

Project title: The Wheel of Inclusion

Project leader: Ri Rock Association

Partner: Roma youth organisation of Croatia

Project implementation period: September 1, 2022 – August 31, 2023

Project total value: 86.328,00 €

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Link to relevant internet pages: <https://www.rirock.hr/>

Project summary:

The main issue addressed by the project is the inadequate media representation of the Roma national minority, which contributes to their marginalization. The project aims to foster positive changes through specific objectives: empowering young Roma by involving them in educational, social, cultural, artistic, and business processes; improving journalistic competencies in reporting on Roma and other vulnerable groups; and enhancing intersectoral and intrasectoral collaboration in developing regional policies.

Key activities include training future media professionals, producing and publishing media content, organizing events, conducting workshops on radio reporting about vulnerable groups, and developing an Action Plan for Roma inclusion in the Primorska-Goranska County. The project's multiplier effect is ensured through collaboration with radio stations that will re-broadcast recorded programs and by sharing best practices with other media professionals through workshops.

A partner organization supports the development of local policies and user education, while the Ri Rock Association is responsible for event organization and media content production. The project strengthens democratic culture, civic awareness, and engagement, provides support to vulnerable groups, enhances Roma inclusion, reduces prejudice, and fosters a more positive perception of Roma culture and identity.