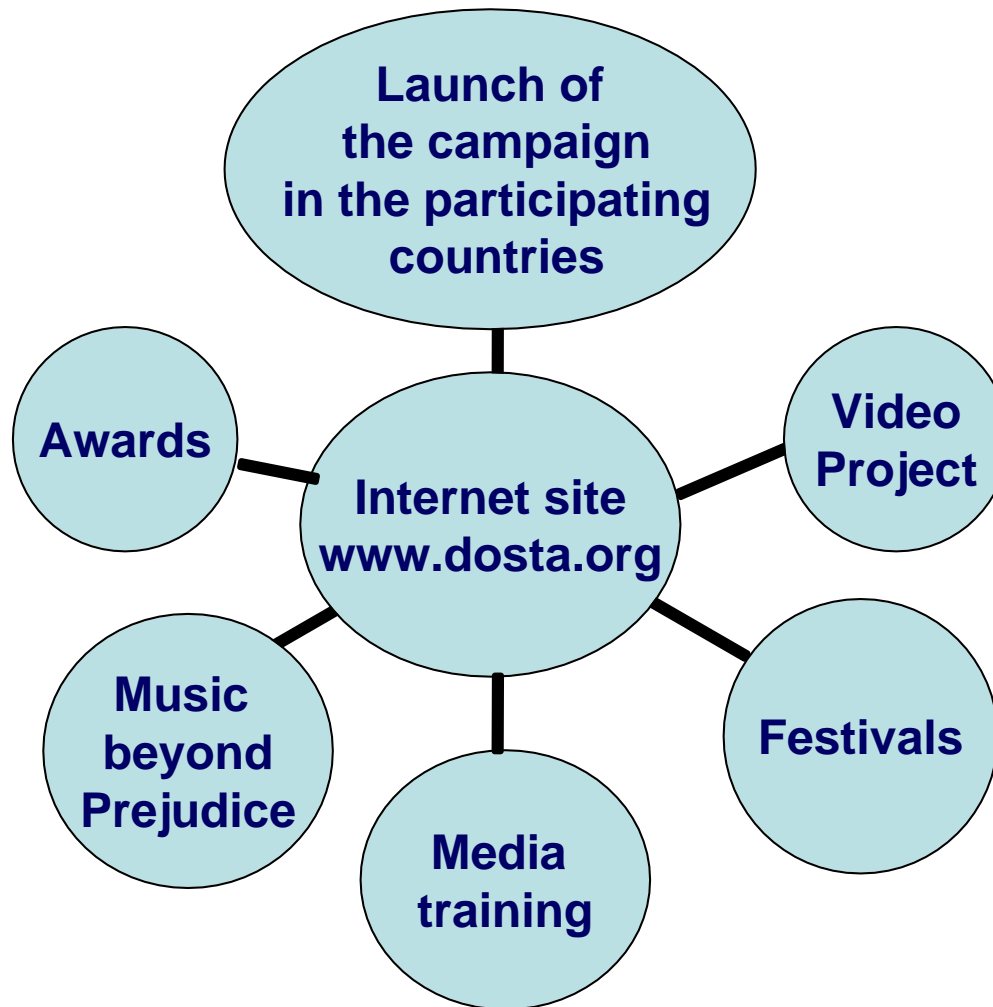
Campaign techniques

Dosta! Campaign toolkit

- Tool for fighting stereotypes;
- Build your own campaign;
- Collection of articles;
- Useful documents;
- Dosta! Campaign video-
compilation.



Campaign activities



Campaign activities

Awards:

- Video Competition
- School and NGOs Award
- Dosta! Congress Prize for Municipalities (and Side event for the Prize giving ceremony)



Campaign activities

Media

- Regional Media training on Roma cultural features and ethical reporting
- Youth Video Project Plementina (One Sun one Nation)
 - Targeting Young RAE



Cultural activities



- Fortnight of Roma cinema
 - acknowledge and promote Roma culture
 - 7 movies screened
 - Special projection for schools
 - 4 special evenings followed by debates
 - Prize giving ceremony of the Video competition, at the presence of Tony Gatlif

Cultural activities



- Dosta! Campaign Regional Festival « Art against prejudices », Tirana, 4-8 April 2007;
- Participation at:



- 1: Ex Yu Rocks, Banja Luka
- 2: ROMART Festival, Serbia

- Sponsorship of the « Roma are Europe too », Ohrid, 20-26 August, organised by FERYP.

Cultural activities



Launching of the CD « Music Beyond Prejudice: Romani variations on the European Anthem »



Examples of positive Initiatives during the campaign

- Serbia: Production and distribution of the Radio Spot free of charge by radio B92 on a script realised by the Association of Roma Students of Novi Sad;
- « the former Yugoslav Republic of Macedonia »: distribution free of charge of 50.000 campaign's leaflets through the newspaper « Dnevnik »



Examples of positive follow up after the campaign

- Albania: project for education without discrimination initiated in the city of Korça;
- Bosnia and Herzegovina: prevention of discrimination included in the recently drafted AP for Roma; broadcast on RTRS of a programme on Roma culture and language;
- Montenegro: cooperation between the authorities and Roma NGO on projects aiming at creating access to employment;



Examples of positive follow up after the campaign

Outside the targeted countries

- One Sun One Nation is going to be shown in Argentina;
- The TV spot has been broadcast in Turkey;
- Dosta! has been quoted by a Japanese Newspaper;
- The Romani variation on the European Anthem has been aired in a USA radio;



Examples of positive follow up after the campaign

Outside the targeted countries

- The tool for fighting stereotypes is being used by a secondary school in Switzerland;
- The Dosta! Campaign has been invited to co-organise the Fifth Edition of the Minority Song Context in Lulea (Sweden)

Plans for 2008

- Launch of the campaign in Moldova and Ukraine;
- Sponsorship of public cultural events for increasing Roma artists' participation
- Distribution of the campaigning toolkit to authorities and NGOs
- Assisting interested governments in elaborating adapted campaigns on anti-gypsyism to be implemented as from 2009



For more information:

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