

> 8

Research
and awareness
raising
Data for change



> 8.1

Studies and research Production of know-how

Study on Employment and the Roma Community

One of the most important elements in designing any socio-labour integration policy specifically targeting the Roma population is objective and updated data regarding their labour market status; data which can serve as an instrument of analysis and framework for action.

In 2005, the Fundación Secretariado Gitano drafted the first Employment and Roma Community Survey. The aim of this initiative which is part survey and part research is to shed as much light as possible on the employment and occupational status of the Roma population allowing for a comparison to be drawn with the overall Spanish population based on official figures. To that end, our survey used the same parameters employed by the National Statistics Institute (Spanish acronym INE) in drawing up their Active Population Survey (Spanish acronym EPA). The sample chosen was the Spanish Roma population age 16 and older. Different discrimination

indicators were also incorporated into the study in an attempt to measure their possible effect on the socio-labour environment.

The Employment and Roma Community Survey is, therefore, an integrated instrument serving as a guide and benchmark in the taking of decisions and the implementation of specific measures aiming at the labour market integration of the Spanish Roma population.

In addition to this nation-wide survey, other regional ones were also carried out in the Autonomous Communities of Aragon, Madrid, Castile-Leon, Galicia and the Principality of Asturias. These provide a snapshot of the employment and occupational status of the Roma population in these communities and, as in the nation-wide survey, used the same parameters as the Active Population Survey (EPA). These provide greater insight into the occupational and employment status of the Roma population residing in each of these Communities and draw a comparison with the overall statistics for the same territory.

“ I made my mother's biggest wish come true: I improved upon the life that she had. Now I have the opportunity to guide other Roma along the same path ”

Fernando Montoya. Enterprise intermediary. Galicia.

Fernando is 26 and thanks to his primary school diploma he could take a course in plumbing and was employed for two years. He worked three more years in a construction company. He now works for the FSG. “They gave me a four-month contract as a mediator but in the end I was at it for a year. Then they offered me a post as a enterprise intermediary in the Acceder Programme and now I make the rounds to businesses looking for job offers for our Programme beneficiaries”.





The results deriving from analysis of these studies are broken down into nine sections just as in the nationwide and regional studies and focus on the following aspects:

- Methodology and methodological approach used in the Study.
- The Roma population. Characteristics.
- Occupational situation. Economic activity and position in the labour market.
- Active population. Characteristics.
- Employed Roma population.
- Unemployed Roma population.
- Inactive Roma population.
- Do members of the Roma Community feel discriminated against?
- Summary and conclusions.

The Study is available in Spanish, English and Catalan in hard copy and digital format:
<http://www.gitanos.org/publicaciones/estudioempleo>

By way of conclusion, we would draw attention to the importance of the Study not only in terms of the research itself but also in light of the lack of recent nation-wide empirical studies targeting the Roma population. Just as proper planning is a must for the implementation of specific effective actions, reliable and updated information is required for the design of this plan. At the Fundación Secretariado Gitano, we see great value in conducting studies and research providing us with greater insight into the Roma population and are convinced that this is the best way to define work guidelines contributing to advancement and socio-labour integration.

The Employment and Roma Community Survey was conducted using the same parameters used for the Active Population Survey (EPA) thus allowing for a comparison of the results obtained for the entire Spanish population



Observatory: Employment and the Roma Community

The Fundación Secretariado Gitano is well aware of the importance of carrying out both qualitative and quantitative analyses of the processes in which the Roma population is immersed providing thorough and reliable data through which to gain insight into the socio-labour status of this group.

In response to this need, the Acceder Programme has introduced the “Roma Community Employment Observatory” which annually gathers and analyses a wealth of relevant information on the training and labour status of the Spanish Roma population and has become a working tool for all organisations and individuals taking part in the social and labour market integration of the Roma community. It is the first practical use of statistical data on the Roma community having regard to vocational training and employment.

This use has been made possible thanks to the information gathered, the methodology, the Acceder database and the management system established by the Programme which periodically collects this information from the 48 operational employment centres throughout the country. This information is subsequently processed by the Foundation's Employment Department.

A total of five documents have been published at national level: the first Observatory covering the period 2000-2002, followed by four annual documents referring to 2003, 2004, 2005 and 2006 respectively. This has provided an overview of the development of the situation of the Roma community during the course of these years and has allowed for a comparison to be drawn between the initial situation and that prevailing at the end of the programme.

