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# Activities report 2004



# Social Awareness Campaign

## "Get to know them before judging them"

### FUNDING



Fondo Social Europeo

### EXECUTION



### CONSULTING

ESADE

### RESEARCH

Salvetti & Lombard

### CREATIVITY

SAATCHI & SAATCHI

### PRODUCER



### WEB DEVELOPMENT

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One of the main obstacles still standing in the way of Roma citizenship is the persistence of a negative social image which, in practice, gives rise to acts of discrimination.

A number of research projects have shown that the Roma community is the group facing greatest social rejection and have also indicated that there is a tremendous lack of knowledge as to the reality of the Spanish Roma population. The majority of the prejudice and stereotypes that the society has of Roma date back to the pre-constitutional period and have remained virtually intact despite the monumental improvement that the situation facing this community has undergone since the beginning of democracy.

A recent ad hoc study carried out by the consulting firm Salvetti & Lombard for the awareness heightening campaign being developed by the FSG reveals a fundamental bit of information for our communication strategy, i.e. that stereotypes are rooted much more in the image portrayed by the media and second-hand information than by direct experience or relationships.

### A food-for-thought campaign

This is the reason why in 2004 the Fundación Secretariado Gitano implemented phase one of this awareness heightening campaign which, under the slogan "Get to know them before judging them" uses different media to combat stereotypes and prejudices against Roma.

The objective is to get the society to reflect on the serious discriminatory effects arising from judging people on appearances, basing judgements on preconceived notions and ascribing mistakes made by a few to the entire community.

The advances and progress made by the Roma community will not be recognised as such until mainstream society abandons its negative and archaic viewpoints and opens its eyes to today's reality in which the majority of Roma men and women are making an effort to advance personally and become full-fledged members of society in a quest for a better life for them and their families.

This is not only a message that the Roma people today want to transmit to the society but it is also a principle that all citizens need to be taught if we are to achieve a more respectful society and one which, above all, is more just and democratic.

The Fundación Secretariado Gitano's campaign was created by the Saatchi & Saatchi advertising agency following ad hoc research carried out by the Salvetti & Lombard research group which clearly pointed to the lack of knowledge of the majority of the population regarding the Roma community and the attribution of obsolete and unfair stereotypes.

This was a pioneer initiative within the framework of the fight against discrimination in our country through which we address the fundamental problem that cultures, groups

and peoples have had to face during the entire course of history: generalisations, stereotypes and prejudice and their most direct consequence, i.e. discrimination.

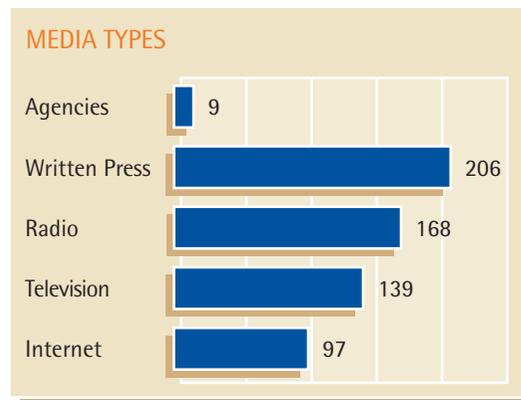
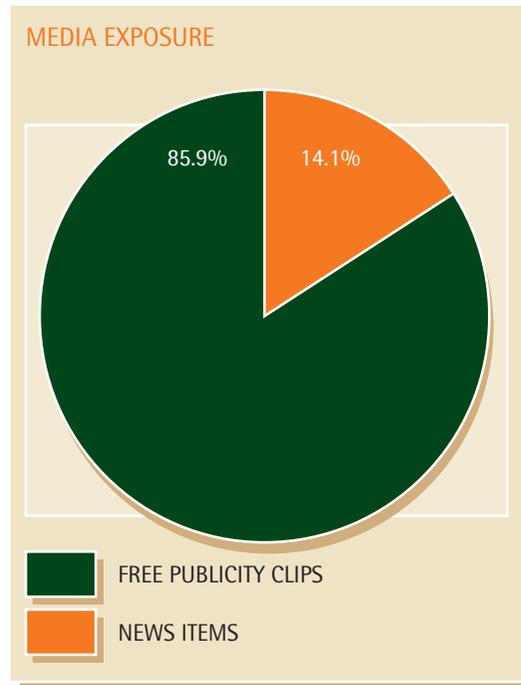
The campaign is comprised of different graphic pieces, radio spots, Internet banners and television spots by the film director Benito Zambrano.

### Implementation of the Campaign

This is the first time that a campaign of these characteristics has been launched in our country. This is part of the secret of its success given that the media is taking great interest in the campaign as a news item. During 2004 the campaign appeared in several of the media mostly as a new item but also as a commercial announcement since its launching on 4 November. The dissemination of phase one will continue during 2005 and will then be further developed by phase two at the end of the year.

From 4 November until the end of December a total of 620 campaign appearances will have been made in the different media counting both news items and advertising clips. For example, the official state-wide presentation, picked up by all of the media for at least two days, got through to an audience of close to 7 million people. This figure was further increased not only by the publicity clips broadcast nationally but also thanks to the news reports, documentaries, articles and opinion columns and positive news items concerning the Roma community during the subsequent months in which a clear change with respect to the way the Roma community is reflected in the news has been perceived.

Special mention should be made of the importance of the collaboration of other entities in the success of this campaign because given that it is social in nature it does not have a budget with which to buy media time. This means that the dissemination of the message and of the aims of the campaign depends almost exclusively on the work, good will and



collaboration of individuals and entities actively involved in the social advancement and improvement in the living standards of the Roma community.

We are grateful for the collaboration of Spanish Public Television and for the majority of the nationwide radio stations such as *Punto Radio*, *National Public Radio* and *SER*. But we especially appreciate the collaboration of local radio, television and press groups which have agreed to ongoing dissemination of the campaign and which have established close links



**From top to bottom**  
**CARMEN CALVO**  
 Minister of Culture  
**JULIO CÉSAR IGLESIAS**  
 Journalist  
**BENITO ZAMBRANO**  
 Film Director  
**VALENTÍN SUÁREZ**  
 Director of the FSG in  
 Extremadura

with our regional headquarters and are getting a first-hand look at our work as the driving force behind social change in Spain. We would like to highlight the collaboration of the *Promecal* group in Castilla y Leon, *Localia* in Valencia, Asturias and Castilla y Leon, *SER Algeciras* and *SER Asturias*, *Cadena COPE* and *Cadena Cien Asturias*, *Popular TV Asturias*, *Oviedo Diario*, *Televisión Linares*, *Onda Cero Linares*, *Cadena COPE Jérez*, *Onda Cero Cuenca*, *CNC Cuenca*, *SER Cuenca*, *Tele Merida*, *SER Mérida*, *Radio Forum Mérida*, *Granada Hoy*, *Granada Digital*, *Onda Cero Granada*, *La Opinión* of Granada, *Ideal* of Granada, *Radio Granada*, *Vianorba*, *Televisión de Cáceres*, *COPE Cáceres*, *Solo Radio Hellín*, *Tele Toledo*, *Publicaciones del Sur*, *Antena 3 de Radio* in Asturias, *Telefrontera*, *Telemérida...* and a host of others.

But there are many other entities from a wide array of fields that have supported and helped the FSG in contributing to the success of the dissemination of the campaign. Thus we find a number of public administrations which have made financial contributions, have provided meeting space for presentations or which have negotiated free publicity via city street billboards or in the public media. Along these same lines, private entities, associations and other non-profit organisations have offered the Foundation their support and collaboration in other ways. Town Halls and Autonomous Communities have lent physical space and public media publicity support for the dissemination of messages helping us to achieve our proposed objectives of communicating with different sectors of the population with a view to breaking down prejudices and stereotypes that have such a negative effect on neighbourly relations.

Much of the campaign's success is due to 55 public presentations made throughout the entire country with the participation of 5,000 spectators who were touched directly by the campaign and enthusiastically shared this grand project with Roma and the Foundation throughout all of Spain.



The national presentation was on the 4<sup>th</sup> of November at the *Círculo de Bellas Artes* (Fine Arts Centre) in Madrid and attracted a number of outstanding personalities:

Marcelino Oreja and Pedro Puente, Honorary President and President respectively of the FSG, Carmen Calvo, Minister of Culture, Amparo Valcarce, Secretary of State of Social Services, Families and the Disabled and Antonio de Guindos, Coordinator-General of Employment and Citizens' Services of the Area of Government of the Madrid Town Hall, along with the journalist Julio César Iglesias, lent their support to the campaign and stated their intention of contributing to the improvement of the social image of the Roma community.

We were also joined by Benito Zambrano and the Executive Director and Creative Director of Saatchi & Saatchi, Antonella Broglia and Carlos Anuncibay, who addressed the creative side of the campaign.

The Foundation's Roma members, Isabel Jiménez, Pedro Aguilera and Valentín Suárez, FSG territorial directors in Aragon, Catalonia and Extremadura respectively, also spoke in representation of their people making an appeal for a society which is more just, committed and tolerant with other communities living in our country.

In all of the cities and towns where presentations were made, the Roma community was accompanied by a very respectable institutional

representation, the highest ranking officials in most cases, who found themselves captivated by the campaign's creativity and sound arguments and therefore joined our initiative by lending support in a number of different ways, not only with funding but also by disseminating messages.

The enthusiastic participation of all of the organisation's workers throughout the 55 different acts was the key to our being able to make presentations in the most emblematic sites of the different locations (the *Casa de las Conchas* in Salamanca, the Archaeological Museum in Alicante, the *Las Bernardas* Music Chapel in Burgos, the Museum of Contemporary Art in Vigo, the *Palau de la Generalitat* in Catalonia, the *Pumarín* Theatre in Oviedo...) and also helped to close the gap with the media, one of the campaign's most important public objectives given its multiplying effect and its importance in familiarising Spanish society with Roma. With a view to attracting media attention, well known journalists such as Paco Lobatón in Jerez, Ramón Arangüena in Palencia, Jacinto Mañas in Cordoba, television journalist "Keké" in Salamanca, Juan José Téllez in La Línea and Julio César Iglesias in Madrid took part. Some famous people also collaborated: entrepreneurs such as Mikel Urmeneta (Kukuxumuxu), sports stars like Iñaki Perurena, and music stars such as Miguel Ríos, Antonio Carmona, Aurora Beltrán of Tahures Zurdos and Tomatito.

All of these acts were widely covered by the media and the interest sparked subsequent reports on the Roma community with a much more positive and personal focus than has normally been the case in the press.

The campaign has also been presented in different social and employment forums, technical conferences for administrations and NGOs, fairs and other public events where it is being very well accepted as an example of best practices in the area of social awareness heightening.



### Components of the Campaign

- **Television spots.** Directed by Benito Zambrano, they take place in three different settings (commuter bus, dining room of a home for the elderly and candidate selection for employment). All three situations portray a form of unfair treatment generalised to everyone.
- **Radio spots.** Four different radio spots have been recorded and, as with the television spots, they generalise a situation of discrimination to an entire group. The settings are a football match, a court hearing, someone receiving a fine and the capture of a stowaway on a ship.
- **Posters.** The Foundation has printed 15,000 posters featuring 5 different designs and distributed them throughout all of Spain. Some government administrations joined in on this initiative such as the Regional Government of Andalusia which printed and disseminated a further 30,000 in schools, the Regional Government of Castilla-La Mancha

or that of Catalonia which translated different elements including the posters of which it printed 5,000.

