

Cultural Resources for Roma Inclusion

Feasibility phase of a cultural enterprise project
in Roma settlements

PART 1





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**Children from the Roma settlement Kamenci
Archive »ROMANO PEJTAUŠAGO« Kamenci**

Translation:

INTERPRET – Romana Mlačak, s.p. Ljubljana-SI

INTRODUCTORY EXPLANATIONS

The Directorate of Democratic Governance, Culture and Diversity of the Council of Europe this year initiated the project entitled: Cultural resources for Roma inclusion: Feasibility phase of a cultural enterprise project in Roma settlements.

The Council of Europe namely establishes (quote): *Policies for Roma inclusion have so far focused on fostering better opportunities for education, employment and improvement of welfare of Roma communities. Relatively little attention has been paid to the understanding of Roma culture within wider societies and for creating conditions for direct encounters and trust-building between Roma and non-Roma in the context of cultural activities. Cultural understanding and trust are however pre-conditions for effective and sustainable inclusion.*

The project aims at working with 5 Roma settlements in Europe on the development of detailed business plans inspired by the successful experience of Roma settlement Kamenci in North-Eastern Slovenia. Kamenci succeeded in creating a sustainable set of activities which enable non-Roma visitors to experience Roma culture and engage in a dialogue with the members of the Roma community (unquote).

CULTURAL RESOURCES FOR ROMA INCLUSION:

FEASIBILITY PHASE OF A CULTURAL ENTERPRISE PROJECT IN ROMA SETTLEMENTS

**Project proposal
by the Council of Europe**

In accordance with the CONSULTANT CONTRACT N° CC 363/12, the Council of Europe entrusted the association “MISSION *S” (hereinafter referred to as: “the Consultant”) with preparation of the feasibility study.

In line with the Contract, the Consultant prepared:

1. Detailed methodological description of the Kamenci approach (Story of Kamenci);
2. The set of criteria for the identification and selection of partner Roma settlements/organisations;
3. Identification of eight Roma settlements/organisations - potential partners of the Council of Europe in the preparatory phase of the project Cultural resources for Roma inclusion.

Following the visits to identified Roma settlements/organisations, the Consultant shall also additionally prepare:

4. Analysis of the potential of the identified Roma settlements/organisations to participate in the preparatory phase of the project on the basis of the selection criteria;
5. Detailed case studies on the most promising three to five Roma settlements/ /organizations recommended taking part in the preparatory phase.

**CONSULTANT CONTRACT
N° CC 363/12**

Between

**The Secretary General
of the Council of Europe
Directorate of Democratic Governance,
Culture and Diversity**

and

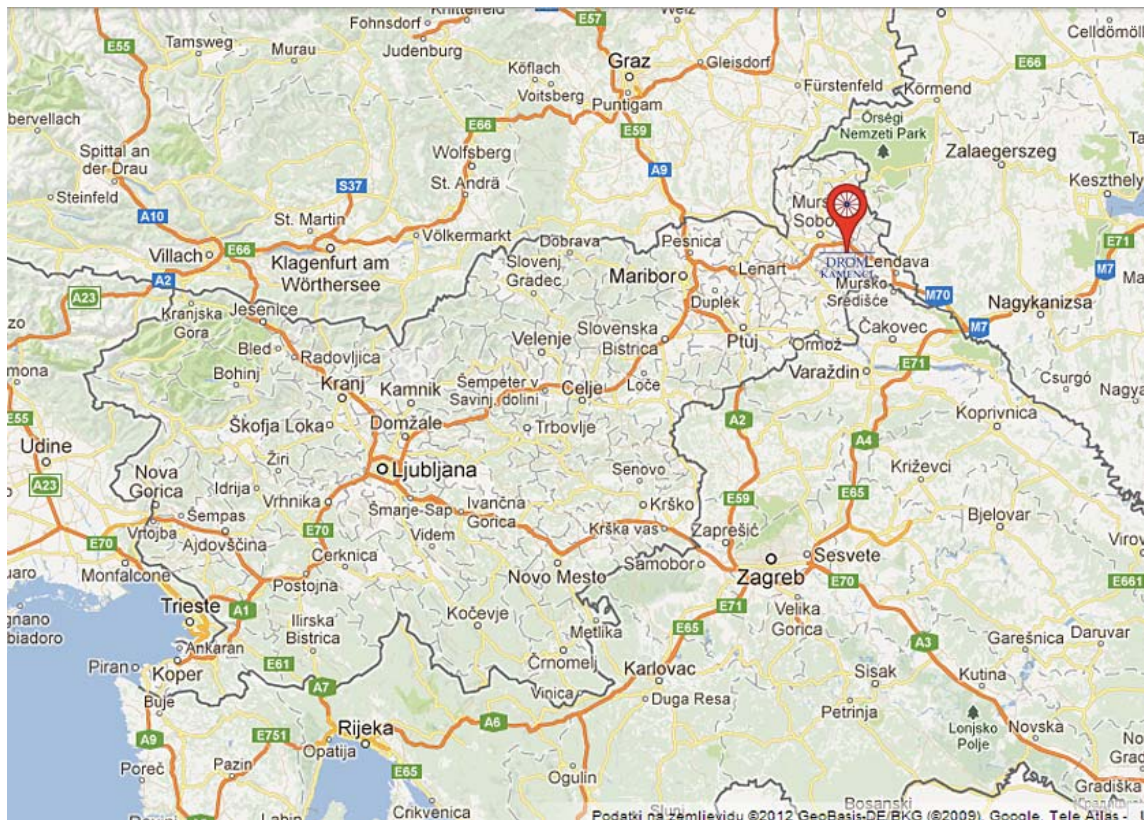
**Misija *S
Društvo za trajnostni razvoj Pomurja - SI**

Story of Kamenci

**Detailed methodological description
of the Kamenci approach**

Presenting the Roma Settlement Kamenci

The Roma settlement Kamenci is located in the north-easternmost part of Slovenia (2 km away from the highway Murska Sobota – Lendava - exit to Črenšovci and Odranci).



Picture: Location of the Roma settlement Kamenci on the map of Slovenia



Welcome
to the Roma settlement Kamenci

The settlement Kamenci is situated around 15 km away from the border with Hungary and Croatia, and 30 km away from Austria. Kamenci lies 190 km away from Slovenia's capital, Ljubljana, 125 km away from Croatia's capital Zagreb, and 315 km and 130 km from Vienna and Graz respectively.

Kamenci is part of the settlement Črenšovci in the municipality of Črenšovci. It is, however, geographically a completely separate village. Therefore, locals, public officials and scientists refer to it as the Roma settlement Kamenci.