Regional Observatories have likewise been published by the Autonomous Communities of Andalusia, Castile-Leon, the Principality of Asturias, Valencia and Murcia. These provide a snapshot of the socio-labour status of the Roma community in these territories using the same variables as in the national Observatory thus allowing for comparisons to be made between regional data and those corresponding to the overall Spanish Roma population.



The Employment Observatory provides insight into the socio-labour status of the Roma population

In both the Regional and National Observatories, data is broken down into four sections:

- Characteristics of Roma taking part in the programme.
- Contracts acquired:
characteristics of those engaged.
Characteristics of the engagement process.
- Training:
Characteristics of the training provided.
Relationship between training and employment.
- Conclusions.

A series of indicators is thus obtained featuring absolute data and ratios and percentages permitting the identification and analysis of the socio-demographic profiles of the Roma population actively seeking employment, their inclusion in the labour market and access to training resources. This process provides abundant and relevant information on the training and labour status of over 15,400⁶ Roma who, in one way or another, made use of FSG employment resources state-wide during the period of time in question.

The data thus organised is accompanied by an introduction, an index of statistical tables and a glossary of terms all available in hard copy and digital format at <http://www.gitanos.org/publicaciones/observatorio>.

The “Employment and Roma Community Observatory” is a benchmark tool whereby to understand the socio-labour development taking place within the Spanish Roma community during the course of these last several years. It has become an extremely useful tool both for constant consultation and as an instrument providing support for the management of those working directly or indirectly with the Roma community in the field of labour market integration.

⁶ Only that segment of the Roma community actively seeking employment is included in the Employment Observatory data. In addition to these, the Acceder Programme serves a much wider group -approximately 30% of the total number of people who come into the centres- but who do not yet have the skills needed to commence their labour market integration process. That is why it was not deemed appropriate to include these people in the Employment Observatory data.



> 8.2

Awareness-raising actions and enhancement of the image of the Roma population

Social awareness-raising campaigns

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

Numerous surveys and research projects have shown that the Roma community is the group facing the greatest social rejection and that serious misconceptions about this group still remain. The majority of the prejudice and stereotypes concerning Roma date back to the pre-constitutional period and have remained virtually intact despite the monumental advances they have made over the last few decades.

Over the last several years, the Programme has launched several social awareness-raising campaigns using the slogans: “Get to know them before judging them”, “Prejudice means letting others put words in our mouths” and “Employment makes us equal”. One of the overarching objectives is to get the society to reflect on the serious discriminatory effects arising

from judging people on appearances, basing judgements on preconceived ideas 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 themselves and their families.

The awareness-raising campaigns have been developed by advertising agencies of renowned international prestige such as Saatchi & Saatchi and Publicis and producers such as Ovideo (Benito Zambrano) or The Family.

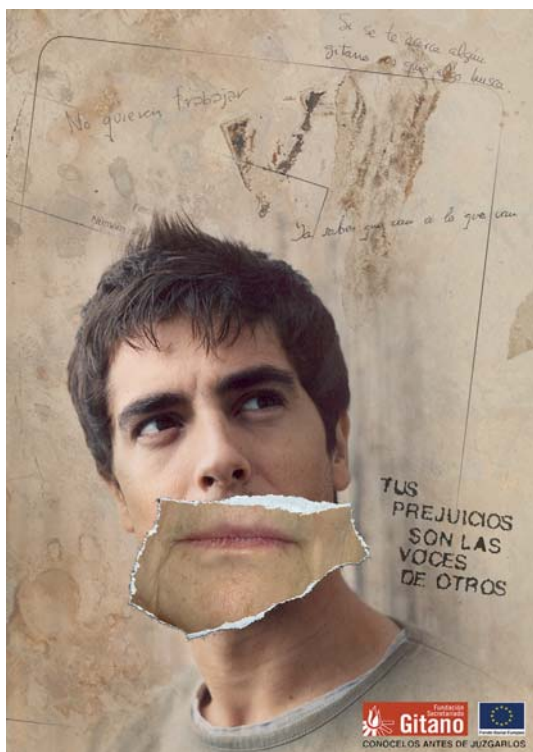
The creative strategy has been diverse in all of the campaigns: TV spots, graphics (posters, press releases, street furniture, etc.), radio spots, banners and other forms of Internet exposure, merchandising (tee-shirts, book-markers, mugs, mouse pads, notepads, leaflets, mobile telephone pouches, folders, pins, etc.), songs, video clips, etc.

“ I've managed to achieve goals which I previously believed unattainable. The FSG opened doors which I thought were shut tight ”

Loli Silva Silva. Intercultural mediator. Extremadura.

