



Roma-Net

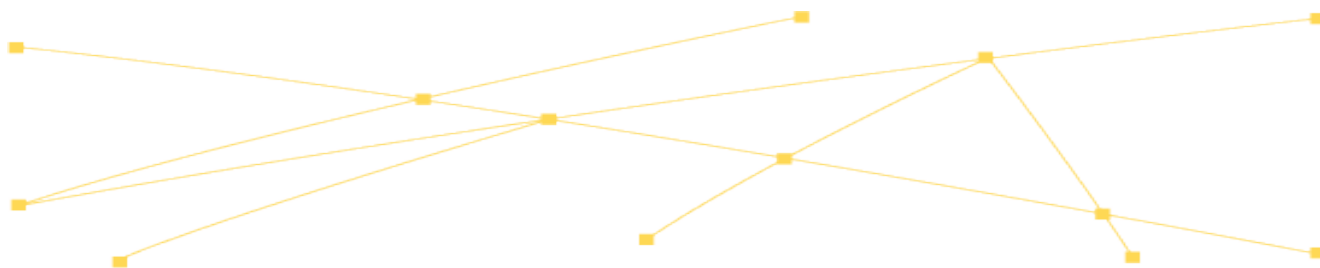
Integration of Roma Population



Learning Points

Learning Cluster 1

Udine, Italy, November 2010



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The theme of the learning cluster was Active Community Engagement – and included the three learning components; social marketing; active community engagement; and anti discrimination.

The following learning points were captured at the end of each day- the points were shouted out by course participants as a means of reflecting and remembering what they had learned during the earlier sessions and practical exercises.

Learning points – Day 1

- Inclusion not integration.
- Nothing about us without us
- Integrated approach – not just one department
- Changing the way that a service is delivered can engage the community better (eg vaccination story)
- We remember stories – a good way to share information
- Importance of approaches and methodologies for the public sector
- Important to think about how we represent the Roma community – lack visibility
- To help improve inclusion, we need to look at ourselves and what we do, not just about what the Roma community does
- 360 degree approach
- Need to work together to trigger new ideas – learn from each other, compare practices – a think tank
- Though there are differences, we have similar problems so it was good to learn from each other
- Now we know what social marketing is
- Problem is not changing the young Roma individual or community but at politician level, NGOs, institutions need to change – a big issue needs a big answer/solution
- We don't yet have the insight we need to help us know what we need to do to bring about change in behaviour among our target groups

Learning points – Day 2

- Important to understand how local stakeholders involved in support groups will mirror the 390 degree approach
- There are a lot more stakeholders than we first thought. We need to work with all of them in different ways - it will be a challenge
- Strategy of engagement – we need to do the mapping first so that we know where all the stakeholders sit and how to go forward with each of them
- Stakeholders all have different levels of power and influence. You need to choose the stakeholders according to what they can achieve.
- Our stakeholders are also our customers. They need to be addressed in parallel, not one after the other





- It is important to come closer to the Roma community if we want to bring about change in behaviour. If not, we will not know what their views are. We need to give them a chance to be fully involved.
- Building cultural understanding
- Need to value culture and tradition in our work because this will make it easier to engage Roma people and to understand their problems and issues
- Discrimination – still a lot of work that has to be done in different sectors such as schools, health. Single public bodies need to do a lot to raise awareness and tackle discrimination.
- Discrimination is everywhere but we all see it differently. It is a hard topic and we do not all feel comfortable talking about it.
- Publicise positive stories – progress advertising – an anti-discrimination advert like “see me”
- We should disseminate Roma culture so that Roma people are more willing to be visible and so that the Roma community is more aware of its strengths
- Methods used in learning cluster will be helpful when going back to support group
- Have to concentrate our efforts and actions – the Roma community starting with the NGOs because they do not have the tools and resources that other organisations have at their disposal
- When asked where the discrimination is, we realised that we just do not know. We need to go back to try to find out but it will not be easy.

Learning Points - Day 3

- Systematic approach is not a limit to creativity it can encourage a creative approach
- Working in a city sharing environment was very positive –
- we liked the cross city working situation
- SWOT analysis is important – it makes us realise that we may have weaknesses but we also have the strengths to overcome these
- The SWOT puts us into a more constructive situation
- Ask Roma people and we have to listen to Roma people
- Prepare local action plan with practical cooperation
- Not going to solve everything at once – we need to proceed with small steps
- Understand the requirement of the action plan to move on
- Outcomes are important
- Action plan here in Udine has been about the community engagement process
- The LOCAL ACTION PLAN – LAP each city has to produce
- SWOT analysis – useful as it showed the gaps in our local situation
- We can overcome our weaknesses by making best use of opportunities
- Our local support group can be improved – learned from Udine – realised that their approach is very interesting and important – we are missing some key stakeholders
- Tools made us realise that we do not have all of the necessary stakeholders to give a multi-sector approach
- The learning is as much about the process as well as the outcome
- Good process (methodologies) is not an obstacle to creativity it is a tool
- The Ideas Market Place has been a very useful tool for these events.



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