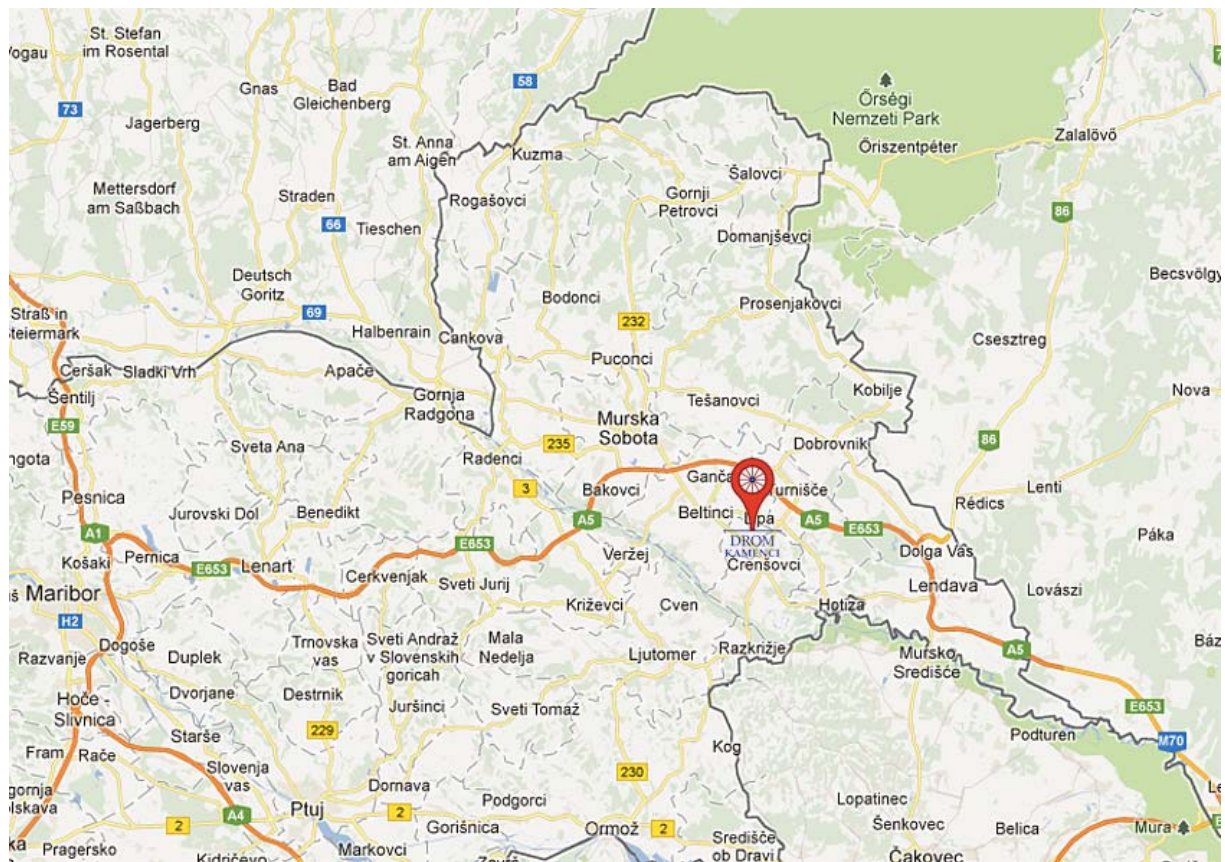
Kamenci is situated in the cadastral municipality of Črenšovci. It is a roadside settlement with houses scattered randomly around.

On the left side of the asphalt road winding its way into Kamenci, there is an array of brick houses. By contrast, on the right side of the road, a Roma grove of herbs (lime tree-lined lane and a garden of healing herbs) beckons invitingly. The grove shelters sculptures made of old iron, a courtesy of both Slovenian and international artists, as well as Roma children and youngsters.



The Roma settlement Kamenci

The map below shows the geographical location of the Roma settlement Kamenci in the Pomurje Region.



Picture: Location of Kamenci on the map of the Pomurje Region



The Roma settlement Kamenci
– in the past

Coming into existence only after the WW2, Kamenci is one of the most recent settlements in the Pomurje Region.

The first man to inhabit the area of the Roma settlement Kamenci was Ludvik Levačič¹ who moved here from Croatia, while his wife, Terezija Baranja², sprang from Pušča near Murska Sobota.

In 1946, Ludvik and Terezija built a shed (in an infertile and swampy municipal piece of land) – made out of wicker on the outside and plastered with clay on the inside. The shed was covered with corn husks. It was a one-room shed with a single window and a door, and was poorly equipped with hay bunks covered with a tarpaulin. Food was made outside, and was prepared either in an aluminium or clay pot placed on ember scattered in a three-legged stand. They mainly spent their lives outdoors, except in harsh cold winters.

Ludvik and Terezija Levačič had altogether 11 children: Julijana, Aleksander, Ludvik, Jože, Štefan, Ana, Franc, Marija, Ljubica, Olgica and Miško. They married with other Roma from other Prekmurje and Medžimurje (region in Croatia) Roma settlements. The third and the fourth generation of Ludvik and Terezija's descendants live today in Kamenci.

¹ Father of the current "leader" of the Roma settlement Kamenci

² See photo (the person on the right)



The Roma settlement Kamenci
- in the past

The most common family names in Kamenci are Levačič, Cener, Horvat and Šarkezi.

The Roma settlement Kamenci used to be one of the least developed and socially least integrated Roma settlements in Pomurje. It has, however, made significant headway in the recent decades, and has escaped its backwardness. Kamenci is today considered one of the most developed settlements in Pomurje.

The Roma settlement Kamenci has today a population of 130 inhabitants who live in 27 households.

The settlement of Kamenci enjoys a legal status. The municipality's spatial planning policy even provides for its extension. Kamenci boasts a well functioning public infrastructure ranging from electricity, water mains, a sewage system and telecommunication networks. What is more, separate waste collection and disposal have been put into place. Furthermore, the settlement Kamenci witnessed in 2003 an opening of the first Roma museum in Slovenia. Since 2011, the Roma settlement Kamenci has been proud to offer a contemporary culture and information centre (ROKIC: "DROM"). In addition, a Roma equestrian centre "ROMA CARAVAN" (public infrastructure to develop Roma social entrepreneurship in the field of cultural tourism) is to be built by the end of 2012. Kamenci also features a private (Roman Catholic) chapel. Every last Sunday in August the Roma settlement Kamenci attracts the Roma and majority population to take part in "proščenje" (parish fair) and mass there.



The chapel
in the Roma settlement Kamenci

The inhabitants of Kamenci live in their own brick houses. The municipality of Črenšovci has enabled the Roma to buy off municipal land (at a token price). Although all houses in Kamenci are brick built, the living standards of its inhabitants remain to be relatively poor. A vast majority of Roma households consists merely of 2 to 3 rooms, with Roma children as a rule not having their own bedrooms. Many children do not even have their own bed to sleep in, but share it with their siblings. What is more, only a half of all households has bathrooms and flush toilets. Most of the houses have no (exterior) facades. Poor construction and absence of facades also means more energy consumption, which in turn translates into higher heating costs.

Almost all households in Kamenci have their own (mostly second hand) cars. These are registered and used (with very few exceptions) by drivers in possession of a driving license.

As for Kamenci's population aging structure, most of them are children up to 14 years (more than 40 %), while the share of those older than 60 accounts for only 2 %. This yawning discrepancy confirms a well known fact that the Roma population has a short life expectancy.

Similarly, Kamenci's population education structure is on average also very low. There are also many illiterate inhabitants among the older and middle generation (from 40 to 50 years).

All children (at least 3-year olds) in Kamenci today attend a (Slovene) pre-school institution in Črenšovci. What is more, nearly all children also finish their primary school, and in the recent years many Roma pupils from Kamenci have enrolled into secondary professional schools.



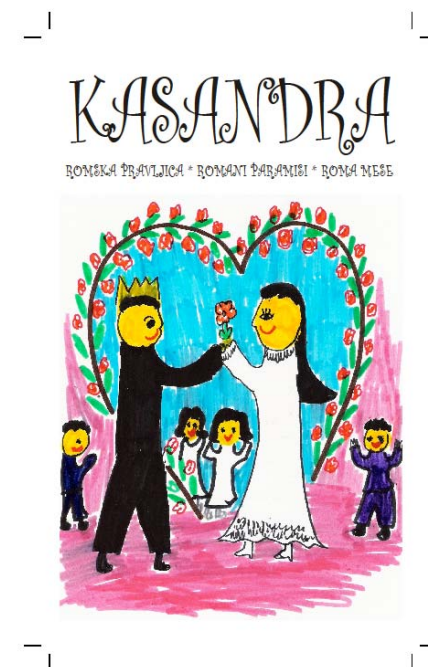
The Roma settlement Kamenci

Knowledge and education (although with great delay) have been progressively growing into a significant value appreciated also among the Roma population in Kamenci.

Pomurje is, in economic terms, the least developed region in Slovenia, and is also haunted by the highest (almost 20 %) unemployment rate. This means that employment is in short supply, not least for the Roma population. The Roma population is even less employable because of its poor education, and, more importantly, because of a biased perception of employers (who regard them as “bad workers” and “criminals”). Therefore, most of the Roma in Kamenci remain to be dependent on national social transfers.