She firmly believes that her experience with the FSG has been the driving force behind her development. “I first met them four years ago when I was still at primary school. They encouraged me to stay in school”. When she turned 16, she worked in the FSG as a tutor-volunteer. She was then offered a contract as a monitor. She later attained her secondary school diploma and after further training she became an intercultural mediator to prevent school absenteeism of Roma children.





Aims of the campaigns:

- to fight discrimination suffered by members of the Roma community;
- to contribute to changing negative stereotypes and prejudices which the society has about the Roma community,
- to portray a real and positive image of Roma and help people discover that reality does not coincide with what is commonly believed.

Some results of the campaigns:

Campaign “Get to know them before judging them” (2004/2005)

- over 800 appearances in the media (press, radio, TV, Internet...);
- public presentations in 60 Spanish cities with the participation of distinguished personalities;
- distribution of 70,000 posters (to NGOs, administrations, schools, cultural centres...);
- distribution of 30,000 merchandising articles (over 30,000 “market” shopping bags);
- dissemination using street billboards in several towns and cities;
- total audience: over 29,000,000 people.

Campaign “Prejudice means letting others put words in our mouths” (2005/2006)

- over 700 appearances in the media (press, radio, TV, Internet...);
- public presentations in 70 Spanish cities with the participation of distinguished personalities;
- distribution of 40,000 posters (to NGOs, administrations, schools, cultural centres...);
- distribution of 70,000 merchandising articles (over 150,000 “market” shopping bags);
- dissemination using street billboards in several towns and cities;
- total audience: over 25,000,000 people.

The campaigns have also been presented at several technical fora (conferences, seminars, etc.) as an example of an awareness-raising strategy in Spain and in different European countries. Some of the elements of the campaign have been translated into English and were very well received and in some cases were taken as a reference for other similar campaigns.

The European Commission selected the campaign “Get to know them before judging them” as a “best practice” at the interim evaluation of the Programme to Combat Discrimination and one of the posters from the second campaign was chosen for the celebration of the 50th anniversary of the European Social Fund.

“ Acceder is a good example for members of the Roma community ”

Jesús Rubén Giménez Giménez, ‘Chinchulín’. Worker at McDonald's. Aragon.

Thanks to the Acceder Programme, I got a job at McDonald's. They helped me fill out the application form, they showed me how to approach a work interview and spoke to the company on my behalf to help me get the job. I'm happy with the company and they appreciate my work” affirms this 21-year-old youngster. He took part in the Acceder Programme in 2002. Since July 2006 he has been distributing the ADN newspaper (free press) and since July 2007 has been working at McDonald's.





Campaign “employment makes us equal” (2007/2008)

The campaign entitled “Employment makes us equal” was presented at the close of 2007 with the aim of exposing the general public to the awareness-raising actions forming part of the Acceder Programme, especially the right to equal opportunity in gaining access to employment.

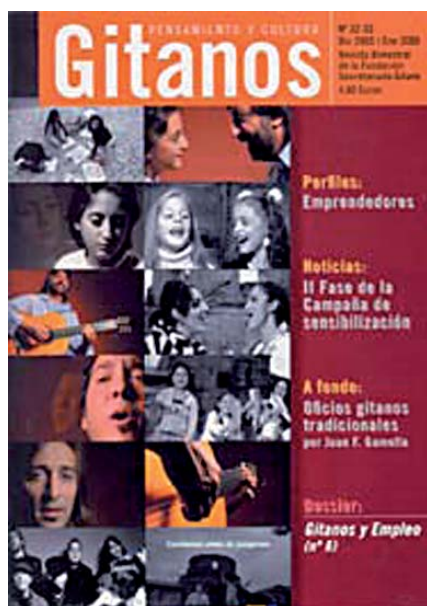
The creative strategy of this campaign is based on being “boxed in”; i.e. the lack of freedom suffered by the Roma population due to stereotypes and prejudices stigmatising them and hindering their access in many cases to salaried employment.

The different elements comprising the campaign (TV and radios spots, posters, Internet banners, etc.) feature this “box” into which members of the Roma community are put as a way to denounce this injustice and raise awareness. This box clearly limits the opportunities to which the Roma population has access but disappears in those situations clearly showing their inclusion in the labour market.

