

THIRD PARTY PROJECT OVERVIEW – IMPACT4VALUES

CALL 1 – SMALL AND MEDIUM PROJECTS

SMALL PROJECTS

6. KULTURA NOVA ASSOCIATION: I4V – TOGETHER ON THE STAGE – THEATER R

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Partners	Association for the Protection and Promotion of Human Rights Sofia
Funding awarded	29.998,31 EUR
Project duration	13 months (01.10.2023-31.10.2024)

Discrimination against Roma minorities is present at the European level and at various other different levels (education, employment, housing, access to public services). The Roma face prejudices, stereotypes and intolerance, and their integration into society and the reduction of social exclusion become difficult to achieve due to the vicious circle of poverty and negative perception in society. Although the Croatian government and CSOs implement a number of initiatives aimed at improving the situation of the Roma minority, it is necessary to develop new approaches for reducing prejudices and involving young Roma in education and community life. The main goals that we want to achieve are the reduction of discrimination and the change of attitudes of members of the majority population towards the Roma national minority, simultaneously integrating and empowering young members of Roma national minority, by involving them in theatrical and cultural creativity.

The goal of this project is to implement an awareness-raising campaign in northern Croatia about the position of the Roma minority and the importance of integrating young Roma through inclusive theater activities. Activities include: online research on prejudices about the Roma national minority; campaign (posts) on social networks about the collected research results with the aim of suppressing prejudices; creation of the play by "Teatar R" - a Roma theater in which the actors and the play are created by Roma under the guidance of a mentor. The play will be performed in 5 cities with the aim of reducing discrimination against Roma. With this innovative approach, we want to influence the change in the perception of the Roma minority and raise awareness about the problems faced by young Roma in the Republic of Croatia through the 12 months of implementation, through the showing of the play. This approach is also inclusive because the members of the Roma minority will create the dramatic text and performance themselves, creating a representation of their own culture and customs.

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Expected project results:

- **Building positive attitudes about the Roma national minority and reducing prejudices among the public through participatory and inclusive theater** and the creation of 1 play using a participatory and inclusive methodology that thematizes the Roma national minority focusing on the subject of the life of members of the Roma national minority. 6 people of the Roma national minority will be involved in the entire process of designing the play (at least 2 people who have not participated in the work of Theater R so far) and the play will be shown at least 10 times. Finally, the play aims to achieve modification of the attitudes and acquirement of new knowledge among at least 60% of the viewers of the play.
- **Media campaign conducted, based on the results of public opinion research** and the body of knowledge has increased, providing data about the attitudes and prejudices of the general population from the area of Zagreb and northern Croatia in relation to members of the Roma national minority. This will be achieved through a research report and a conducted online campaign with a minimum reach of 500 people.