The local Roma development partnership has been recruiting the Roma population to take part in the projects implemented in Kamenci and in the framework of active employment policy measures provided by the Employment Service of Slovenia (public works, training with a labour contract ...).

It is, for instance, planned to employ 2 long-term unemployed Roma in the project “ROMA CARAVAN” at the beginning of 2013. They will be trained to work (within the emerging Roma equestrian centre “ROMA CARAVAN”) as horse keepers and coachmen. The Roma development partnership places a special focus on the Roma women – who are an increasingly vulnerable group in the Roma community itself. It has, to this end, been developing flexible types of work and employment to reconcile work and family life.



THE ROMA FAIRY TALE: KASANDRA

Authors: Children from Kamenci

Mentors: Julija Sardelič &

Tibor Frančič (Illustration)

2006

To avoid repetition, social inclusion, integration and coexistence of the Roma community in Kamenci with the majority population will be illustrated in greater detail later in the text (when describing a methodological approach to develop Kamenci).



The Roma settlement Kamenci – April, 2011

Idea for the Development of the Roma settlement Kamenci as an Intercultural Juncture and Description of Initial Activities

The cultural offer of Roma settlements in the Pomurje Region and Slovenia in general represents a novelty. Its planned development started only at the beginning of this century. Until then, visits to Roma settlements in Pomurje had been confined to the visits by the representatives of public authorities and organisations (police, social workers...) as well as to the visits by rare scientists who studied the Roma way of life. Roma culture was dominantly perceived only through Roma music and dances. Roma associations preserving Roma folklore performed annually at events on the occasion of the International Roma Day; local Roma bands (as many as there were) also played at events and at private or public parties (village fetes, weddings, birthdays...).

In 2002, planned development of the (inter)cultural offer of Roma settlements in Pomurje commenced in the Roma settlement Kamenci. Here Agata Sardelič, who at the time was employed at the Development Centre Lendava and is currently working in the NGO sector as the president and project manager in the association "MISIJA *S" - Society for Sustainable



Mr Ludvik Levačič & Ms Agata Sardelič

Development of Pomurje, started developing and implementing a development model for social and economic integration of the Roma from this settlement in cooperation with the local Roma and the municipality of Črenšovci.

She presented the beginnings of her cooperation with the Roma community from Kamenci at the *International Symposium on the Situation of Roma in the Countries of Central and Eastern Europe* that was organised in Črenšovci in 2003. The main theses from her paper are outlined in the following sections (quotations):

We started working with Roma community members from the Roma settlement Kamenci three years ago. In 2000, Development Center Lendava was implementing the project entitled: "Developing Tourist Offer along Cycling Paths of Three Countries". As we were bringing the project to life, we were faced with this question: In addition to cultural and historical sightseeing spots as well as rich Prekmurian and Hungarian cuisine, what else can we offer to our tourists? What can we provide that others do not include in their offer?

After thinking long and hard, I had an idea: Why not offer to tourists something that nobody has yet done - perhaps they could visit a Roma settlement so that they could spend an afternoon with Roma music and dance? After careful consideration and assessing arguments "for" and "against, we decided to test this idea in practice. We made an appointment with Mr. Ludvik Levačič³ and asked him if the Roma from Kamenci would be willing to be involved in a tourist offer within the local tourism area. Mr Levačič was immediately ready to cooperate.

LUDVIK LEVAČIČ

**"LEADER" OF THE ROMA
SETTLEMENT KAMENCI**



**= CHARISMATIC PERSONALITY
HIGHLY RESPECTED
IN THE ROMA COMMUNITY AND
COMMUNITY AT LARGE**

³ »Leader« of the Roma settlement Kamenci

Soon after that, a visit to the Roma settlement Kamenci was included in an offer prepared for two groups of cyclers from Ljubljana who were cycling through the Prekmurje region for seven days. Tourists were thrilled to visit the Roma settlement.

DANGER:

**STEREOTYPING AND ESSENTIALISM
OF ROMA CULTURE AND HERITAGE**

**(PERCEPTION OF THE ROMA AND ROMA CULTURE
AS “PAST IN THE PRESENT”)**

Hence, we decided to expand on the programme in cooperation with the municipality of Črenšovci and the Roma from Kamenci.

Only a year later, we were successful at a public tender published by the Ministry of the Economy – Regional Development Agency for the co-funding of the project entitled: “Wealth of Roma Culture”. In the framework of the project, we carried out the following activities:

- we prepared a study about Roma cultural and ethnological heritage;
- we set up the Roma association “Romano pejtaušago” (“Roma friendship”) Kamenci;

**SETTING UP OF THE LOCAL
ROMA DEVELOPMENT PARTNERSHIP**

**SETTING UP OF THE LOCAL ROMA NGO:
“ROMANO PEJTAUŠAGO” / “ROMA
FRIENDSHIP” KAMENCI**

**PLANNED PRESERVATION AND
PROMOTION OF ROMA CULTURAL
HERITAGE**



1st ROMA MUSEUM IN SLOVENIA
The Roma settlement Kamenci, 2003

- we constructed a museum building: replica of a Roma house from the 1970ies;
- we shot a promotional film about the Roma from the Roma settlement Kamenci, printed the first promotional brochure and
- we staged the first promotional event for tourists and the media in the Roma settlement Kamenci.

The project “Wealth of Roma Culture” was followed-up with the project entitled: “Romano pejtaušago – Roma Friendship”. This project was also co-funded by the Ministry of the Economy – Regional Development Agency. In the framework of the project:

- we organised and carried out a week-long clean-up of the Roma settlement and rehabilitation of an illegal waste dump;
- we prepared professional bases for revival of traditional Roma handicrafts and collected or made replicas of equipment/tools for performing Roma handicrafts (old sharpener as well as tools for mending of pots and repairing of umbrellas). They were used to train the Roma for the demonstration of handicrafts for tourism purposes;
- the organisation unit of the Development Centre Lendava – “Local Tourist Organisation” began sending organised groups of tourists who started coming to the Roma settlement Kamenci, whereby the Roma association “Romano pejtaušago” staged a cultural and artistic programme with music and dance for them (during the project implementation phase, over 500 tourists visited the Roma settlement Kamenci, mostly guests from Pomurje spa tourist centres and other excursionists).

Following the commission by the municipality of Črenšovci, the Development Centre Lendava in 2002 also elaborated tender documentation for asphaltting the road leading to the Roma settlement Kamenci. The municipality successfully presented its bid at the public tender of the

CLEAN-UP OF THE ROMA SETTLEMENT AND REHABILITATION OF AN ILLEGAL WASTE DUMP



EXTREMELY IMPORTANT FOR OVERCOMING STEREOTYPES ABOUT ROMA SETTLEMENTS AS DIRTY SITES

= CLEANLINESS OF THE ROMA SETTLEMENT!

Ministry of the Economy – Regional Development Agency for the co-funding of infrastructure projects in Roma settlements. A modern asphalt road has been leading to the Roma settlement Kamenci since that year.

As we were bringing the aforementioned projects into life, we got to know the Roma from the Roma settlement Kamenci inside out and we grew close. We were in constant communication with them and we **became acquainted with their way of life, their values, needs and wishes**. We learnt that they have an enormous creative potential and that **the Roma are not merely bandsmen and dancers, but a lot, lot more...** These findings and positive results from the implemented projects encouraged us to be even more ambitious in our plans.

When planning further activities, we adopted a two-fold approach:

- ✚ in the direction of creating conditions for the development of Roma social entrepreneurship in the field of culture and tourism as well as
- ✚ in the direction of planned development of social skills and inherent talents, especially among Roma children⁴.

Based on these starting points, we designed two projects which were named: “Romano, del tuha” (“Good afternoon, Roma”) and “Đelem, đelem lungome dromeja” (“I walked, walked a long way”). Our first project was successful as it was awarded co-funding at the public tender of the programme PHARE – CBC Slovenia-Austria, while our bid for the second project was successful at

⁴ The presentation of the development vision of the Roma settlement Kamenci and its key development objectives will follow in the next sections.