The campaign is reinforced with a parallel line of dissemination for more specialised sectors of the public showing the qualitative and quantitative results of the Acceder employment programme from 2000-2006. This is composed of the following elements:

- a video with testimonies from Acceder participants and the businesses engaging them and from technicians from the Fundación Secretariado Gitano;
- the national 2000-2006 report and those corresponding to each Autonomous Community including all relevant information and the most representative images;
- a new visual identity was also designed (logotype) for the Acceder Programme entailing the renewal of all of the editorial designs, letterhead, posters, etc.





Revista *Gitanos, Roma Thought and Culture*

The magazine *Roma Thought and Culture* is a bimonthly publication. Its main objective is to disseminate information and opinion regarding everything having to do with culture and the Roma community today with a special accent on enhancing the social image of this community and fighting discrimination.

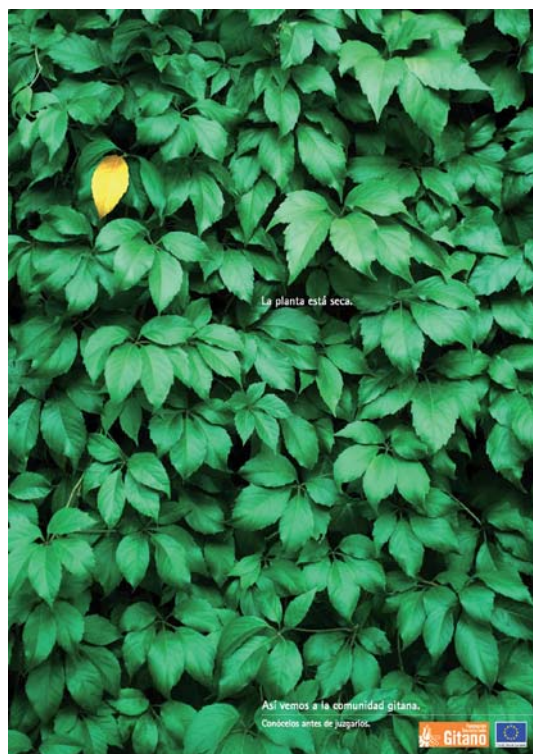
The publication usually focuses on a main topic which is then developed in greater detail in the issue's Dossier. The first six issues (some double) have focused on Education, Health, Youth, Women, Housing and Employment. The magazine has a special section dedicated to the Acceder Programme featuring experiences and examples of its operation. The different centres distributed around Spain participate in this section.

Recent issues have also focused on a particular Autonomous Community (Madrid and Navarre to date) with a view to illustrating in greater detail the current reality of the Roma community throughout the different Spanish regions.

A full-text version of most of the past issues can be downloaded (PDF).

The print version has a circulation of 4,000 and is distributed among public administrations nationwide, libraries, schools, cultural centres, other NGOs, etc., and is also sent abroad.





Newsletter El Secre / gitanos.org

The first issue of the FSG's fortnightly electronic bulletin entitled "El Secre" was published in November 2001 in order to reinforce and improve internal communication but also featuring information and content with "outside" appeal.

This bulletin is accessible through the Internet to anyone interested and, as from 2006, there is also a version specifically targeting the outside public (Gitanos.org) sent via e-mail to those who have filled out the Web form. News regarding the Acceder Programme at its different centres forms a relevant part of this Newsletter.

Today, the two bulletins together reach nearly 2000 people with a fortnightly or monthly frequency and also feature special issues such as the one in April devoted to International Roma Day.

This is an eminently graphic publication providing current news regarding the Roma community and the many activities carried out by the FSG's territorial Acceder centres nationwide facilitating the exchange of ideas, experiences and content in the field of employment.

Acceder Web page

Since the very beginning, the Acceder Programme's institutional web page has been growing in terms of number of sections and content some of which is periodically updated (the home page, for example).

In 2006 a total of nearly 100,000 visitors clicked on 1,800,000 pages.

The web page covers all of the different lines of work carried out by the FSG and has a specific portal for each of the Autonomous Communities as well as specific sections featuring press articles and a documentation centre.

Another of the more complete special sections is that dedicated to the Acceder employment programme where information concerning programme results, background, co-funders, awards, documents (with a large number of full-text publications) and links are updated.

“ For me, participation in the Acceder Programme has meant a stable job with the ensuing economic security ”

Abraham Motos. Equipment operator. Valencia.

Abraham Motos Pérez came to the Fundación Secretariado Gitano in Elche in 2001 and took part in several training courses. He took several different jobs and then, in 2003, was hired by one of the country's leading airlines where he is now an aircraft equipment operator with a permanent contract.