The posters have also been used for dissemination purposes in the written press in different formats such as full page spreads, banners and half pages. Town halls and regional governments throughout the entire nation also made their urban publicity circuits available, especially the street billboards, thus allowing us to achieve greater impact in cities such as Cuenca, Huesca, Madrid, Salamanca, Burgos, Granada, Valencia, Asturias and others.

- **Microsite [www.gitanos.org](http://www.gitanos.org).** With a view to increasing the spread of campaign messages and to creating an area of reference that the media could turn to, a specific campaign microsite was created, [www.gitanos.org](http://www.gitanos.org), which explains the reasons why the campaign was launched, its components and its messages. This is also a site for all people interested in heeding the suggestion of the campaign and getting to know the Roma people. Here they will find some basic information about the community which will help eliminate certain stereotypes which are deeply rooted in the subconscious of the majority of the population.

During the first 15 days of the campaign, the web page received 5,000 visitors and now (2005) that number has increased to 15,000 with 7,000 downloads of files.

- **Banners.** These elements, which can also be downloaded via the campaign's web page,



**Left**  
Antonio Remache,  
composer of the song  
*Porque soy moreno*,  
(Because I'm brown-  
skinned) created for  
the social awareness  
heightening campaign.

have been translated to Catalan, Galician, Basque and English and have helped to disseminate the campaign through different web pages free of charge thanks to the generosity of the Castilla-La Mancha regional government, the Aviles town hall and the Spanish Red Cross to name only a few.

- **Song "*Porque soy moreno*"** (Because I'm brown-skinned). Antonio Remache, singer, composer and FSG worker in Albacete, wrote a song for the campaign that is available via the web page and which focuses on how unfair it is to judge people on appearances.

- **Campaign brochure.** 15,000 brochures have been distributed mostly for the press, schools, universities, youth centres and other interested entities.

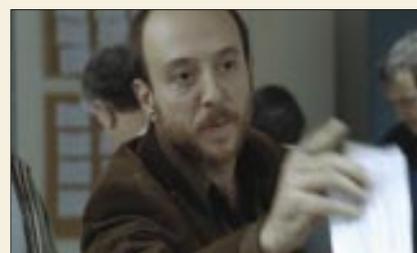
- **Merchandising objects.** To further contribute to the dissemination of the campaign, a number of different promotional pieces were created in order to keep the campaign alive at different forums even after it has concluded. 25,000 pieces were produced, distributed and eagerly accepted throughout the whole country.

Moreover, and following the fundamental philosophy of the FSG that Roma themselves should be the ones transmitting the messages, shopping bags decorated with campaign creations were distributed to mobile traders at markets throughout all of Spain.



## ELEMENTS OF THE SOCIAL AWARENESS HEIGHTENING CAMPAIGN

- *Television spots*



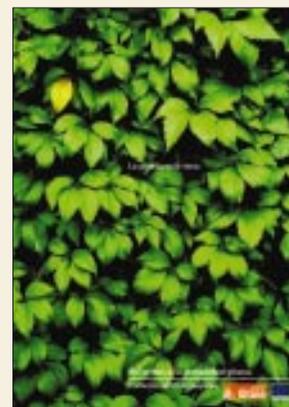
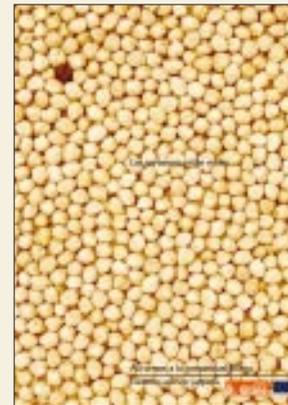
• *Radio spots*



• *Outdoor publicity (Street billboards)*



• *Posters*



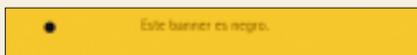
• [www.gitanos.org](http://www.gitanos.org)



• [www.fsgg.org](http://www.fsgg.org)



• **Banners**



• **Merchandising**



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# Education



*The percentage of Roma students who stay in school and pass compulsory education is increasing year by year*

Given that education is considered to be one of the keys to social inclusion and equal opportunities, the Fundación Secretariado Gitano focuses a large proportion of its efforts on promoting education in the Roma community at all levels and ages placing special priority on those stages that are most critical to subsequent development.

...Beginning with **pre-school** where increasing involvement of Roma families can be observed in order to favour the early incorporation of their sons and daughters in the educational system, enabling them to develop their capacities with a view to making subsequent mainstream education a reality.

...Followed by the **compulsory educational stage** where, despite headway made and the concerted effort of all those involved, difficulties can still be observed: consistent attendance by Roma students, academic results, relations with classmates and teachers... And one must not forget the early dropout of many Roma adolescents before receiving their elementary education degree. In this sense, teachers point to the need for new materials and teaching resources and effective and innovative strategies and methods that facilitate education's focus on cultural diversity and intercultural education.

...And continuing with **middle and higher education**, progress can be observed with Roma youth despite the aforementioned difficulties; the percentage of students who indeed successfully complete compulsory

education and stay in school increases on a yearly basis. Roma students are studying a wide range of subjects at the middle and upper levels of vocational training and at the university and are thus setting an increasingly visible example for Roma families.

...And to conclude, we have **basic training for Roma adults** addressing those that dropped out of school prematurely and those who did not receive a quality education and now feel the need to compensate for that disadvantage. Thus, one of the FSG's work objectives in 2004 was to provide the means and opportunities -using our own resources or in collaboration with other entities- for these adults to acquire basic training for their personal development and to gain access to employment.

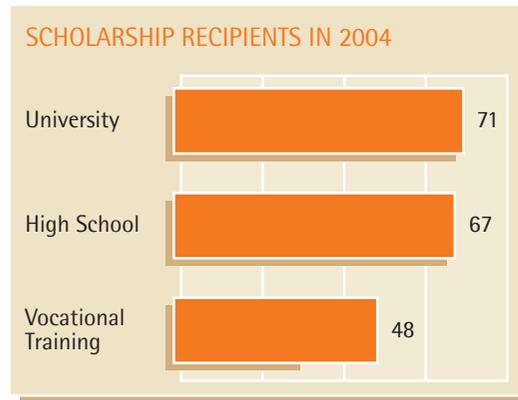
Furthermore, one of the principal challenges taken on by the FSG was to join forces to provide ongoing attention and suitable teaching and learning processes for Roma students who are still having difficulties in this regard. The aim is to support their access to and perseverance in school and the achievement of academic goals throughout compulsory secondary education (Spanish initials ESO), to facilitate advancement on to higher levels of education and to develop strategies, materials and resources addressing field professionals with a view to facilitating the educational process of Roma students at all of the different stages.

The FSG's main lines of action in 2004 were:

- **Promotion of mainstreaming at the primary education level.** Many different actions have been developed aimed at encouraging suitable educational processes for Roma students on an equal footing with the rest of the student body. A special priority effort has been made with regard to accompaniment programmes geared to getting students into school and keeping them there throughout compulsory secondary education and on promoting Roma culture in both formal and non-formal educational settings. A total of 9,058 young people have taken part in these initiatives.

In conjunction with these lines of work, a concerted effort has also been made to assess as objectively as possible the situation of Roma students state-wide at the compulsory educational level. This was accomplished by means of **educational research** focusing on an analysis of the factors influencing **access to and the perseverance of Roma students in compulsory education** and through the exchange and collection of best practices with a view to coming up with recommendations to improve the situation. The European Socrates Comenius 2.1 project entitled "Ethnic minorities and secondary education: the Roma student body" has been a fundamental frame of reference with its transnational research project comparable to the one carried out in Spain.

- **Training and support of education professionals.** Consulting, training and the development of educational resources for teachers at all levels of education is an ongoing line of work. In this connection, one of the principal resources used by schools and educational professionals is the permanent teaching exhibit entitled "*Culturas para compartir. Gitanos hoy*" (*Sharing cultures. Roma today*) which, accompanied by a teacher's guide for classroom use, has been visited by a total of 1,289 people (882 from schools -especially from the compulsory secondary level- and 407 from public or private entities).



- **Promotion of higher studies.** These initiatives, which have been implemented on the national level for years, focus on providing Roma students at these stages of their education with economic and socio-personal support mostly consisting of tutoring classes and meetings in which students, their families and field professionals take part. In 2004 meetings were held in Asturias, Murcia, Vitoria, Palencia and Santander catering to a total of 390 people.

- **Basic training for Roma women and men** including literacy and basic training activities as well as preparation for academic diplomas or access to higher studies. Moreover, through the Socrates Grundtvig 2 programme, the FSG has participated for the third consecutive year in the "Lumina" Project the purpose of which is to share best practices employed by adult education professionals in different countries, to design methodological strategies and to develop intercultural materials addressing adult students. Fruits of projects of this nature are the international intercultural exchange meeting known as *Word Camp* held in Madrid involving 233 people from 4 countries (including 72 Roma women) and the dossier entitled *Los gitanos españoles: así somos* (The Spanish Roma: this is us) focusing on customs and values.

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# Health

*We foster access to mainstream resources and encourage specific initiatives to solve the health problems facing the Roma community*



Health is one of the most important indicators of inequality, living standard and degree of active participation of individuals, groups or communities as citizens with full rights. In this regard, socio-economic need, educational deficit, difficulties faced in gaining access to the labour market, sub-standard housing and, in short, deficiencies in caring for one's health and living standard, are aspects which situate the Roma amongst the most disadvantaged of social groups making them susceptible to poor health.

Fostering Roma's access to mainstream resources made available to all citizens in general, on the one hand, and encouraging specific actions to solve concrete problems faced by Roma on the other, are two of the actions that have guided our work in 2004 concerning health promotion in this community.

- **Analysis and research.** As part of the collaboration agreement signed with the

Ministry of Health and Consumer Affairs, a working group has been created comprised of professionals working in different areas of the health field and with the Roma community with a view to making headway in the promotion of health amongst this group. One of the results of this group was the drafting of a document containing the conclusions reached following an initial diagnosis of the socio-health status of the Spanish Roma population and a series of recommendations for action with a view to contributing to the elimination of existing inequality.

- **Health promoting actions.** Work has continued on the development of group workshops providing health information and education focusing on Roma women for the acquisition of good health habits and the ensuing improvement in their well-being and that of their families. The accent is on preventive actions and the importance of proper health education from the earliest stages of pre-school.

- **Technical assistance and consulting actions** designed to promote the development of intervention initiatives at the Roma associations themselves. A total of 557 technical assistance interventions have been provided to 71 public and private entities working with the Roma population on health issues. The type of request received is mostly for materials and information regarding specific workshops, the public resources network and work projects and experiences that we are carrying out.

- **Actions focusing on drug abuse prevention** which are grouped under the following actions:

The *Romano Sastipen Programme* whereby in some of the territories where our entity is present, we have set up a drug abuse prevention model which is adapting to the new patterns of consumption of Roma youth. Our efforts have mostly focused on channelling prevention activities through other specific programmes implemented with minors and youth such as the *Chavós Nebó* Network of youth information checkpoints or the *Kamelamos Guinar* Programme in Santiago de Compostela.