MUTUAL LEARNING BETWEEN THE ROMA AND NON-ROMA



= KEY TO SUCCESS!

the public tender published by the Small Business Promotion Centre of the Republic of Slovenia for the selection of innovative entrepreneurial programmes (unquote).⁵

The results of these projects are as follows:

From September 2002 until September 2003, about 1000 individuals visited the Roma settlement Kamenci. The members of the Roma association “Romano pejtajšago” also organised the **event “By the Campfire” for Slovene poets and writers** in the Roma settlement Kamenci. They also performed for participants of the International Conference on Global Tourism in Radenci.

In the light of the fact that as many as two projects were pursued that year (the second projects substantively builds on and upgrades the first one), activities in the Roma settlement Kamenci were piling up... The **second museum building** was built– i.e. a replica of the first Roma hut from the Roma settlement Kamenci dating back to 1946 (made of wicker and clay) - and **exhibits for the Roma museum have been actively collected.**

⁵ Agata Sardelič: EXPERIMENTAL WORKING AND TRAINING ROMA CENTRE IN THE ROMA SETTLEMENT KAMENCI IN THE MUNICIPALITY OF ČRENŠOVCI: »DROM« (“WAY”) - Proceedings from the International Symposium on the Situation of the Roma in the Countries of Central and Eastern Europe – Črenšovci, 2003.

As most of project activities took place outside (“under the open sky”)⁶, the work was the most intensive in the summer.

The first Roma camp with interdisciplinary and creative workshops for Roma children and youth was held in summer 2003.

The “Roma camp”⁷ was managed by an interdisciplinary team of experts. At the camp, Roma children were taught social and communication skills. They were also developing their talents. By way of illustration, they were preparing their own lunch at the cooking and household workshop (under the supervision of a mentor) for the entire week; they were taught to photograph and record with a camera; they attended music, journalism, gardening and art-designer workshops. It also might be interesting to add that the members of the team leading the workshops slept in the Roma settlement Kamenci in tents throughout the whole week. The residents of Kamenci received them exceptionally well and guaranteed their complete **safety**...

⁶ In the period 2001-2006, all project activities in the Roma settlement Kamenci were performed in the yard and in the garden shed of the “leader” Ludvik Levačić; in the period 2006-2011, project activities were carried out in the tent that we purchased in the framework of the project: “ROMA BRIDGE« (Phare CBC SI-HU).

⁷ The first summer Roma camp was held in the Roma settlement Kamenci in 2003.

The tenth (jubilee) Roma camp that has long surpassed the local framework took place in August 2012 and has been increasingly gaining international and intercultural importance.

**FOR OVERCOMING STEREOTYPES
ABOUT ROMA SETTLEMENTS AS
DANGEROUS SITES**



**= SAFETY OF ROMA SETTLEMENT
VISITORS
IS VERY IMPORTANT!**

“The model of good practice” in the Roma settlement Kamenci was being developed by following the system **“pieces of the puzzle” (“mosaic”)**, i.e. **each new project substantively expands on and upgrades previous projects**. Neither the municipality of Črenšovci nor other members of partnership have sufficient financial resources available to put in place the “model of good practice”, hence **we have been actively following public tenders⁸ so as to co-finance such projects**.

...Positive experience in working with the Roma population from the Roma settlement Kamenci **and the interest shown by the Roma from Kamenci to actively co-create their personal development as well as the development of the Roma community as a whole had an optimistic effect on everybody**. The Roma are namely not just passive project agents, but rather they initiate and co-create all the project activities taking place in the Roma settlement Kamenci. It was recognised that this was the right WAY (in Romani: **“DROM”**) to activate endogenous potentials of the Roma for development of non-violent, humane socialization of Roma community members, thereby enabling their equal integration into social events – at the same time also preserving their cultural and ethnological heritage, their values and distinctive features inherent to their lifestyle...⁹

⁸ We obtained funding from national, European and other tenders for all the projects that were implemented in the Roma settlement Kamenci. The projects and sources of funding are listed in the following documents.

⁹ Ibidem (5)

MOSAICS



10th International Roma Camp Kamenci 2012

PRESENTATION OF THE DEVELOPMENT MODEL KAMENCI

Setting up Roma Development Partnership

As it has already been mentioned, Agata Sardelič, who at the time was employed at the Development Centre Lendava, initiated development activities. She first extended an invitation for cooperation to the “leader” of the Roma settlement Kamenci Mr Ludvik Levačič, a Roma representative in the municipal council of the domicile municipality of Črenšovci.

There were no Roma organisations in the settlement; hence one of the first activities that we embarked upon was to set up the Roma association “Romano pejtaušago”/”Roma Friendship” Kamenci¹⁰. Upon its establishment in 2002, the association had 25 members who unanimously elected Mr Ludvik Levačič president.

Following the invitation by Mr Ludvik Levačič and Agata Sardelič, the initiative for planned development of the Roma settlement/Roma community Kamenci was later also joined by the Mayor of the Municipality of Črenšovci Mr Anton Törnar.

¹⁰ The association is a (non-profit) legal person governed by private law. It was established in accordance with the Slovene Societies Act. The organisation is recorded in the public (national) register of societies (registration number: 1163361000, tax ID number: 75717107) and in the business Register of Slovenia.

LOCAL ROMA DEVELOPMENT PARTNERSHIP IN THE ROMA SETTLEMENT KAMENCI

- 1. MUNICIPALITY OF ČRENŠOVCI (local community)**
- 2. ROMA ASSOCIATION “ROMANO PEJTAUŠAGO” KAMENCI (Roma NGO)**
- 3. “MISSION *S” - ASSOCIATION FOR SUSTAINABLE DEVELOPMENT OF THE POMURJE REGION – SLOVENIA (Non-Roma NGO)**



In this way, a public-private partnership was set up between:

1. The Municipality of Črenšovci
2. Roma association “ROMANO PEJTAŠAGO” / “ROMA FRIENDSHIP” Kamenci
3. Development Centre Lendava (following Agata Sardelič's departure to the NGO association “MISSION *S”, the management of the local Roma development partnership was taken over by the NGO “MISSION *S” - Association for Sustainable Development of the Pomurje Region).

The members of the local Roma development partnership are of the opinion that status improvement solutions should not be imposed on the Roma from the outside. Hence, what is specific to all development activities that are carried out in the Roma settlement Kamenci is that they reflect actual needs and wishes of the target Roma population. Before applying any project to a public tender, objectives, activities, estimated outputs and results are debated with the target Roma population for whom the project is intended for.

The members of the local development partnership are equal and they have precisely agreed tasks, powers and responsibility as everybody.

The Municipality of Črenšovci is predominantly responsible for the realisation of investments in culture and tourism infrastructure. It is a legal owner of public facilities in the Roma

BASIC PRINCIPLES OF LOCAL ROMA DEVELOPMENT PARTNERSHIP

**ROMA ARE NOT PROBLEMS
(in the sense of “problematic Roma”
or “Roma question” that needs
to be solved)
BUT REPRESENT IMPORTANT
DEVELOPMENT POTENTIALS
OF THE LOCAL COMMUNITY!**

**ROMANI CULTURE IS EQUAL TO NON-
ROMANI CULTURES!**

**PROJECTS FOR ROMA CAN BE
CREATED AND IMPLEMENTED ONLY
WITH THEIR ACTIVE PARTICIPATION
AND WITH ACKNOWLEDGING THEIR
OWN RESPONSIBILITY FOR THE
IMPLEMENTATION OF PROJECTS
(THIS IS THE REASON WHY PROJECTS
FOR ROMA CANNOT BE MADE ONLY
BEHIND CLOSED DOORS, BUT ALSO AT
THE GRASSROOTS LEVEL IN ROMA
SETTLEMENT/COMMUNITY)!**

settlement Kamenci: Roma museum, Roma culture and information centre *ROKIC: "DROM"* and the Roma equestrian centre: *"ROMA CARAVAN"*. The Municipality of Črenšovci is also in charge of investment maintenance of the facilities in the Roma settlement Kamenci.

