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**ROMA WITH STUDIES, ROMA WITH A FUTURE**



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## THE FUNDACIÓN SECRETARIADO GITANO AND EDUCATION

We are a non-profit organisation that has been working for the last three decades to improve the living conditions of the Roma community, primarily in Spain and with a blooming collaboration in Europe.

The FSG develops several initiatives in order to achieve the full citizenship of Roma, as well as to promote equal treatment and prevent any form of discrimination. The FSG works from a multidisciplinary approach that supports the access to rights, services, goods and social resources of Roma on an equal footing with the rest of the citizenry, while promoting the public recognition of the cultural identity of the Roma community.

As one of the best ways to combat exclusion is education, the FSG has been implementing the Promociona programme to support Roma families and offer tutoring to Roma students. Through Promociona, we aim to fight against academic failure. The results achieved are already palpable and a new generation of Roma youth is emerging who complete secondary education and pursue their studies.

## ANOTHER STEPPING-STONE

In the last thirty years, the Roma population in Spain (estimated at 700,000-750,000 inhabitants) passed from a situation of exclusion to the completion of primary schooling by the vast majority. Nevertheless, enrolment and success rates at secondary level are far away from those of the general population.

Now is the time to take one further step and get Roma girls and boys to complete their compulsory education and pursue their studies further still. Currently, 80% of Roma children who begin their compulsory secondary education drop out before completing it, and are subsequently exposed to disadvantages and inequalities due to their lack of qualifications.

Achieving equity in education is everyone's responsibility.

## THE "ROMA WITH STUDIES, ROMA WITH A FUTURE" CAMPAIGN

The Fundación Secretariado Gitano has set itself a challenge: that Roma girls and boys commit to their education. Our new awareness-raising campaign, launched in the academic year 2012-2013, is aimed at teenagers between 12 to 16 years old. We wanted them to dream of their future. Under the logo "Roma with studies, Roma with a future" and with the Bassat Ogilvy Agency we designed a comprehensive action programme composed of events, interviews, videos, outdoor advertising, posters, etc.

We have travelled to 13 cities of 13 Regions in 2012 in Spain in order to give relevance to the teenagers in their own neighbourhoods. First, we organised a casting which allowed us to discover their dreams. More than 180 girls and boys participated and we selected 70 of them to be the image of the campaign. We produced posters that turn them into protagonists and we put posters up simultaneously throughout Spain, wallpapering their neighbourhoods with their dreams and surprising them. They are the best example of the will of Roma youth to break barriers, something that they are already achieving. In this sense, they convert themselves, through this action, into role models for other Roma teenagers.