Training of social agents for drug abuse intervention with the Roma community. Two training initiatives have been initiated in this regard thanks to a grant received from the Government Delegation for the National Drugs Plan. One of them is in Avilés with the aim of training field professionals in methodologies and working tools for drug abuse intervention with the Roma population. The second is in Madrid and focuses on the training of mediators for the development and specialisation of their activity in the field of drug abuse. 20 and 34 professionals respectively who work in the field of drug abuse and/or with the Roma population attended these training sessions: inter alia, administration technicians, social workers, mediators and educators.

The Community of Madrid's Anti-drug Agency and the Madrid Town Hall have continued to lend their support to the *Avilleja Acobá* Drug Abuse Intervention Service thus further consolidating accompaniment and mediation actions. This programme contributes a specific intervention strategy and guarantees that the Roma population will benefit from the care provided in this regard.

Transnational cooperation and experience and knowledge sharing with EU candidate and member countries has been consolidated

within the framework of the *PHARE* programme. Working groups, seminars and meetings have been organised and some specific prevention materials have been adapted to the different situations and contexts of the Roma community in these countries.

- **Awareness heightening and empowerment actions within the Roma population with respect to HIV-AIDS.** Work has continued in respect of these activities as has health service and support lent to victims and their families with a view to reducing the impact of this disease and decreasing the damage suffered by infected Roma community members. Moreover, with the aim of adapting and updating intervention practices to emerging needs as concerns this problem, priority has been put upon the ongoing training and capacity building of the different field professionals working in favour of the advancement of health within the Roma community.

- **Development of tailored materials.** In addition to the translation of some drug prevention materials into different languages, the comic strip entitled *Estos calós sí que chanelan* (These Roma really know what they're talking about) was also published with a view to preventing the consumption of alcohol among Roma youth and likewise to reduce risks when drinking does take place. It comes with a teacher's guide to support professionals in the use of this material.



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# Women



The situation facing Roma women today is characterised by an enormously wide array of situations, possibilities and perspectives. Many of them are bringing about change to improve the situation both within and outside of their community by increasing their level of participation in training and employment processes and in the socio-political arena as well (associationism, institutions, entities...).

Roma women face a number of different barriers blocking access to mainstream education, the labour market, leisure activities and exercise of citizenship. In order to alleviate this situation, in 2004 the Fundación Secretariado Gitano's Women's Area renewed the objective of including the gender perspective as a transversal element present in all actions and programmes and of favouring the social and personal advancement of Roma women. Other goals have been pursued as well such as making headway in gaining greater insight into the reality facing Roma women, their access to mainstream resources on an equal footing in terms of opportunities and the publicising of the experiences, accomplishments and contributions that these women have made to society and to their community.

In accordance with these objectives, the main lines of action in 2004 were as follows:

- **Awareness heightening and fostering of social participation.** Awareness heightening activities focus, on the one hand, on gaining insight into the reality of Roma women and fostering the dissemination of

positive role models and, on the other hand, on creating opportunities for participation and interaction between Roma women, field professionals and non-Roma women.

As part of the agreement with the Women's Institute, The *VIII State-wide Conference for Roma Women: Reflect and Decide* was held. Here a debate took place on training and employment, health, cultural identity and gender and the need to set aside time for personal leisure. Also within the framework of this agreement, a *Seminar against gender-based violence* was organised and focused on the exchange of best practices in intervention work with Roma women who find themselves in this situation.

Thanks to collaboration with other institutions and public administrations, similar events have been organised such as the *III Dones Gitanes Avui Conference* in Terrasa (Catalonia), the *Encuentro para Nosotras* (meeting amongst us women) in Alicante, the *Encuentro entre Mujeres* (meeting among women) in Gijón, the Conference on Roma Women and a number of other seminars held in different provinces.

- **Research and drafting of teaching materials.** In 2004 the Women's Institute helped with the re-edition and distribution of the *Guía de motivación para el desarrollo personal y profesional de las mujeres gitanas* (Motivation handbook for the personal and professional development of Roma women) which includes material for the empowerment

of processes geared towards training and improving living standards.

In Aragon, delving further into the situation of these women with regard to remunerated work, the research project entitled *Mujer gitana y empleo* (Roma women and employment) was carried out.

- **Training and capacity building.**

Throughout nearly the entire nation, courses, workshops and programmes related to basic training for adults have been implemented focusing on reading and writing as well as personal and professional development, health, entertainment and the use of leisure time. Of these, special mention should be made of the *Escuelas de Desarrollo Personal y Empleo para Mujeres Gitanas* (Personal development and employment schools for Roma women) held in Madrid, the socio-educational programme known as *Romís Kalis* held in Asturias and workshops such as *¿Camelas Chanar?* (*Do you want to learn?*) held in Cuenca or *Romí* held in Valencia. Furthermore, school support and monitoring actions for minors and youth are conducted on a regular basis as are labour-oriented courses and workshops, job counselling, socio-cultural promotion and health education at all levels.

Young and adolescent girls were the beneficiaries of basic training and school support projects such as *Chanelando* (Learning) in Albacete where access to new technologies was also addressed.

- **Leisure and free-time actions.** The different leisure and free-time activities have been instrumental in bringing together women from different places, giving them a break from their family and work responsibilities to go on an outing, make a cultural visit or participate in workshops (buleria, flamenco dancing, leather work...). Not only are these events entertaining but they also facilitate the creation of mutual support networks.

In 2004 some women residing in Madrid

had the chance to go to the beach thanks to an outing organised by the *Pan Bendito* Social Action team while others participated in the intercultural meeting known as *Word Camp* (as part of the Socrates Grundtvig 2 European project) together with participants from Morocco, India, Pakistan, United Kingdom and Romania. In other places breakfast or afternoon tea meetings were organised such as those in Granada or the Café-chats held in Murcia.

- **Support, consulting and coordination.**

The Women's Area regularly carries out support and technical consulting actions aimed at the professional teams of the entity itself or of other entities on matters concerning equal opportunities for women and men or in relation with Roma women. Furthermore, the different services offer support and counselling for Roma women upon request in addition to accompaniment to the different social services the purpose of which is to help cut through red tape and mediate with the public institutions or social and health-care resources.

With a view to meeting objectives, the different people implementing actions in benefit of Roma women coordinate their efforts through in-house meetings and electronic and telephone communication. Work has also been carried out in cooperation with Roma women's associations with a view to fostering associationism and mutual collaboration or providing support for the creation of such associations through the implementation of different actions.



*Many Roma women are bringing about change to improve the situation both within and outside of their community*

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# Youth



*The Network-based project was named the best empowerment project in the INJUVE "Best Practices in Youth Information Contest"*

Faced with the challenge of coming up with a redefinition of the cultural identity of young Roma which is compatible with the exercise of full and active citizenship, here at the Youth Area it is our view that promoting and facilitating the social participation of young people is an essential task as part of the social incorporation process based on access to resources and services intended for youth and also on getting together and working with other youth and other realities. This effort takes the form of a Participatory Network whose purpose is to facilitate forums where young people can meet, reflect on their role in society and within their social group and become involved in activities of their interest.

Work was done on several different lines of work in 2004:

- **Information and Participatory Youth Network "Chavós Nebó - Youth Today". An intercultural forum for young people.** 2004 has seen the expansion of the Network which has Youth Information Services in Madrid, Valladolid, Zaragoza, Avilés, Murcia, Granada, Valencia, Barcelona, Ciudad Real, Albacete, Badajoz, Caceres and Pamplona. The majority of these services have already been integrated into the regional and state-wide youth information network and are run by young staff members, many of whom are Roma. In addition to the standard activities of a youth information centre, they also draw up an activities plan based on the needs and requests from local youth responding to approximately 1,100 requests for information

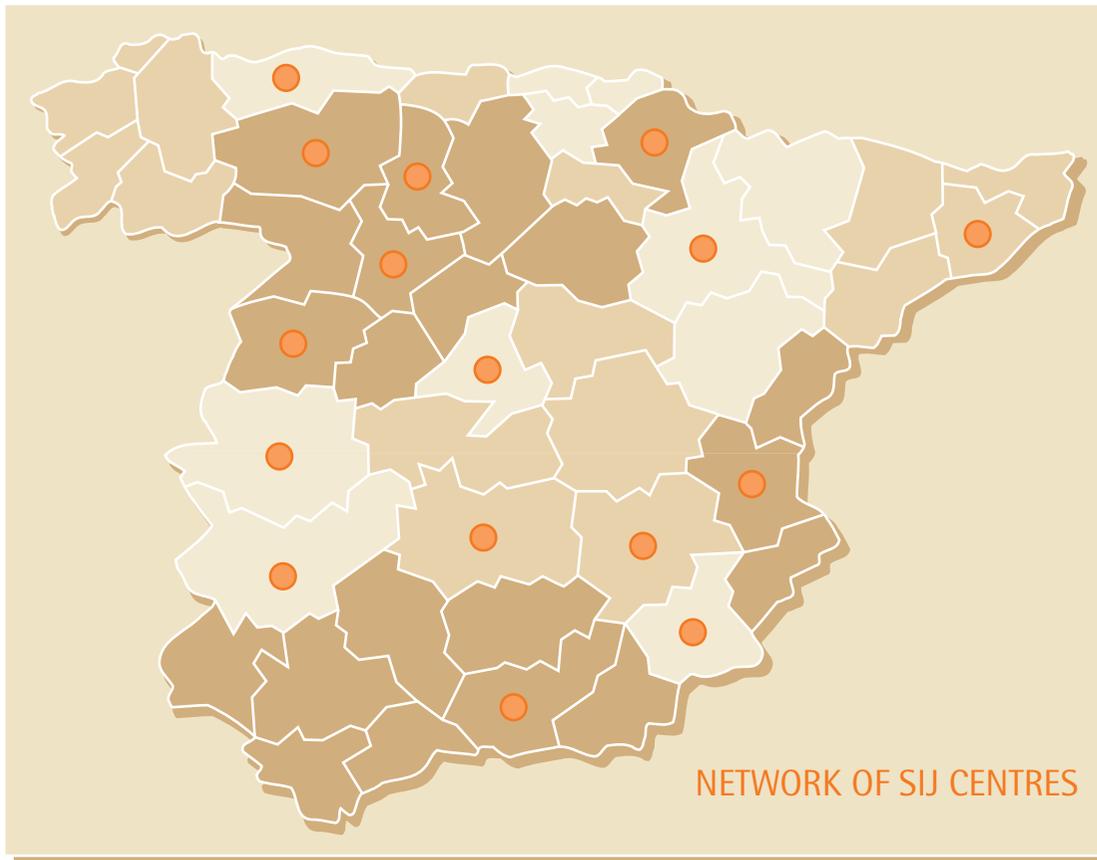
and with over 1,500 participants.

- **Youth empowerment activities.** The work model used by the Youth Information Services (Spanish initials SIJ) is based on street empowerment and community work. At each centre the young people form working groups to draw up, together with the empowerer, a plan of activities many of which are organised in collaboration with other youth and/or Roma entities the common link of which is interculturality and inclusion through participation and the exercise of citizenship.

In 2004 the Network-based project was named the best project in the empowerment category in the INJUVE "Best Practices in Youth Information Contest". It was also presented at the XI State-wide Meeting of the SIJ held in June 2004 at the CEULAJ (Mollina, Malaga) also organised by INJUVE.

- **Training Actions.** One of the key elements of social participation is capacity building of young Roma to serve as positive role models for other youth. The Youth Area has organised a number of training courses for youth informers and empowerers the object of which was the aforementioned capacity building.