In line with the decision of the municipal council of the Municipality of Črenšovci, the Roma association "ROMANO PEJTAUŠAGO"/"ROMA FRIENDSHIP" Kamenci manages the aforementioned public facilities in the Roma settlement Kamenci. The association:

- ✓ takes care of routine maintenance of the public facilities in the Roma settlement Kamenci;
- ✓ performs information and publicity of the target Roma population, and ensures participation of the Roma in project activities;
- ✓ participates in the organisation and performance of research and educational activities as well as in promotion happenings and events in the Roma settlement Kamenci.

In the framework of the local development partnership, the Association "MISSION *S" is responsible for the following:

- ✓ carries out development, research, consultative and educational activities;
- ✓ follows public tenders, prepares and manages projects;

BASIC OPERATING PRINCIPLES OF LOCAL ROMA DEVELOPMENT PARTNERSHIP

**COMMON OBJECTIVES OF ALL
PARTNERSHIP MEMBERS
= SOCIAL AND ECONOMIC
DEVELOPMENT OF THE ROMA
COMMUNITY KAMENCI**

**EQUALITY BETWEEN ALL
PARTNERSHIP MEMBERS**

**DEFINED TASKS, POWERS AND
RESPONSIBILITY OF EVERY
PARTNERSHIP MEMBER**

**PARTICIPATORY MANAGEMENT
STLYE**

**PERMANENT COMMUNICATION
BETWEEN PARTNERS – MUTUAL
INFORMATION AND PUBLICITY**

- ✓ provides professional support to the municipality and the Roma association with project implementation.

In addition to the aforementioned members of the local development partnership, other partners (**partnership in its extended composition**) also participate in the implementation of individual projects in the Roma settlement. They include:

- ✓ University of Ljubljana– Department of Sociology at the Faculty of Arts
- ✓ Social Work Centre Lendava
- ✓ Employment service
- ✓ Local educational institutions
- ✓ Local NGOs and companies.

In the framework of cross-border projects, we also set up cross-border SI-HU-HR development partnerships (**cross-border development networks**) bringing together 42 organisations (local communities, public institutions: schools, employment services, social work centres, faculties... as well as Roma and Non-Roma NGOs). The association “MISSION *S” is a coordinator of the cross-border development network. The agreement on the setting up of the SI-HU development partnership was signed in 2007, while the agreement on the setting up of the cross-border SI-HR Roma development partnership: “DROM” was concluded in 2011.

ROMA DEVELOPMENT PARTNERSHIP (extended composition)

**University of Ljubljana–
Faculty of Arts**

Social Work Centre Lendava

Employment Service

Local educational institutions

Local NGOs and companies



Development Vision of the Roma Community Kamenci

When defining the development vision of Kamenci and its key development objectives, we were seeking the answers to the following questions:

- ✓ **Where do we come from?** (analysis of past development)
- ✓ **Who and where we are?** (snapshot of the current state of play and assessment of available development potentials, both material and human)
- ✓ **Where are we headed?** (definition of development vision and strategic development objectives).

Research was conducted and research studies were prepared:

- ✓ **Study on Roma cultural heritage from the settlement Kamenci**
- ✓ **Analysis of social and economic circumstances as well as identification of needs and wishes of the Roma population from the settlement Kamenci for further education /training¹¹**

¹¹ The study and analysis were elaborated by Agata Sardelič (in the framework of project employment) with the cooperation of outsourcers (students in the sociology of culture).

The total cost of both documents (employees' salaries and fees for outsourcers) is estimated at € 17,000.00.

»BOTTOM-UP-STRATEGY«

ACTIVE PARTICIPATION OF THE ROMA COMMUNITY IN SHAPING THE DEVELOPMENT VISION KAMENCI 2020



METHODS USED FOR THE DEVELOPMENT PLANNING OF THE ROMA COMMUNITY KAMENCI

**PROBLEM ANALYSIS
MARKET RESEARCH
MUTUAL LEARNING**

- ✓ **Market research entitled: “Identification of Market Niches for Social Entrepreneurship in the Cross-Border Area”¹².**



¹² The market research was performed by an external expert in marketing Mr Franc Laj and Agata Sardelič (as an expert in social entrepreneurship); the research included 576 respondents from the area of the Administrative Unit of Lendava. The field research was conducted by 5 interviewers (university graduates – working in the scope of the project with the acronym: “MEDIATOR-C” - INTERREG 3A SI-HU-HR). The total cost of the market research (salaries of 6 project employees and a fee for an outsourcer) is estimated at € 20,000.00.

SWOT ANALYSIS OF THE KEY DEVELOPMENT POTENTIALS IN THE ROMA SETTLEMENT KAMENCI (TODAY)

**Matrix of the SWOT analysis of the basic development potential
in the Roma settlement Kamenci: PEOPLE**

STRENGTHS	WEAKNESSES
<p>The key advantage of the Roma settlement Kamenci lies in its “leader” Ludvik Levačič who is a charismatic personality highly respected in the Roma community as well as in the community at large.</p> <p>Other than that, the Roma population from Kamenci has the following strengths:</p> <ul style="list-style-type: none"> – Over half of the population in the Roma settlement Kamenci is younger than 24. – The Roma population from Kamenci has been actively involved in development projects taking place here. – Unemployed Roma are willing to be trained and are committed to work in culture tourism. – The population of the Roma settlement Kamenci are extremely hospitable. 	<ul style="list-style-type: none"> – On average, level of education in the Roma settlement Kamenci is extremely low (considerable share of illiterate Roma, mostly among the elderly). – Uncompetitiveness at the labour market (due to low level of education and negative Roma stereotypes held by employers) and consequently above-average rate of unemployment – Rigid behaviour patterns, passivity and prevailing collective mentality of the Roma population centred on social equality and aspiration for “quasi equality”, albeit in poverty. – Lack of educated Roma in the settlement Kamenci who would be capable of independently managing development and entrepreneurial projects as well as providing administrative and financial support.



OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> - EU financial support for the promotion of social integration and discrimination prevention of socially vulnerable groups. - Opportunities for life-long learning, intercultural and project cross-border cooperation. - The commitment and talent of Agata Sardelič and other partners. - School-age youth who in the future can represent an important potential for the development and the realisation of modern cultural and intercultural activities as well as a high-quality and attractive culture tourism offer in the Roma settlement Kamenci. 	<ul style="list-style-type: none"> - Insufficient or inadequate incentives for social integration of socially vulnerable groups. - Inadequate representation of “Roma projects” in the structure of projects eligible for co-funding in the framework of cross-border cooperation projects. - Educated Roma leave the Roma settlement and integrate/assimilate culturally into the mainstream society.



Matrix of the SWOT analysis of cultural potentials of the Roma settlement Kamenci

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> - Preserved Roma cultural heritage (Roma museum, Roma herb grove and traditional Roma handicrafts). - Traditional intercultural events in the Roma settlement Kamenci (summer Roma camps, events on the occasion of the Roma International Day, sculpture colonies, literary evenings, book presentations, photographic, film and other creative intercultural workshops). - Established local Roma development partnership for planned development of the Roma settlement Kamenci. - Provided public infrastructure. - Complete safety is provided to settlement visitors. 	<ul style="list-style-type: none"> - Poor identity and visibility of a cultural offer of the Roma settlement Kamenci on the market. - Lack of local experts of Roma descent for successful promotion and marketing of a Roma culture tourism offer. - Financial non-viability of Roma NGOs makes it difficult for them to equally participate in more costly projects (due to inability for the pre-payment of project costs). - On average, low housing standard of the Kamenci population with energy wasteful houses without facades and unbridled upgrading of auxiliary facilities, which spoils the visual image of the settlement.



OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> - Favourable geographic position of Kamenci: <ul style="list-style-type: none"> a) Distance from the motorway – 2 km; b) 4 European capitals: Ljubljana-Vienna - Budapest -Zagreb within a radius of about 250 km; c) Proximity of Pomurje tourism spa resorts that annually record over 1 million overnight stays (Moravske Toplice, Lendava, Radenci, Banovci within a radius of 15-30 km). - Modern tourism trends – demand for a balanced, diverse and sustainable tourism offer with experiential elements, eagerness to experience and respect different cultures, at the same time confirming one’s own identity. - Planned financial incentives for the development of social entrepreneurship and social innovation. - Opportunities for cross-border and intercultural exchange as well as project cooperation of organisations from cross-border regions. 	<ul style="list-style-type: none"> - Essentialism and stereotyping of Roma culture and heritage as inferior when compared to mainstream culture, and perceiving the Roma as “past in the present”. - Operation of spa tourist destinations in Pomurje as self-sufficient systems that are consequently ill-prepared to integrate a Roma culture tourism offer outside the packages they offer in their spas. - Inadequate national and European incentives for the development of Roma social entrepreneurship, or a lack of appropriate active employment policy measures for socially vulnerable groups. - Unsupportive financial and fiscal policies for social entrepreneurship and social innovation.



Based on scientific sources, research findings as well as opinions, proposals and views expressed by the Roma population, we defined the development vision of Kamenci, strategic development objectives, measures and activities to achieve these objectives.

We plan to proceed in two directions of development for the Roma community Kamenci, namely:

- ✚ In the direction of creating conditions for the development of the Roma settlement Kamenci as an intercultural tourist spot as well as for the conditions for social and economic integration of the Roma in culture and tourism (Roma social entrepreneurship in the domain of intercultural creativity and culture tourism)

VISION:

ROMA SETTLEMENT KAMENCI:

**A RECOGNIZABLE CULTURAL - TOURIST SPOT ON THE MAP OF EUROPE
AND THE "SOROTIJE" / "JUNCTURE"
OF DIFFERENT CULTURES, NATIONALITIES AND CREATIVE IDEAS.**

DEVELOPMENT VISION KAMENCI 2020

**ROMA SETTLEMENT KAMENCI:
RECOGNIZABLE CULTURAL AND
TOURIST SPOT ON THE MAP OF EUROPE
AND THE "SOROTIJE" / "JUNCTURE"
OF DIFFERENT CULTURES,
NATIONALITIES AND CREATIVE IDEAS.**



**EDUCATED AND EMPLOYED ROMA:
CREATIVE AMBASSADORS OF ROMA
CULTURAL HERITAGE.**



✚ in the direction of planned development of human resources and Roma empowerment, thereby enabling their equal participation in education, employment and social processes in general

VISION:

**EDUCATED AND EMPLOYED ROMA:
CREATIVE AMBASSADORS OF ROMA CULTURE AND HERITAGE.**



Strategic Development Objectives

Strategic objectives for the development of the Roma settlement Kamenci are as follows:

1. CONTRIBUTE TO AWARENESS RAISING PROCESSES AMONG THE ROMA ABOUT THEIR OWN CULTURAL PAST AND PRESENT
2. INVEST IN PEOPLE AND ELIMINATE SOCIAL EXCLUSION OF THE ROMA POPULATION
3. DEVELOP AND PUT INTO PRACTICE ROMA SOCIAL ENTREPRENEURSHIP IN THE DOMAIN OF INTERCULTURAL CREATIVITY AND CULTURE TOURISM
4. PROMOTE INTERCULTURAL DIALOGUE BETWEEN ROMA AND NON-ROMA COMMUNITIES
5. ENGAGE IN PLANNED MEDIA PROMOTION OF POSITIVE EVENTS FROM LIFE AND WORK OF THE ROMA SO AS TO CONTRIBUTE TO OVERCOMING NEGATIVE STEREOTYPES AND A PRIORI NEGATIVE ATTITUDE OF PREDOMINANT PART OF THE MAJORITY POPULATION TOWARDS THE ROMA.

DEVELOPMENT STRATEGY

**PRESERVATION AND ENRICHMENT
OF ROMA CULTURAL HERITAGE**

INVESTMENT IN PEOPLE

**DEVELOPMENT OF MODERN
INTERCULTURAL PRACTICES**

**DEVELOPMENT OF ROMA
SOCIAL ENTREPRENEURSHIP AND
CREATION OF NEW JOBS**

INTERCULTURAL DIALOGUE

**PLANNED PROMOTION
FOR OVERCOMING
NEGATIVE ROMA
STEREOTYPES**

Planned Activities for the Implementation of the Development Strategy in the Roma Settlement Kamenci

In order to implement the development strategy of the Roma community from the settlement Kamenci, we also envisaged requisite activities:

1. **Investment activities**
2. **Development activities**
3. **Educational activities**
4. **Organisational, statutory and legal activities**
5. **Promotional activities**
6. **Activities in the domain of quality control.**

Planned activities for the implementation of the development strategy of the Roma community Kamenci will be presented in substantively completed sections in the following tables.



I.	INVESTMENT ACTIVITIES
ACTIVITIES	<p>CONSTRUCTION OF INFRASTRUCTURE FACILITIES TO DEVELOP ROMA SOCIAL ENTREPRENEURSHIP IN CULTURAL CREATIVITY AND CULTURE TOURISM IN THE ROMA SETTLEMENT KAMENCI:</p> <ul style="list-style-type: none"> ✓ Roma culture and information centre¹³ ✓ Roma equestrian centre¹⁴ (horse stable with related infrastructure, horses, equipment and a horse carriage as well as “čerga” (makeshift tent) for panorama tours in Natura 2000+ protected areas) in Kamenci ✓ “Gypsy čarda” (Roma inn) ✓ Bungalows / “youth hostel” ✓ Sport and recreational facilities (playground for children, sports grounds with related infrastructure: dressing rooms/wardrobes, toilets and showers).
FINANCING	<ul style="list-style-type: none"> ✓ European Structural Funds ✓ National and municipality budget ✓ Other sources
HOLDERS OF ACTIVITY	<ul style="list-style-type: none"> ✓ Municipality of Črenšovci and the Roma development partnership members
IMPLEMENTATION PERIOD	<ul style="list-style-type: none"> ✓ 2010-2020

¹³ The Roma culture and information centre *ROKIC: “DROM”* in the Roma settlement Kamenci was constructed in 2010, with the inaugural opening taking place on 8 April, the International Roma Day.

¹⁴ The Roma equestrian centre: “*ROMA CARAVAN*” will be built by the end of 2012. Its opening is planned on 8 April 2013 to coincide too with the International Roma Day.



The Roma culture and information centre
ROKIC: “DROM” - 2011



The Roma equestrian centre:
“ROMA CARAVAN” – 2012/2013

<p>II.</p>	<p>DEVELOPMENT OF INTEGRAL INTERCULTURAL AND CULTURAL-TOURISM OFFER OF THE ROMA SETTLEMENT KAMENCI</p>
<p>ACTIVITIES</p>	<p>In order to provide for a comprehensive offer of the Roma settlement Kamenci, the following new (inter-)cultural and cultural tourism products and services shall be permanently developed and implemented:</p> <ol style="list-style-type: none"> 1. Developing new products/services by integrating elements of natural as well as Roma cultural and historical heritage with experiential dimensions which enable visitors to explore the wealth of Roma culture and heritage: <ol style="list-style-type: none"> 1.1 Experiential culture and tourism products/services with elements of Roma heritage (innovative programmes to explore Roma culture and heritage) 1.2 Roma souvenir production modeled on Roma heritage. 2. Developing intercultural offer of the Roma settlement Kamenci and “hobby programmes” (e.g. artist’s colonies, sculpture workshops, photography workshops, photography safari; school of traditional Roma dances and contemporary dance classes; cooking classes: “Tasting Kamenci”: vegetarian nutrition based on healing herbs; horseback riding school; therapeutic horseback riding classes; panorama rides with a horse carriage and “čerga” (makeshift tent) as well as exploring natural and cultural sightseeing spots of the Pomurje Region, 11th Roma School of Culture: “Sikaf, so žaunes! – Show what are you made of” for discovering talents etc.)



