

EUROPEAN UNION

DELEGATION OF THE EUROPEAN UNION  
TO THE REPUBLIC OF SERBIA

## MISSION REPORT

Subject: reality check for DG NEAR Roma integration award 2016 application no 8

Date: 26<sup>th</sup> January 2016, Nis

Participants: **Mirjana Maksimovic, Project manager (Social inclusion and minorities),  
Operations I**

During this reality check, I travelled to Nis to visit Roma world production. I realised that this is media production in Romani language, used as a major channel of communication for Roma community in South Serbia, however they do not deal with youth and children primarily. They are using their recording and informing themselves via Roma word production. However, representatives of the project are not fluent in English, so they spoke in Serbian.

The objective of this project is to improve the quality of informing and presence of Roma in media in Serbia. In addition to this, it is emphasizing the importance of Roma media in reporting on Roma issues, informing about the implementation of public policies including the Strategy for social inclusion of Roma from 2016 to 2025 in the Republic of Serbia. This project followed up key components of the EU funded Technical Assistance for Roma Inclusion Project (TARD): access to basic rights, strengthening of intersectoral cooperation through joint mobile units, capacity building of civil society organizations, and drop-out prevention in education, durable housing solutions and sustainable employment.

Activities that targeted children and youth below 18 years old, as well as members of their families, were devoted to and had the aim to motivate for further education. This included preparation and promotion of video stories about: successful secondary education students that accomplished extraordinary academic achievements with the support of scholarship and mentorship program; pedagogical assistants and mentors that explained their role in supporting educational process, as well as conversations with relevant stakeholders for education on national level as Ministry for science, education and technological development and National Council for Roma National Minority.

Youth between 18 and 30 years old was informed about employment opportunities, but also about the importance of active participation in development of the community. Importance of employment was emphasised through interviews with employed and self-employed Roma, but also with employers and representatives of Ministry for labour, employment and social affairs. Civil Society Organizations also had an opportunity to send the message about the importance of capacity building and supporting to CSO by sharing their video stories. Joint mobile units and local self-governments shared their examples of good practices but also challenges that they are facing in social inclusion of Roma.

By creating and broadcasting TV/video materials this project contributed to dissemination of key information for improvement of the position of Roma, and at the same time it influenced general population by providing perspective that doesn't reproduce stereotypes and doesn't generate prejudices.

<http://romaworld.rs/?p=2264>

<http://romaworld.rs/?p=2261>

<http://romaworld.rs/?p=2258>

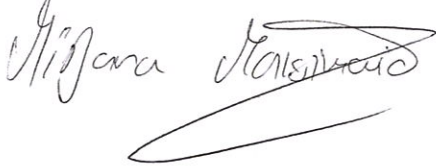
<http://romaworld.rs/?p=1770>

<http://romaworld.rs/?p=1746>

<http://romaworld.rs/?p=1744>

Cc: video material

Prepared by: *Mirjana MAKSIMOVIC*

A handwritten signature in black ink, appearing to read 'Mirjana Maksimovic', with a large, sweeping flourish underneath.