The youth empowerment project has been complemented and strengthened this year with the European pilot project on active citizenship and youth participation funded by the European Commission and which has given rise to different training courses in citizenship at different points in the Network.



- **World Youth Fair. Forum of Cultures. Barcelona 2004.** With the basic aim of fostering the active presence of Roma youth at institutional events and the associative movement focusing on youth, the Chavós Nebó Youth Network decided to actively participate at the World Youth Fair held in Barcelona within the framework of the Forum of Cultures. We participated in the State-wide Youth Meeting of the Network with a Seminar on Citizenship and Roma Youth in the 21<sup>st</sup> Century and with a stand and street empowerment workshops with the participation of approximately 40 young people from the Network. These young people, accompanied by the empowerers, shared both work and leisure time with youth from other communities and countries.

- **Collaboration with other youth organisations, technical assistance and partici-**

**pation in different youth related events.** Many Network actions were carried out in collaboration with other youth organisations. The most relevant events in 2004 were the V Regional Youth Participation Fair in Murcia, the IV Autumn School of Entertainment of the Community of Madrid, Cabueñes, Expojoven Valladolid, Zaragoza Global and Aragon Educa.

- **FSG Youth Web Page** ([www.fsgg.org/juventud](http://www.fsgg.org/juventud)). Redesigned in 2004, this web page has become a meeting point for many Roma and non-Roma youth, especially its "*Entre Nosotros*" (Just between us) forum where interesting and dynamic debates take place on subjects proposed by young people. New network brochures and posters have likewise been drawn up and distributed throughout the year.

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# Housing



*In 2004 the FSG passed a Strategic Housing Scheme making this a high-priority strategic issue*

The persistence of shanty towns and sub-standard housing, the deterioration of the neighbourhoods in which they are located, overcrowding and lack of guaranteed access for the most disadvantaged Roma families to public housing are just some of the aspects making this a priority issue in guaranteeing the advancement of the Roma community.

The development and consolidation of accompaniment programmes for resettled families -launched in Madrid in 1999 and spread to other regions in 2002- is the way in which we have continued to respond to an explicit request from regional and local governments and served the needs of many Roma families.

Another relevant FSG initiative in 2004 was the Strategic Housing Scheme making this issue a high priority for the advancement of the Roma community. Its work priorities were as follows:

- Political and institutional action aimed at putting the housing problems faced by many Roma families on the political agenda of public administrations at all territorial levels.
- Improvement in the use and access of existing housing resources and measures by the Roma community, facilitating families' access to information and accompaniment and monitoring of the measures implemented.
- Development of specific measures aimed at the resettlement of families living in shanty

towns and specific intervention in cases of extreme marginalisation.

The FSG's main lines of action in 2004 were:

- **Technical assistance on housing issues** with the creation of request handling and resolution services and the carrying out of studies and reports on the situation of Roma in respect of this issue. A total of 68 requests for technical assistance have been met; in Estella (Navarre) a study was drawn up containing intervention proposals; and a proposal was made to implement a programme in Tafalla in 2005.
- **Intermediation in the purchase of housing.** With a view to promoting access to property ownership among the most disadvantaged sectors of the Roma population and to promote social incorporation processes, 16 homes have been acquired for resettlement purposes.
- **Accompaniment and mediation.** In order to foster incorporation into new environments, 560 families have benefited from accompaniment services and we intervened directly in 6 conflict situations stemming from resettlement processes.
- **Institutional efforts and relations with public administrations** with jurisdiction in housing issues in order to heighten awareness and propose work initiatives to improve the situation. The FSG has taken part in the Emergency Plan regarding matters of Housing and Land drawn up by the Ministry of Housing and which will enter into force in the future.

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# Prison inmate population

The Roma prison inmate population is mostly comprised of individuals from groups subject to transformation processes with greater degrees of social destructuring, loss of values and their own cultural identity with diminishing opportunities in traditional labour activities and facing a variety of different difficulties in finding employment. This reality, which coincides with that of the rest of the prison population, is further exacerbated by differences in Roma culture and the situation of poverty and marginalisation facing the Roma community.

The year 1995 saw the launching, with the support of the Ministry of Labour and Social Affairs (Spanish initials MTAS), of the "Assistance and Advancement Programme for Incarcerated Members of the Roma Ethnic Minority" carrying out intervention work especially in the Soto del Real Madrid V Penitentiary Centre and setting up coordination and monitoring actions at other centres.

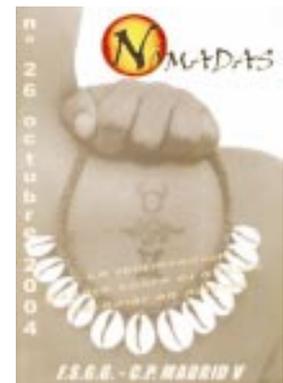
Our work facilitates access to the programmes already existing in the penitentiaries and opens channels for the advancement and social integration of incarcerated members of the Roma community. By developing activities and carrying out more individualised intervention, we are seeking to promote a culture and integration into the prison medium and then, through mediation and counselling, facilitate incorporation into a life of freedom with guarantee of access to existing reinsertion. We work with inmates and their families because our nearly ten years of experience have

demonstrated the importance of prevention, especially with children and adolescents.

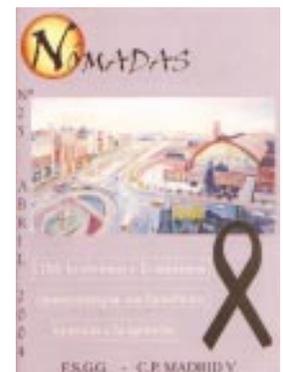
Intervention methodology is carried out in two complementary spheres:

- **Individualised attention and monitoring (188 inmates):** Individual interviews; coordination with penitentiary centre staff; drafting of social reports for treatment groups, lawyers, judges or external entities; referral to socio-labour insertion programmes (13); follow-up in the case of inmates transferred to other prisons (11); integral work with the families of inmates improving the stability of the processes (116); support for drug-dependant inmates and referral to programmes designed to deal with their situation; monitoring and support of inmates with AIDS or who are HIV-positive.

- **Group work.** This is of fundamental importance to continue insisting on proper attitudes, the learning of personal and social skills, group dynamics and teamwork. This is based on the organisation of different types of workshops: **Magazine workshop** in which inmates publish, draft and design the publication (29 participants); **Flamenco music group** focusing on cultural identity work (55); **Women's classroom workshop** focusing on handicrafts alternating with transversal health instruction (56); **Health education and prevention workshops** for men (15) and for mothers with children under three years of age (19); **School support and personal hygiene workshops** focusing on a number of subjects depending on the needs of the centre (20).



*We promote integration in the prison environment with guaranteed access to social reinsertion programmes*



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# Social action



The development of Integrated Social Action Programmes is based on the ascertainment that the complex needs of the Roma community should be given global responses envisaging their advancement in the community environment in which they live. This type of intervention is based on the assertion that in order to bring about real change, all issues affecting social and cultural advancement must be addressed.

The FSG's approach is to promote this type of integrated action that has a bearing on the whole range of problems suffered by any group of human beings. This has led to the development of our own unique work model that includes intervention in housing, educational mainstreaming, the advancement of women, fostering the participation of young people, cultural promotion... Territorially-based Social Action is becoming more consolidated although with different levels of development in the different autonomous communities.

In 2004 this work model has taken root in autonomous communities (regions) such as Madrid, Asturias, Castilla-La Mancha, Navarre, Castilla y Leon, Galicia, Aragon, Murcia, Valencia or Andalusia but with different processes.

The following lines of work have been developed:

- **Housing intervention:** The objective of this area of work is to promote actions providing the local Roma population with access to housing and improved neighbourhoods as the basis upon which to address other aspects related to personal and group advancement as well as living standard.
- **Basic services:** The objective is to meet the needs of the part of the Roma population requesting help and indicating needs, make needed referrals and accompany these individuals when necessary to mainstream services

and teach them how to make proper use of the said services.

- **Educational mainstreaming:** The aim is to work with the compulsory school age segment of the Roma population so that they regularly attend school, acquire needed habits and routines and internalise school rules at a level commensurate with their age, are given compensation classes to make up for their situation of disadvantage and do not drop out of the school system prematurely.

- **Advancement of women:** The objective is to implement a whole set of activities focusing on the advancement of Roma women allowing them to emerge from a situation of double marginalisation -as women and as Roma. An effort is also made to empower Roma women to take up the fight for their own development because we are convinced that, to a great extent, the future of the Roma community depends on it.

- **Intervention with Roma youth and children:** The purpose of this programme is to create a socio-educational support system for Roma children designed to keep them in the educational system and enhance their performance, to foster their proper psycho-social and cultural development and to compensate for any difficulties and risks of maladaptation and exclusion that the children may be subjected to. A further goal is to empower and foster social participation on the part of Roma youth in their social incorporation process.

- **Health promotion:** Development of initiatives focusing on prevention and improvement of health and standard of living in the Roma community via improved access to mainstream health services, capacity building for health care professionals and Roma participation in decision making bodies.

- **Adult education:** A large number of Roma adult men and women lack the level of education needed to play an active role in society. The aim of our efforts in this area is to

contribute to integral personal enrichment, foster socio-economic and cultural development and achieve at least a minimum level of instrumental learning.

- **Promotion of social participation:** Today the issue of participation is a fundamental aspect for any social group. Everyone would agree that the degree of a group's social integration is a product of its level of participation in forums of work, reflection and debate established for that purpose. The Roma community does not have access to such forums thus making it necessary to address this subject specifically fostering their involvement in their own forums as well as outside ones.

- **Cultural promotion:** This entails carrying out actions allowing us to recognise, establish, develop and transmit elements of the Roma culture with a view to their being recognised as citizens with full rights as well as Roma in today's world, showing the society a more positive and real image.

During the course of 2004, the Social Action implemented by the FSG has allowed for the development of working tools contributing to the better tailoring of services to the needs of users. In this connection, a social action data base has been developed which will become fully operational during 2005 and will be one of the main working tools. Use of this data base will permit updated diagnosis of the status of the Roma population who we are serving and will mean improved service and monitoring of our users.



*Social action is based on the global responses with which the Roma community should be provided to achieve social advancement*

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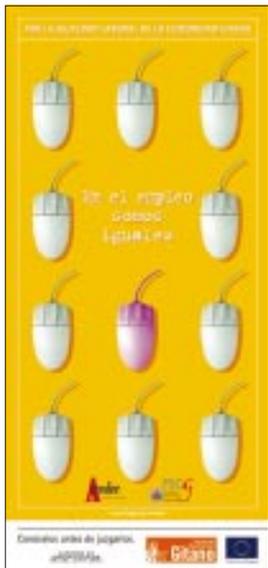
# Employment and vocational training



The fight against exclusion and discrimination in respect of the training and employment of the Roma population continues to be an FSG priority action. In light of the special situation of inequality and disadvantage in which the Roma population finds itself, special compensating actions focusing on this group must also be established and these measures should always lead towards mainstreaming in the labour and social fields.

The main goal of our work is, therefore, to make equal opportunity a reality for the Roma population when it comes to their access to training and employment so that this mainstreaming permits their full participation in society. To this end our work revolves around three broad areas of intervention:

- **Direct intervention** with the Roma population with a view to improving employability. These goal-oriented actions, focusing on and prioritising the participation of Roma and non-Roma alike, are always implemented favouring an intercultural context. This intervention, mostly organised around the Multi-regional Operational Programme on the Fight Against Discrimination (ESF) but also within the framework of the Roma Community Labour Market Inclusion Programme under the Spanish income tax scheme (MTAS), the Community Initiative EQUAL and other training and labour inclusion programmes of the different provincial and municipal administrations, envisions the following types of action:



- Labour information actions constituting the first phase of the work methodology entailing recruitment, labour information and the initial diagnosis of the employability of the beneficiaries.