Roma souvenirs – amulets from Kamenci



International sculptural colony Kamenci 2006

	<p>3. Development of educational programmes aimed at promoting intercultural dialogue (e.g. courses of the Roma language for teachers, policemen and other public officials; conferences, symposia, seminars, thematic round table discussions, public hearings; educational excursions to the Roma settlement Kamenci; educational programmes to transfer results of “good practice model” from the Roma settlement Kamenci to other places...).</p> <p>4. Development of Roma tourism programmes for balancing body and mind (relaxation and anti-stress programme).</p>
FINANCING	<ul style="list-style-type: none"> ✓ National and municipality budgets ✓ European Structural Funds and other funds (e.g. Swiss contribution, Norwegian financial mechanism, Roma education fund...) ✓ Own contribution of project partners
HOLDERS OF ACTIVITY	<ul style="list-style-type: none"> ✓ Association “MISSION *S” in cooperation with the Roma development partnership members
IMPLEMENTATION PERIOD	<ul style="list-style-type: none"> ✓ 2010-2020



The international conference:
ROMA CULTURE AND HERITAGE -
DEVELOPMENTAL POSSIBILITIES
AND OPPORTUNITIES



Kamenci, 2012

III.	ROMA CENTRE FOR LIFELONG LEARNING “DROM” KAMENCI - EDUCATION/TRAINING OF ROMA POPULATION
ACTIVITIES	<p>A key prerequisite to develop and implement an integral intercultural as well as cultural tourism offer of the Roma settlement Kamenci and to promote and market it successfully is to adequately educate the Roma population that will carry out these activities.</p> <p>To this end, in addition to developing Roma products and services, an array of programmes aimed at education and practical training of the Roma population will be set into motion to enable the Roma population to provide these products and services.</p> <p>A lifelong learning centre for the Roma community is to be set up in Kamenci to provide permanent education and training activities aimed at the Roma population and offer assistance to Roma pupils and students in the Roma settlement Kamenci (with a view to increasing their educational level)¹⁵</p>



ROMA CENTRE FOR LIFELONG LEARNING
“DROM” KAMENCI



¹⁵ The “Roma Educational Incubator” has been in full swing in ROKIC Roma culture and information centre in Kamenci since 2011. It provides for an enabling environment where the members of the Roma Scholarly Club offer assistance to pupils and students of the Roma settlement Kamenci. The Association »MISSION *S« (in cooperation with other partners) implements educational and other hands-on training activities of the Roma (in the framework of development projects).

FINANCING	<ul style="list-style-type: none"> ✓ National and municipality budgets ✓ European Structural Funds and other funds (e.g. Swiss contribution, Norwegian financial mechanism, Roma education fund...) ✓ Own contribution of project partners
HOLDERS OF ACTIVITY	<ul style="list-style-type: none"> ✓ Association »MISSION *S« in cooperation with the Roma development partnership members (educational institutions)
IMPLEMENTATION PERIOD	<ul style="list-style-type: none"> ✓ 2010-2020



ROMA CENTRE FOR LIFELONG LEARNING
"DROM" KAMENCI



IV.	SETTING UP A SOCIAL ENTERPRISE: ROMA CULTURE AND TOURISM COOPERATIVE: “DROM”
ACTIVITIES	<ul style="list-style-type: none"> ✓ Drafting a business plan to set up and operate a social enterprise aimed at employing the Roma in the field of culture and culture tourism ✓ Formulating a strategy to promote and sell cultural products and services of the Roma settlement Kamenci ✓ Setting up a social enterprise (Roma culture and tourism cooperative) ✓ Establishing managerial and adequate marketing structures ✓ Employing the Roma in the social enterprise
FINANCING	<ul style="list-style-type: none"> ✓ European Structural Funds and other funds (e.g. Swiss contribution, Norwegian financial mechanism, Roma education fund...) ✓ National and municipality budget ✓ Own contribution of project partners
HOLDERS OF ACTIVITY	<ul style="list-style-type: none"> ✓ Association “MISSION *S” in cooperation with the Roma development partnership members
IMPLEMENTATION PERIOD	<ul style="list-style-type: none"> ✓ 2012-2015



V.	COLLECTIVE COMMODITY AND SERVICE TRADEMARK “DROM”
ACTIVITIES	<ul style="list-style-type: none"> ✓ Drafting a guaranteed quality symbol “DROM”¹⁶ ✓ Drafting rules on the collective commodity and service trademark and on the conditions to award the right to its use ✓ Registration of “DROM” guaranteed quality symbol as a collective commodity and service trade mark ✓ Promoting “DROM” trademark (internal and external marketing)
FINANCING	<ul style="list-style-type: none"> ✓ National and municipality budget ✓ European Structural Funds and other funds (e.g. Swiss contribution, Norwegian financial mechanism, Roma education fund...) ✓ Own contribution of project partners
HOLDERS OF ACTIVITY	<ul style="list-style-type: none"> ✓ Association “MISSION *S” in cooperation with the Roma development partnership members
IMPLEMENTATION PERIOD	<ul style="list-style-type: none"> ✓ 2012-2015

¹⁶ In 2011, a quality symbol DROM was developed in the course of the project with the acronym ROKIC: “DROM” (IPA SI-HR 2007-2013). DROM quality symbol has been designed for intercultural and culture tourism offer in the Roma settlement Kamenci to be registered as a collective commodity and service trade mark (Designer: Ajdin Bašić).



VI.	SETTING UP A QUALITY ASSURANCE SYSTEM FOR PRODUCTS AND SERVICES
ACTIVITIES	<ul style="list-style-type: none"> ✓ Developing a comprehensive quality assurance system for products and services in the framework of intercultural as well as culture tourism offer of the Roma settlement Kamenci ✓ Promoting the significance of quality in culture and tourism
FINANCING	<ul style="list-style-type: none"> ✓ National and municipality budget ✓ European Structural Funds and other funds (e.g. Swiss contribution, Norwegian financial mechanism, Roma education fund...) ✓ Own contribution of project partners
HOLDERS OF ACTIVITY	<ul style="list-style-type: none"> ✓ Roma social enterprise in cooperation with the Roma development partnership members
IMPLEMENTATION PERIOD	<ul style="list-style-type: none"> ✓ 2014-2016



Presentation of Projects

The Roma development partnership has been realising a development vision of the Roma community Kamenci and strategic development objectives through projects we have continuously submitted at public tenders.

The project activities that we carried out in the Roma settlement Kamenci in the period 2002 - 2006 were mostly funded from the following programmes: PHARE CBC Slovenia-Austria and PHARE CBC Slovenia-Hungary (pre-accession assistance programmes), and from the state budget.

The programmes for the social and economic integration of the Roma from Kamenci have been funded in the period 2007 – 2013 from:

1. EU Structural Funds:

a) European Social Fund (ESF)

b) European Regional Development Fund (municipal and road infrastructure in the Roma settlement)

c) European Agriculture and Guarantee Fund – Leader Programme



2. In the framework of the European Teritorial Cooperation programmes:

a) Interreg III A – SI-HU-HR 2004-2006

b) IPA SI-HR 2007-2013

c) ETC SI-HU 2007-2013

d) Other funds: Norway Grants and EEA Grants; NGO Small Grants Program

U.S. Embassy (Ljubljana, Slovenia).

The projects implemented in the Roma settlement Kamenci in the period 2002-2012 are shown in the following table.



