

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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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.

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.

Achieved results:

During the project implementation period from 1st of October 2023 to 31st of October 2024, the Beneficiary has achieved **Result 1 - Building positive attitudes towards the Roma national minority and reducing prejudice among the public through participatory and inclusive theatre**. In order to achieve the result, the play “ Jašarpašići ” was created through participatory and inclusive methodology, meaning that in creating dramatic text and overall creation performances 7 members of Roma national minorities have participated with leading director Zvezdana Bubnjar. Performance thematizes Roma national minority, and the play is oriented on life of Roma national minority members. In the creation of performances and in the work of the theater, 3 persons which have not had participated in the work of Theatre R, were included. The play was shown 11 times, to an audience of between 18 and 60 viewers (KNAP Zagreb, Mursko Središće, Prelog, Štrigova, Mala Subotica, Nedelišće, Žiškovec and Petrijanec), while in small Lisinski Hall performance attended about 180 viewers. 132 viewers were surveyed at the performances about their attitudes towards Roma national minority before and after viewing of performances. [Survey findings show how attitudes of 61 percent viewers have changed](#). This result proves big power of performances as prejudice reduction tool towards Roma national minority. The play gained media attention and there were 20 announcements about the play in the media.

In order to achieve **Result 2 - The increased body of knowledge about the attitudes and prejudices of the general population from the area of Zagreb and northern Croatia in relation to the members of the Roma national minority** was carried out through an [online research on attitudes towards Roma national minority](#) of general population of the Republic of Croatia which was conducted on a sample of 270 citizens from the area Northern of Croatia. **Information on the implementation of the research and the request to complete the survey were disseminated**, except through paid ads, as well to selected addresses of institutions, organizations, counties, etc. in the area Northern Croatia. The research revealed most often prejudices related to Roma national minority, meaning it pointed to the fact that there are always prejudices about the fact that Roma people are dangerous, that they steal, that they do not want to integrate into Croatian society and that they don't want to educate themselves. The larger level prejudice showed are male respondents, and prejudices were more negative of the respondents who have had negative personal experience with members of Roma national minority. The report was sent to over 60 relevant organizations and institutions. After dissemination of report, Kulturpunkt has,

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on basis reports, created an online article about the results and has helped to additional dissemination of data and contributed to result achievement.

Based on research, in collaboration with marketing agency, **online media campaign** was created and implemented. 12 posts were created with the aim of creation of message on basis of data obtained through research, for the purpose of raising awareness about problem of discrimination against Roma. The campaign had reach of 17,980 people.

The inclusion of young Roma in the implementation of the project and the performance of the play had a positive impact on the entire Roma community because it provides an example of positive practice and positive action in the cultural and artistic life of Croatia, and provides an example of integration that moves away from traditional social actions. The play received excellent reviews from the audience and the expert jury, while a major reportage about the Roma theater, Čovjek to zavoli, was filmed for HTV. An initiative was launched to continue the work, and with the help of the City Office for Culture and the Public Call "Culture in the Community", the possibility of performing reruns of the Roma theater's plays was realized.