- Labour guidance actions and accompaniment in the search for employment entailing a more in-depth individual diagnosis and tutoring sessions to provide guidance and individualised follow-up for beneficiaries throughout all of the phases of the itinerary.

- Vocational training initiatives responsible for the organisation and teaching of training sessions closely linked to employment; these are the result of prospective studies carried out in each territory.

- Mediation and labour-market inclusion actions comprised of accompaniment initiatives in the active search for employment and mediation in the labour market identifying possible offers of employment that could be covered by service users.

- Actions to support protected employment initiatives and insertion companies (ECOTUR, Congress and Tourism Hostess Service; LACHO BUTIPEN: press Kiosk...) whose purpose is to encourage "springboards" from which to make the transition to mainstream employment through internship training processes very close to the real production of goods and services and therefore very effective for acquiring professional competency and skills and work habit training.

• **Institutional intervention** mostly focusing on supporting more pro-active social policies for the improvement of living and work conditions and the solution of the problems and needs of the Roma population. It is generally the case that there is no real and updated information on the situation and problems faced by the Roma population with respect to the labour market, there are very few specialised professionals in this line of work with the Roma population, there is no transfer of positive experiences and there continues to be a need to support better adaptation of the Training and Employment Systems to the specific reality of this sector of the population in order to favour access.

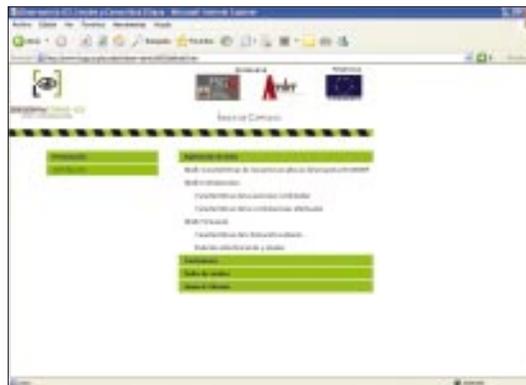
In this sense actions have been developed in the area of training and the transfer of methodologies and materials so that the work that is currently being done with the Roma population may be assessed and this includes quality control systems for all interventions.

Mention should also be made of the creation and publication, within the framework of the Multi-Regional Anti Discrimination Operational Programme, of the second edition of the *Observatorio de Empleo y Comunidad Gitana* (Roma Community Employment Observatory) for the 2000-2003 period. This Observatory is intended as a tool for ongoing analysis and reflection on the socio-labour situation facing the Spanish Roma population. At the FSG we are aware of the importance of carrying out rigorous analysis allowing us to gain profound insights into the current situation in which the Roma community finds itself. The Observatory is an example of this process of analysis and assessment that has been carried out thanks to the methodology and the Operational Programme's management system providing abundant and relevant information on the training and labour situation of a number of Roma individuals who, in one way or another, have been in contact with the ACCEDER employment facilities located in the different Autonomous Communities. We feel that the value of this Observatory is self



evident because it is the first time that specific statistical data has been collected on the Roma population with regard to vocational training or employment.

• And lastly, a permanent task of **awareness-heightening of the society at large and of the agents intervening in the labour market** favouring the elimination of all discrimination against the Roma population and its access to training and employment. This goal is met, on the one hand, by implementing actions with the Roma community to foster change in their attitude when it comes to training and employment and, on the other hand, by working with government administrations, entrepreneurs and potential employers with the aim of raising their awareness with respect to the problems faced by this sector of the population in the area of training and access to employment, reducing prejudice and encouraging the commencement of positive actions.



*In 2004  
more than 11,500  
people participated  
in FSG employment  
and vocational  
training initiatives*

## ACCEDER Programme

The European Social Fund's Multi-Regional Operational Programme to Combat Discrimination, whose purpose is to foster access to employment for certain groups in risk of exclusion, has a specific line of action focusing on the Roma population: the **ACCEDER Programme** managed by the FSG. This programme commenced in 2000 and is scheduled to continue through to the end of 2006. It is currently being implemented in a total of 45 municipalities spread throughout 13 autonomous communities and has 47 work centres in operation.

The key aspect of the programme is the link that it establishes between the social and economic fields bearing in mind the situation and needs of the Roma community and working with a sense of empathy and from the standpoint of their specific interests, moulding and focusing actions to offer alternatives tailored to their specific needs while at the same time remaining mindful of the needs and requirements of today's labour market (skills and capacities required to gain access to and keep a job, a labour situation in the different economic sectors, etc.).

Action therefore focuses on improving the employability of the Roma community, not only to facilitate its access to the labour market but also as a means to combat the prevailing situation of social exclusion: the aim is to palliate the situation of exclusion by means of labour market insertion and consequently the Roma community's involvement and participation in society as members with full rights.

The goal is the adoption of an integrated and individualised approach to intervention that tends towards mainstreaming through the application of a methodology covering a broad spectrum of aspects: ranging from counselling on labour market opportunities to labour skills training while remaining ever

mindful of the social skills needed for employment which this sector of the population often lacks. This integrated intervention methodology has proven to be more effective than isolated actions because it covers a broader spectrum of the target population's needs rather than remaining limited to one single aspect.

Below is a summary of the results obtained during the year 2004 at the 47 ACCEDER facilities run by this Programme:

- **Persons served:** The Programme's initial objectives were planned for the period 2000-2006 seeking to serve 15,000 users and procure 2,500 work contracts. From the beginning of the Programme through to the end of 2004, service was provided to a total of 23,006 people (a 32% increase with respect to 2003 figures) and 14,742 labour contracts were signed.

For the first time the percentage of women served by the programme is slightly higher than that of men (50.3%) and the largest volume of beneficiaries is in the under 30 group (61%) while the lowest number is found in the over 45 group (6%).

- **Training actions:** After more than four years of work we have observed that a large gap exists between the average level of vocational training and qualification of the Roma community and that of the rest of the population. This undeniable lack of qualification has clear consequences for Roma people's chances of gaining access to and holding a job because it clearly diminishes their chances of being hired and generally limits their access to low-skilled vocational sectors and jobs which tend to be unstable, precarious and offer little chance of sectoral mobility and professional advancement.

In response to this situation within the framework of the work done via ACCEDER facilities, both at the reception / information and labour counselling stages, our goal is to



Fondo Social Europeo



promote training as one of the priority measures, focusing mostly on the younger sectors of the population. This effort follows an integrated approach to training and employment based on work experience and on achieving technical knowledge and skills as well as a range of instrumental skills (social skills, work habits, etc.) which are incorporated into one's employment repertoire and will play a key role in the insertion itinerary.

Vocational training as a central resource in the process, however, is only valid for certain individuals who, given their personal characteristics (age, family situation, educational level...) and personal motivation to receive training in terms of the middle to long-term investment entailed, are willing and available to embark upon relatively long training processes with a view to more advantageous labour insertion.

In light of this dual perspective, we have been developing actions that respond to both situations and two types of strategies have therefore been implemented:

**- Direct management of training resources.** Through ACCEDER centres and in function with the realistic possibility for employment, mostly short-term training resources are managed and, whenever possible, are found on location at the company. This internship-type training leading to a relatively immediate work contract is more or less



contingent upon the acquisition of specific skills needed for the job post. In some other cases (fewer in number) pre-labour training initiatives are carried out in order to raise low employability levels and therefore facilitate subsequent vocational training and/or a work contract.

**- Referral to outside training resources.** The ACCEDER teams analyse the resources which best match the characteristics and requirements of each person and refer them to those deemed most appropriate. Especially during the initial phases of the training, accompaniment also forms part of the process when deemed necessary to assure that candidates follow through.

Since the commencement of the Operational Programme, the number of users taking advantage of some type of training resource

*In 2004 a total of 14,700 contracts were signed, surpassing the employment goal envisaged for 2000-2006 by 589%*



has been rising and today accounts for approximately 25% of the total number of beneficiaries. These data confirm the positive trend in the Roma community's access (especially the youngest) to training resources. The ACCEDER resources have played an important role in this connection having implemented over 200 courses. The participation of Roma individuals is very high accounting for over 80% of the total number of users. The greatest area of success in terms of its validity as a tool facilitating access to employment is with women, especially those between the ages of 16 and 24.

If one observes the type of resources made available to people who have opted for training, we notice that, in quantitative terms, participation in vocational training courses has been the most important. Attention should also be drawn to the number of people who are turning to the Workshop Schools and Trade Houses as well as to obtaining ESO (Compulsory Secondary Education) certificates.

- **Accompaniment initiatives in the search for employment and labour insertion**

entail the active search for employment and mediation in the labour market identifying possible offers of employment that could be covered by service users. A total of 14,742 labour contracts were signed by 7,358 people which works out to 2 contracts per person. Logically this ratio will rise during the duration of the programme reflecting more active permanence in the labour market although with multiple contracts. Gender differences are

gradually diminishing in labour contracts as well although men (52.7%) continue to outpace women (47.3%). Of these contracts, close to 40% were first job experiences both in the case of men as well as women. These data are indicative of the importance that ACCEDER is having in fostering first-time access to the labour market for many people. It is also worth noting that the percentage of contracts awarded to Roma individuals is almost equal to the percentage of Roma users who are taking advantage of the programme. This percentage parity did not exist at the outset of the programme when the employment index for Roma persons was a good deal below that of non-Roma. The conclusion can therefore be drawn that today Roma are more active and determined in seeking employment than they were four years ago.

The majority of the jobs are with private companies (8 out of 10) with no appreciable gender differences. More than half of the contracts are with companies with fewer than 50 workers and more than 70% are full-time contracts and it is here that sharp gender differences become apparent: nearly 40% of the women were given part-time contracts while that was the case for only 10% of the men. Approximately 6 out of every 10 contracts were for a specific work or service while 38% were permanent contracts. 40% of the contracts were for over three months.

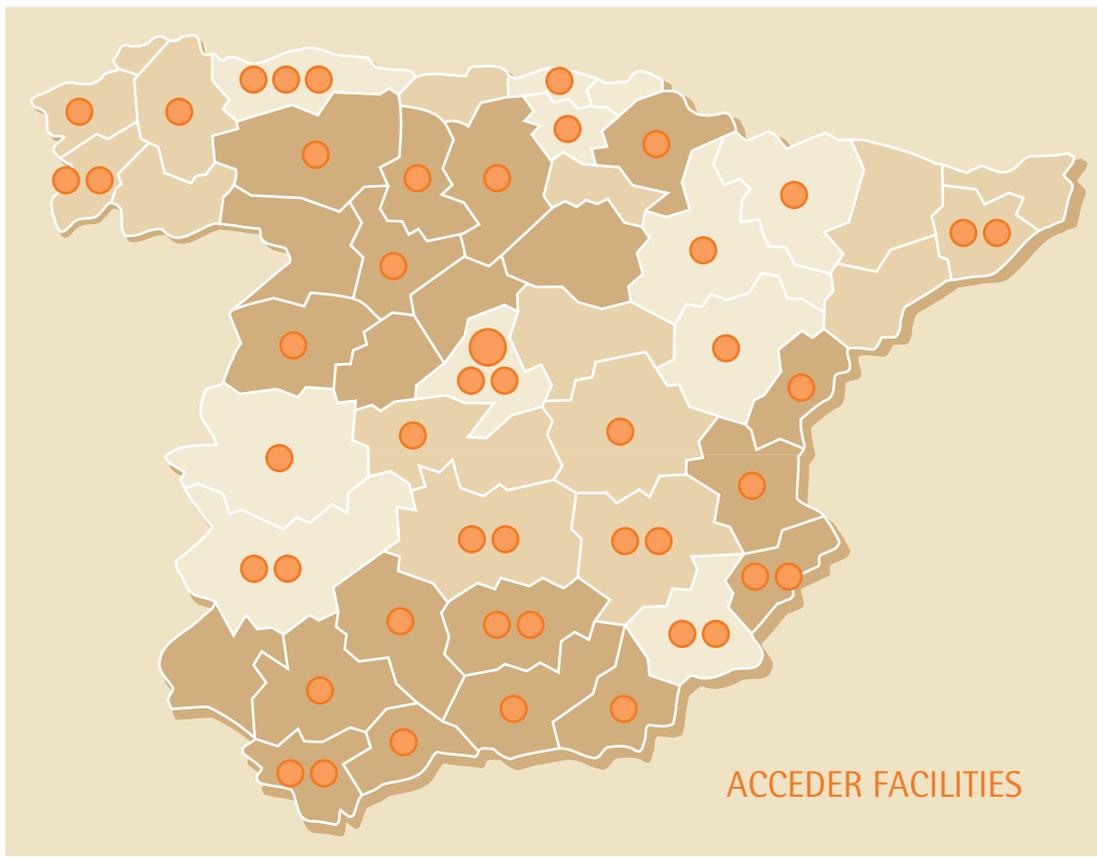
The incorporation of the Roma population into the labour market is a process that will take some time requiring role models, a large dose of motivation, investment in earning qualifications, breaking down prejudices... A special accent should therefore be put on the importance of long-term projects with a greater impact on the beneficiary population. The operational framework furnished by the Operational Programmes is making this a possibility.

And with a view to guaranteeing and strengthening this action framework, in November 2004 the State Seminar on

Employment and the Roma Community was held with the slogan "At work we are all equals". This Seminar, with the participation of representatives from over 80 public administrations who are co-funders of the Programme, was held just as we passed the Programme's half-way point and as we are nearing the crucial moment for the definition of the new round of Structural Funds that will take us up to 2013 (new Community Support Framework and Operational Programmes or the forms of programming that will define regulation).

It is our firm belief that the Roma people should be on the agenda at that time and that their socio-labour situation should contribute to the definition of any future policy regarding employment issues. To that end, and with the participation of all of these entities, our aim was to make this Seminar a forum within

which to compare experiences and renew ideas and efforts. The objective of this work session was to provide a global vision of the situation facing the Spanish Roma community in terms of vocational training and employment, to identify progress made as well as difficulties and pending challenges and, in short, to move forward on measures and action proposals needed for the future.



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# Training

*Over 600 field professionals and mediators have participated in training sessions with a view to increasing the efficiency of their work with the Roma community*

One of the *Fundación Secretariado Gitano's* priorities is to take an active role in training and capacity building for intervention work with the Roma community. The Training Sector bears witness to this priority and seeks to respond to the training needs of those who work with or participate in actions aimed at the advancement of that community. The following lines of action were implemented in 2004:

- **Training and specialisation of professionals in their work with Roma.** It is our view that social intervention with the Roma community demands professionals capable of meeting quality requirements in the resolution of a constantly changing set of social needs.

This type of training is found within the framework of a set of actions the objective of which is to inform, train, guide and counsel future social field professionals for social intervention with the Roma population. The principal objective of this work is to offer, analyse and propose to these professionals strategies and working instruments in different fields tailored to this sector of the population. It also seeks to present an integrated social intervention model allowing for an increase in the quality of services rendered. In the context of these types of initiatives, special mention should be made of two courses on social intervention with the Roma community, one in Salamanca and the other in Santiago de Compostela, addressing a number of different professionals working with the said population within the framework of the Ministry of Labour and Social Affairs' 2004 Training Plan.



- **Mediator training.** The FSG has always been mindful of intercultural social mediation as an intervention strategy developed thanks to the work done by mediators in conjunction with the Roma community. Over the last several years this has become more professionalised as part of a process that has emerged alongside the demand for qualified mediators and for specific training in mediation.

From the Foundation's standpoint, mediator training is a priority element in that it permits the training of field professionals giving them the ability to intervene with their own people or with other communities. This line of work has set the stage for the development of several mediator training courses focusing on professionals working with Roma as well as experience sharing and transfer initiatives.

- **Training of trainers.** Given the lack of specialised professionals capable of running training courses for social intervention with the Roma community, training and technical



advisory schemes have been devised for training trainers. Our aim is to transmit curricular content as well as the specific tools necessary for this type of training (skills, pedagogical foundations, teaching resources, tailored materials, etc.) and our beneficiaries are trainers and technicians from social intervention entities.

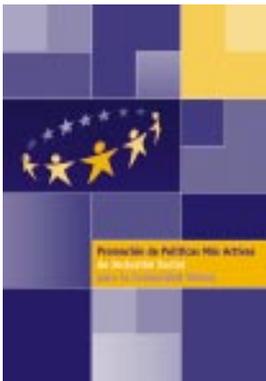
- **Specific seminars, conferences and meetings within the different fields of intervention.** The purpose of this facet of training is to disseminate, visualise and reflect on intervention experiences with the Roma community in the different fields of intervention (education, Roma women, etc.). This is designed as an open forum for joint sharing

and reflection among the different entities regarding the problems arising from social intervention with the Roma community in each territory. During the year 2004 a number of specific seminars were held in different Autonomous Communities: for the advancement of Roma women, education, youth, etc.

- **Coordination, support and technical assistance.** The Training Area is responsible for the coordination and management of training activities outside of the Foundation and an ongoing technical assistance service is provided for Foundation professionals themselves as well as for any outside agent requiring such assistance.

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# Social inclusion



The factors playing a role in exclusion processes vary for each group and for each individual person and it is therefore essential to gain insight into them in order to address the issue of inclusion with a certain level of guarantee. Roma continues to be one of the most vulnerable groups suffering from the greatest social exclusion in our country. This is due not only to a lack of material assets but also to the obstacles standing in the way to resources, goods and services.

The end goal of our activity in this field is to promote processes of change and improvement, exert an influence on social policies so that they have a more profound effect on the needs of the Roma community, remove obstacles standing in the way of social inclusion and mobilise other actors to collaborate in this task and to take on an attitude of solidarity and sensitivity towards the situation of this minority.

During the year 2004 the FSG has implemented a number of different actions designed to promote the social inclusion of the Roma population. These initiatives are carried out via three main programmes: actions fostering the social inclusion policies of the Multi-Regional Operational Programme to Combat Discrimination (Acceder Programme) funded by the ESF; the Programme for Technical Assistance and Social Inclusion Awareness of the Roma population funded by the Ministry of Labour and Social Affairs and the European Policies to Promote more Pro-active Social Inclusion Policies focusing on the Roma community:

- **Advisory and cooperation actions with social administrations and organisations.**

Work has been done with 170 different institutions or departments consisting of activities ranging from work meetings with officials from the different local or regional administrations for the purpose of addressing situations that affect Roma communities to the drafting of analysis, proposal and recommendation documents in order that the Roma issue be taken into consideration when social plans and policies are drawn up.

In 2004 the Foundation actively participated on the Roma Development Plan's Advisory Commission. The aim of this Commission was to create the new State Council of the Roma People and to draft a new plan. Work is expected to conclude during 2005.

- **Promoting more pro-active social inclusion policies.**

The FSG is leading this European project the aim of which is to promote cooperation and exchange among European Union Member States in combating poverty and social exclusion affecting the Roma and Traveller communities. Specifically, this project seeks to put European inclusion policies focusing on these groups on the agenda especially at the upcoming rounds of the National Action Plans for Social Inclusion and will lobby for actions specifically designed to palliate the situation of social exclusion that they face.

This initiative has a strong transnational component given that it is based on the work

and experience of 14 partners from seven European countries (Spain, Ireland, Czech Republic, Portugal, Greece, Hungary and Romania): the public body responsible for drafting the National Plans and one NGO per country ([www.fsgg.org/socialinclusion](http://www.fsgg.org/socialinclusion)).

- **Training and awareness-raising actions.** If headway is to be made in social inclusion processes with the Roma community, we must set the stage for a more inclusive social environment, one that is more sensitive to the situation of the Roma people; in short, we must work side-by-side with the different agents involved in order to make sure that the Roma issue is on their agendas.

In this regard we have carried out a flurry of activity in all of the Autonomous Communities with 30 training sessions in which 1,555 people have taken part, mostly technicians, professionals from the social services area and from other administrations as well as personnel from Roma organisations and other social entities. This large-scale participation of agents involved in one way or another in the advancement of the Roma minority is a good

indicator of the impact of this Programme and serves as proof that awareness-heightening is indeed possible and that these agents can be provided with better know-how and tools giving rise to more effective interventions that remain sensitive to the needs of Roma.

- A specific action meriting special mention in light of its relevance and impact in 2004 was the design, production and dissemination of the **Social Awareness Campaign entitled “Get to know them before judging them”** detailed information on which can be found in another section of this report.

- **Fostering network action.** The FSG has been one of the entities behind the promotion of organising the different social organisations working in the field of social inclusion. In 2004 we continued participating in the Working Group on Inclusion of the Social Action State NGO Council. The Spanish Anti Poverty Network was also created and since its implementation the Foundation has formed part of the Executive Committee, the Standing Committee and the different Regional Networks.



*The overarching objective of our activity is to promote processes of change and improvement regarding the needs of the Roma community*

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# Equal treatment

*The Equal Treatment Area has responded to over 200 queries regarding ethnic discrimination from victims, public administrations and NGOs*

The transposition of *Directive 2000/43 on implementing the principle of equal treatment between persons irrespective of racial or ethnic origin* into the Spanish legal system took place on 30 December 2003 by means of the Fiscal, Administrative and Social Order Act, Law 62/2003. The said Act includes the minimum legal framework laid down in the Directive reinforcing protection of the equal treatment principle in our country and giving rise to the creation of *the Council for the promotion of equal treatment and non-discrimination of persons for reasons of racial or ethnic origin* the implementation of which should have been regulated within the first three months subsequent to the Act's entry into force.

In order to eliminate a large number of the discriminatory practices accepted as normal behaviour by the majority society, not only must legal provisions be applied but instruments are also needed to promote, inter alia, care for victims, mediation, awareness-heightening and training of agents and the dissemination of codes of conduct; spheres within which the *Council for the promotion of equal treatment* should play a major role as the guarantor of minority rights.

In 2004 the Area of Equal Treatment focused intervention on:

- **Institutional Action:** The Fundación Secretariado Gitano established a working group in conjunction with the organisations CEPAIM, ACCEM and the Spanish Red Cross

for the monitoring of anti-discrimination regulations in our country, especially regarding the creation of the *Council for the advancement of equal treatment and non-discrimination of persons for reasons of racial or ethnic origin* and likewise submitted a recommendation document with a view to broadening the legal scope of protection of the right to equal treatment.

- **Training and awareness-raising:** The Equal Treatment Area implemented the Equal access to public services project funded by the European Commission's Directorate-General for Employment and Social Affairs and IMSERSO (Spanish Social Services). Its main activities were the organisation of two awareness-raising seminars aimed at the state police and security forces and public agents with powers in the realm of social services.

On 27-28 May the seminar entitled *Social Services and the Promotion of Equal Treatment* was held in Madrid with 52 participants from NGOs, local and regional administrations and the Ministry of Labour and Social Affairs. They debated relevant issues such as the transposition of Directive 2000/43 into the Spanish legal system and its practical effectiveness and likewise the active role and concrete measures to be implemented by the Administration's Social Services.

On 3 June the Seminar entitled *Police and ethnic/cultural diversity in Spain* was held with the aim of analysing the role of the police in combating discrimination and the barriers

blocking the way to full enforcement of the equal treatment principle within the scope of the state police and security forces having regard to ethnic or racial minorities in Spain, mainly Roma. The seminar's 37 participants were from the national, municipal and regional police forces as well as the civil guard.

- The Roma EDEM European Project,** *Promotion of Roma / Traveller integration and equal treatment in education and employment*, financed by the European Commission. The project's preparatory phase was carried out in 2004 with the aim of reducing the existing gap between anti-discrimination legislation and institutional practices. In addition to the FSG, a number of the specialised bodies for the promotion of equal treatment of Northern Ireland, Portugal, Romania, the Czech Republic and Hungary, along with the NGO Romani CRISS, (Romania) participated in the project. The preparatory phase included the design of objectives and activities for the project's two-year implementation consisting mainly of the organisation of national and international seminars in the fields of education and employment and likewise the publication of a discrimination handbook addressing the Roma communities of all of the partner countries.

- Advisory support for victims of discrimination:** With the collaboration of all of the territorial outposts, the Equal Treatment area dealt with over 200 queries related with the fight against discrimination posed by the victims themselves, public administrations and NGOs and has documented 92 cases of discrimination which will be presented in a report focusing on equal treatment and the Roma community. In all of those cases the Fundación Secretariado Gitano implemented its complaint intervention strategy which is based on dialogue and can be summarised as communication, mediation, conciliation and legal action.



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# International cooperation

*The recent enlargement of the European Union to include Eastern European countries has had a very significant impact on the FSG's international work*

For over a decade now the FSG has been working in Europe-wide projects and participating in transnational networks. This facet has continued to grow over the years and, to the degree that the Foundation consolidates its work in Spain, has expanded both in terms of the geographical area covered as well as the scope of the projects.

Since 1999 the FSG has been spreading its actions in the direction of the Eastern European countries recently incorporated into the European Union in 2004. The timeliness and political relevance of the protection of minorities on an international scale, together with the process of European enlargement which, between 2004 and 2007, entails the incorporation of approximately six million Roma, has focused attention over the last year on the repercussions and impact this will have on the Spanish Roma population. Until the recent enlargement, Spain was the European Union country with the largest Roma population. Thanks to its specialisation and experience in this field, the FSG can contribute its own experience in working with this group as well as the social integration model followed by Spain over the last several decades.

The FSG's international cooperation activities are carried out mainly along four basic lines of action:

- Provision of technical assistance and advisory support to public administrations as well as Roma or pro-Roma associations and social entities working with this sector of the population.

- Provision of specific training and improving the qualifications of the Roma themselves and of the field professionals working with them.
- Broadening and promoting links and experience sharing with entities and institutions of other countries.
- Reinforcing our active presence and participation in international forums where subjects affecting the Roma community are addressed.

The following projects and activities were carried out during the course of 2004:

- **The institutional twinning PHARE Project (Twinning-Light) with the Czech Republic** "Combating the social exclusion of the Roma community". This is a European Commission project designed to support that country in its design of an institutional model to coordinate and execute actions focusing on the Roma population and on improving the impact that employment, social affairs and housing policies have on this group. Also, a number of seminars aimed at social entities and NGOs operating on the local level were organised.

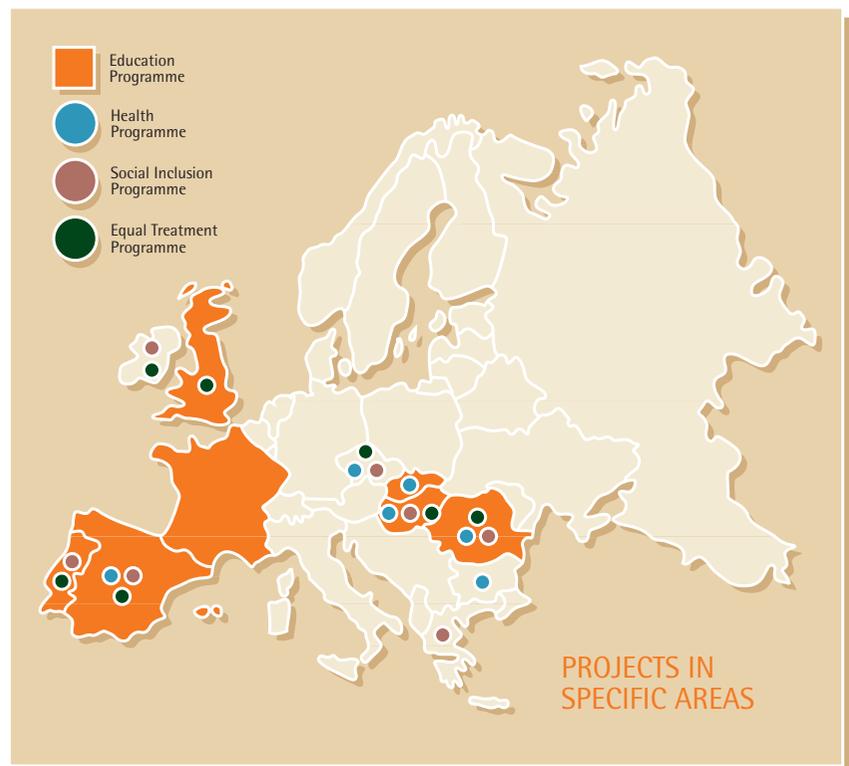
- **Institutional twinning PHARE Project with Hungary** "Improving the effectiveness of policies focusing on the Roma community". This is also a European Commission project but with an 18-month duration (2002-2004) and for which the FSG contributed with a Pre-accession Advisor stationed in Budapest who was responsible for providing institutional support to the Hungarian Government's Roma Affairs Office consisting mainly of technical

support and training for the personnel of the aforementioned body.

- **Joint technical assistance programme of the Council of Europe-Council of Europe Development Bank** "Identification of projects aimed at improving the standard of living of the Roma community in Eastern European countries (Czech Republic, Slovakia, Hungary, Romania and Bulgaria)". The FSG identified 5 possible projects especially in the fields of housing and employment and it will be up to the Council of Europe-Development Bank to select those to receive economic support from the said Bank.

- **Project to foster ethnic tolerance in the Republic of Udmurt (Russian Federation).** The purpose of this new European Commission initiative focusing on the former Soviet republics is to create cooperation mechanisms between the central government, town halls, ethnic associations and the media with a view to fostering ethnic tolerance in a republic with over 70 minorities. This is a one-year project and also involves the stationing of an advisor in the Republic of Udmurt to provide counsel to the Ministry for National Policy.

- **Project for the promotion of more pro-active social inclusion policies with the Roma community (phase I and II).** This project, supported by the European Commission and whose first phase was implemented in 2002-2003, has been renewed for a further two years and partners have been added. Phase one of the project included Spain, Portugal, Greece and Ireland and phase two has added the Czech Republic, Hungary and Romania. The fundamental aim of this project which is led by the FSG and the partners of which are the ministries responsible for drafting the National Action Plans for Social Inclusion and social entities, is to promote more pro-active social inclusion policies for the Roma population through the creation of social indicators, the publication of an awareness guide and training of Roma and professionals who work with the Roma community.



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# Advancement of Roma culture

*10,331 people  
have participated  
in the cultural  
activities organised  
by the FSG  
in 2004*

The **path towards full citizenship of the Roma community** is hindered by the situation of exclusion in which an important percentage of this community finds itself and also by the lack of recognition of its cultural identity and the discriminatory processes that it has historically suffered.

The absence of specific policies focusing on the Roma community is especially notorious in the cultural sphere. Despite the recognition of autonomous regions, of peoples and of groups of human beings, the **Roma culture has never been given even the slightest recognition**. On occasion its cultural reality has been denied or reduced to aspects related with poverty and marginalisation.

International organisations such as the Council of Europe address the need to work in favour of the defence of ethnic minorities and the obligation of nations "to implement the necessary legislative, administrative, judicial and

any other pertinent measures to create, in benefit of minorities, conditions allowing the latter to affirm their identity and develop their education, culture, language, traditions and customs".

In the case of Spain, the 1978 Constitution states that "It is the responsibility of the public powers to promote conditions so that liberty and equality of the individual and the groups he joins will be real and effective; to remove those obstacles which impede or make difficult their full implementation, and to facilitate participation of all citizens in political, economic, cultural and social life."

However, despite this formal recognition of equality, reality bears witness to enduring situations of social, economic political, ... inequality against which one must fight on all fronts, among those the cultural.

The Area of Cultural Promotion has consolidated its initiatives during 2004 by





implementing some of the measures approved in its Strategic Plan with a view to encouraging the majority society to gain insight into and recognise the cultural life of the Roma communities in Spain and throughout Europe and the social changes which they have undergone over the centuries.

The main lines of work this year have been:

- To foster the celebration of cultural weeks contributing to the recognition of this culture throughout the different regions of the country.
- To underscore and recognise the contributions that Roma culture has made to Spanish cultural heritage.
- To foster the meeting of different cultures and intercultural neighbourly relations.

The most relevant actions carried out in 2004 were:

- **The organisation of cultural weeks and commemorative acts** by the FSG and in collaboration with other entities has contributed to the visibility of the Roma culture and has likewise helped to systematise these sorts of initiatives with a view to making them cyclical events in the cultural offering of the municipalities in which we work. A total of 10,331 people from all of the autonomous regions where the FSG is present have participated in these activities and events have been celebrated in 25 towns and cities.

- Our **Documentation Centre** continues to serve as a benchmark in terms of bibliographical reference. The Area of Cultural Promotion has set up cooperation links with different institutions in order to foster the revival and organisation of productions related with Roma culture.

- **The exhibit entitled "Culturas para compartir. Gitanos hoy" (Sharing Cultures. Roma today)** has embarked upon its journey around different parts of our country. It is gradually being further disseminated through cultural centres and public and private entities. The travelling exhibit has been shown in 15 towns and cities throughout 7 autonomous communities. In Madrid the permanent exhibit was visited by 1,298 people, 68% of whom were from schools.

- **Relations have been maintained with institutions in the cultural field** with a view to increasing the presence of the Roma community at the national and international levels. The most relevant have been the Ministry of Culture, the Cervantes Institute and regional film archives and libraries.



# Volunteers



*Over 150 volunteers have collaborated with the FSG in the development of its activities*

Through its Volunteer Programme the FSG seeks to develop a sufficiently organised social base to help us become further established and recognised by society. In this way we hope that our services acquire enhanced human quality. To this end we feel that it is important to involve Roma and non-Roma alike as volunteers who are committed to the Roma cause.

In order to further promote this area, in 2004 a specific working group was formed to deal with volunteers, the object being defining the Foundation's volunteer model and designing strategies for growth. The Volunteer Recruitment and Promotion Programme known as "People who need People", whose purpose is to promote solidarity on the part of society towards the Roma cause, was also presented.

One of the key aspects of this Programme is the training of our volunteers and to that end two meetings were held in 2004:

- **III State-wide Volunteer Training Conference 2004: People who need People** (April, Salamanca); in collaboration with the Ministry of Labour and Social Affairs and the European Social Fund.

- **IV Volunteer Training Conference** (December, Torremolinos - Malaga), specifically geared towards the southern part of Spain. A number of different social entities collaborated in this endeavour.

The **objectives** of these meetings were:

- To give the entity's volunteers and intermediate level staff a forum for reflection and debate on the role and functions of FSG volunteers.
- To collect proposals and practical suggestions for the drafting of a Manual or Handbook for the incorporation of volunteers to the entity.

Said meetings gave rise to a series of contributions that the working group will use in the drafting of two documents:

- An "ideological" document that defines the Foundation's concept of volunteer work.
- A "practical" document to be used as a Handbook for Volunteer Participation which could establish the work to be carried out by volunteers: recruitment, reception, training, accompaniment, monitoring, recognition, etc.

During 2004 the FSG had **150 volunteers** compared with 82 in 2003.

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# Communication and image

Over the last several decades the Roma community has made significant headway in terms of social advancement. However, the majority society continues to have an archaic, negative and distorted image charged with negative prejudices and stereotypes leading to serious discriminatory effects.

Improvement in the social image of the Roma community is one of the essential lines of action which for some time now has been among the Foundation's strategic priorities in its strive for the integrated advancement of the Roma community. 2004 was an important year in terms of FSG action in the field of communication and image with the development and implementation of a *Strategic Communication Scheme* for 2004-2006 and the launching of an awareness heightening campaign focusing on the society at large.

This new Communication Scheme, more closely tailored to the current characteristics of the organisation, mainly seeks to further strengthen traditional activities (magazine, Internet, press office, corporate materials...) and likewise to implement other new ones with greater impact such as the awareness heightening campaign:

- **Social perception of the Roma community.** With a view to clearly defining the communication strategy's objectives and public messages and as an essential basis for the campaign, an internal study was done of secondary sources (analysis of principal research, surveys and studies on these aspects)



as well as qualitative research following the "focus group" technique farmed out to a specialised company.

From among the main findings special mention should be made of the fact that the Roma community continues to be the most rejected social group and, to a large extent, this negative social image is based much more on the image portrayed in the media and second-hand information than on direct experiences or contact.

- **Awareness Campaign "Get to know them before judging them".** This campaign, funded through the Anti Discrimination Programme of the European Social Fund, was put together by the Saatchi & Saatchi advertising agency and is to be implemented in two stages. The first, launched in November 2004, seeks to draw attention to the problems caused by generalisations. The second stage, scheduled for the autumn of 2005, will focus on combating prejudice.

- **The magazine entitled *Gitanos, Pensamiento y Cultura (Roma, thought and culture)*.** Issues 24 to 28 were published in 2004 and in addition to providing updated information on the Spanish and international Roma communities, they also delved deeper into the following subjects: *Roma Youth* (issue 24), *The social image of the Roma community* (issues 25-26) and *Roma Women* (issues 27-28).

The magazine has a circulation of 3,500 and, in the case of the special issue on social image, this number was increased to 5,000.

- **FSG and the Internet.** This year marked the definitive restructuring of the Foundation's web page ([www.fsgg.org](http://www.fsgg.org)) both in terms of design as well as updating procedures through a content manager. The number of visitors continues to rise with a total of 216,000 hits in 2004.

The awareness-raising campaign is also very much a part of our web page with its own domain ([www.gitanos.org](http://www.gitanos.org)) providing access to complete information on the project and permitting the downloading of information or the filling out of a survey. This web site, launched in November 2004, received 5,000 visitors in that first month alone.

- **Media relations.** The FSG's territorial expansion has led to growth and a more pro-

active attitude to media relations on the state, regional and especially local level.

The launching of the awareness heightening campaign in the principal Spanish capital cities has intensely reinforced this relationship as has the presence of content on the Roma issue in the media (interviews, reports, news...) thus fulfilling one of the campaign's indirect objectives: to foster greater insight into the Roma community throughout society.

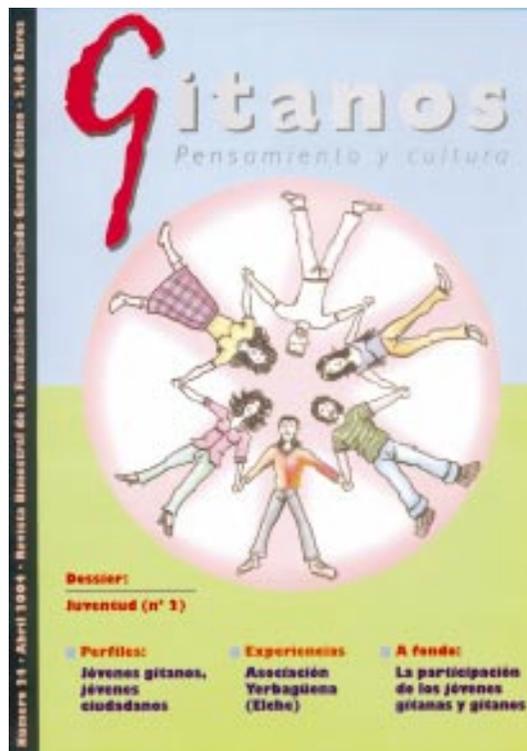
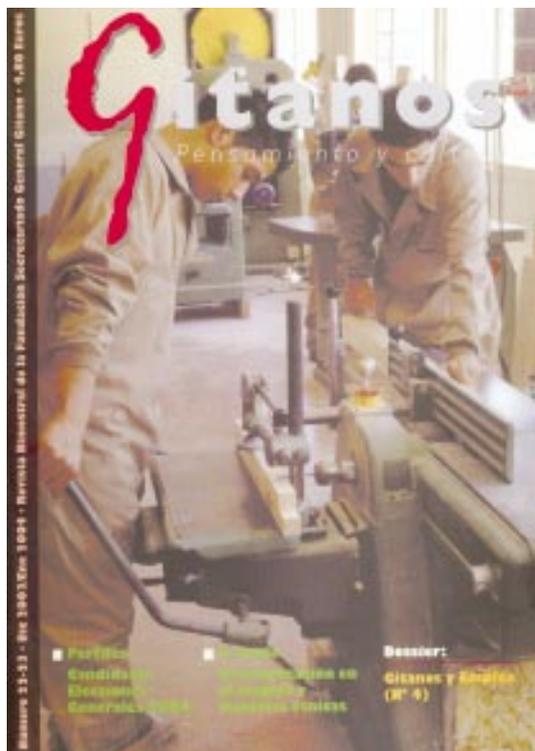
- **Corporate identity.** As the symbol of the awareness heightening campaign a new Foundation logo was commissioned and finally accepted as the corporate logo. This decision implies, especially in 2005, the redefinition of the Foundation's entire visual identity. This new image simplifies the former symbols ("campfire") and eliminates one of the words of our former name ("General").

- **Internal communication and training of spokespersons.** Internal communication is another fundamental element contributing to the success of lines of communication and the campaign through numerous meetings and gatherings of workers as well as the bi-monthly electronic Newsletter. Issues number 46 to 65 of this bulletin were disseminated in 2004.

In addition to carrying out a number of internal trials concerning the campaign, the workers' meetings this year focused especially on the training of spokespersons.

*The number of web page visitors continues to rise with more than 220,000 hits in 2004*





# Documentation and publications



*The quality of our over 6,000 graphic and audiovisual documents and 66,000 press clippings catalogued over the course of four decades makes us an essential point of reference*

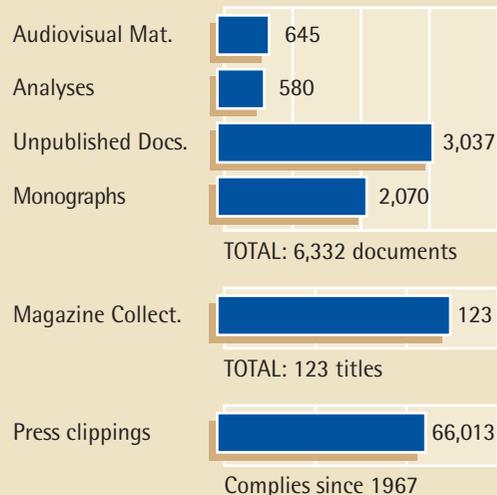
The FSG has been developing different actions in an attempt to compensate for the prevailing lack of information that the society has with regard to the Roma community and is doing so by disseminating its own publications through its Library - Documentation Centre or through direct dissemination to the media of images and content that do justice to the diversity and wealth of this culture.

Specialised in subjects related with the Roma people (history, culture, sociology, etc.), the Centre selects, organises and monitors existing documentation for dissemination and use by interested parties. It is a must as a source of documentation given its breadth and quality. Growth in the volume of information and diversity of documentary services and products have led the documentation centre to change its working tool through the ABSYS integrated library system and as a specific data base for the electronic management of press. These changes imply a review of catalogues and registers (bibliographic information and hard copy) and of technical processing.

One of the new lines of action involves encouraging the use and sharing of information in electronic format as well as technical assistance and advisory support provided to all types of public and private institutions interested in acquiring and disseminating information on the Roma community.

The Centre's main line of activity is also maintained:

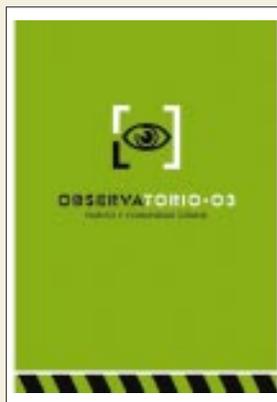
## DOCUMENTARY SOURCES



- **Processing of documents.** Currently the Centre has documentary resources including bibliographical and audiovisual material, collections of periodical publications and press monitoring. The stocks of information are registered and subsequently catalogued and classified in accordance with their own table of contents and thesaurus. Data bases can be checked via a consultation form available at [www.fsgg.org](http://www.fsgg.org) or by filing an information search request via e-mail, telephone, fax or post.

- **User support.** A total of 628 requests have been answered including in-house queries and requests for bibliography and information through other channels (fax, e-mail...). Special mention should be made of the e-mail version

## FSG PUBLICATIONS IN 2004



**Observatorio '03:  
Empleo y comunidad gitana**  
Departamento de Formación  
y Empleo de la Fundación  
Secretariado Gitano.  
FSG. Madrid, 2004



**Estos calós sí que chanelan**  
Arza, Javier.  
Área de Salud de la Fundación  
Secretariado Gitano.  
FSG. Madrid, 2004

of this service and of the data base consultation via the Internet.

- **Bulletins containing summaries and novelties.** E-mail notices of the summary bulletins of publications received at the centre (on a quarterly basis) and bibliographical novelties (on a monthly basis). These are disseminated to other documentation centres, FSG workers and to interested parties. They are also available through Internet.

- **Bulletin entitled *Los Gitanos en la Prensa (Roma in the Press)*.** This is a monthly bulletin which containing a selection of news items published in the national press with respect to the Roma community. It includes an analysis of the month's news as well as a statistical appendix. It is available free of charge through the Internet.