**Table: IMPLEMENTED PROJECTS IN THE ROMA SETTLEMENT KAMENCI
IN THE PERIOD 2002-2012**

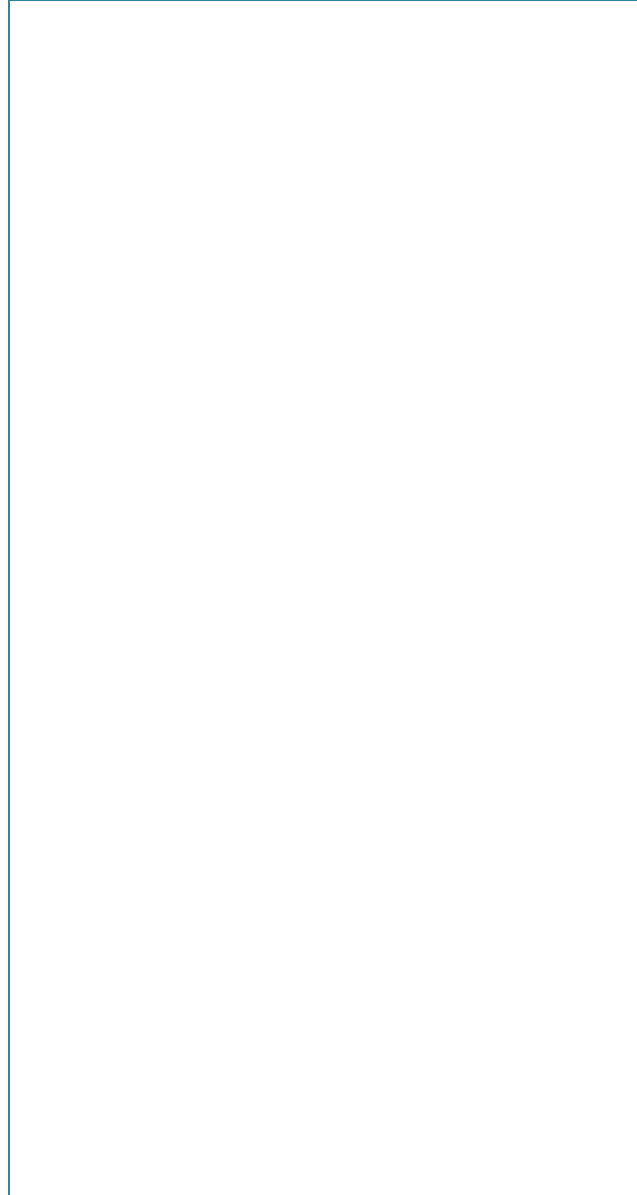
PROJECT TITLE / ACRONYM	Project value	Main outputs	Financing	Implementation period
WEALTH OF ROMA CULTURE	37,000 €	<p>The Roma association “ROMANO PEJTAUŠAGO” Kamenci was set up.</p> <p>A study on Roma history, and Roma cultural and ethnological heritage in the Roma settlement Kamenci was prepared.</p> <p>A promotional movie was shot and a promotional brochure was printed.</p> <p>A facility – a replica of a wooden Roma hose (for the Roma museum) was built.</p> <p>Promotional events in the Roma settlement Kamenci were carried out.</p>	ARR- Small Project Fund SLO- CRO	2002



<p>“ROMANO PEJTAUŠA-GO/“ROMA FRIENDSHIP”</p>	<p>40,000 €</p>	<p>A clean-up of the Roma settlement was performed and an illegal waste dump was rehabilitated.</p> <p>Professional bases for the revival of traditional Roma handicrafts were elaborated.</p> <p>Tool replicas for the revival of traditional Roma handicrafts were collected or made.</p> <p>5 Roma were trained for the demonstration of traditional handicrafts for tourism purposes.</p> <p>Promotional events were conducted.</p>	<p>ARR - Small Project Fund SLO-CRO</p>	<p>2002-2003</p>
<p>“ROMANO, DEL TUHA” (“GOOD AFTERNOON, ROMA”)</p>	<p>49,000 €</p>	<p>A replica of the first Roma hut from the Roma settlement Kamenci was built and exhibits for the Roma museum were collected.</p> <p>Professional bases for the development of a culture tourism offer of the Roma settlement Kamenci were elaborated.</p> <p>20 members of the Roma association were trained for carrying put cultural and tourism events.</p> <p>The 1st Roma camp Kamenci 2003 was held.</p>	<p>PHARE CBC SLO-A 2000</p>	<p>2002-2003</p>



		<p>An international symposium on the subject the Situation of the Roma in the Countries of Central and Eastern Europe was organised and symposium proceedings were printed.</p> <p>The festival of Roma music and dance, and promotional intercultural events were carried out.</p> <p>A grand opening of the 1st Roma museum in Slovenia was conducted¹⁷</p>		
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¹⁷ The former President of the Republic of Slovenia Mr Milan Kučan was a guest of honour at the symposium and at the opening of the Roma museum.

<p>E.W.E.R.C. "DROM"</p>	<p>95,000 €</p>	<p>Specific interdisciplinary workshops for Roma children and youth were organised and the 2nd Roma camp Kamenci 2004 was held.</p> <p>The first series of Roma souvenirs with heritage elements (charms for health and happiness) were developed and training of the Roma for making the charms was carried out.</p> <p>The International Conference on the Situation of the Roma at the Labour Market was carried out¹⁸ and conference proceedings were printed.</p> <p>The model "Donation Scheme for the Development of Talents among Roma Children and Youth" was prepared.</p> <p>A public exhibition of workshop products was organised. Promotional intercultural events were carried out.</p>	<p>PHARE CBC SLO-H 2001-Donation scheme: Common Economic Area</p>	<p>2004</p>
<p>ROMSKI MOST-ROMA HÍD (Complementary Slovene-</p>	<p>109,080 €</p>	<p>Specific training sessions for the cultivation of herbs were organised for the Roma.</p> <p>An herb grove in the Roma settlement Kamenci (1st Roma herb grove in Slovenia)</p>	<p>PHARE CBC SLO-HU 2001-Donation scheme: Common Economic</p>	<p>2005/2006</p>



¹⁸ The former ambassador of the European Commission to the Republic of Slovenia Mr Erwan Fouéré was a guest of honour at the conference.

Hungarian project)		<p>was planted.</p> <p>The second series of souvenirs with heritage elements from the Roma settlement Kamenci were developed and produced on a pilot basis.</p> <p>The fourth (international) summer Roma camp Kamenci 2006 was held.</p> <p>The promotional movie: “Kamenci: Yesterday-Today-Tomorrow” was shot.</p> <p>The first international sculpture forma viva event Kamenci 2006 was held.</p> <p>A grand opening of the Roma herb grove was held and the sculptures were revealed.¹⁹</p> <p>An event tent was acquired.</p>	Area	
“DROM-POT” – Promoting social integration of the Roma	49,000 €	<p>Training of the Roma for active citizenship was organised.</p> <p>Practical training of Roma women for making charms for health and happiness, and for</p>	Norwegian Financial Mechanism and EEA Financial Mechanism	2008/2009

¹⁹ The former Vice-President of the National Council (2nd chamber of the Parliament) Mr Jože Stanič was a guest of honour at the opening.

<p>population</p>		<p>casting out spells was organised.</p> <p>The 7th (international) Roma camp Kamenci 2009 was held.</p> <p>A public exhibition of workshop products was organised and a public promotional intercultural event was held.</p> <p>A trilingual Roma-Slovene-English dictionary and project websites (http://www.drom-pot.si/) were elaborated.</p> <p>Promotional materials were printed.</p> <p>A substantive round table on the subject: "Positioning of the Roma in the Processes of Social Information and Market Globalisation" was organised.</p> <p>ICT equipment was acquired and the first public information spot in the Roma settlement Kamenci was set up.</p> <p>A small tent for a classroom was purchased.</p>		
<p>"ROMANO BARVALIJE" – "ROMA WEALTH"</p>	<p>92,133.00 €</p>	<p>Manuals for education of the Roma were drafted, and education and training for the Roma was carried out:</p> <ul style="list-style-type: none"> - Basics of project management - Computer courses for beginners 	<p>European Social Fund and the Ministry of Culture of the Republic of</p>	<p>2008/2009</p>



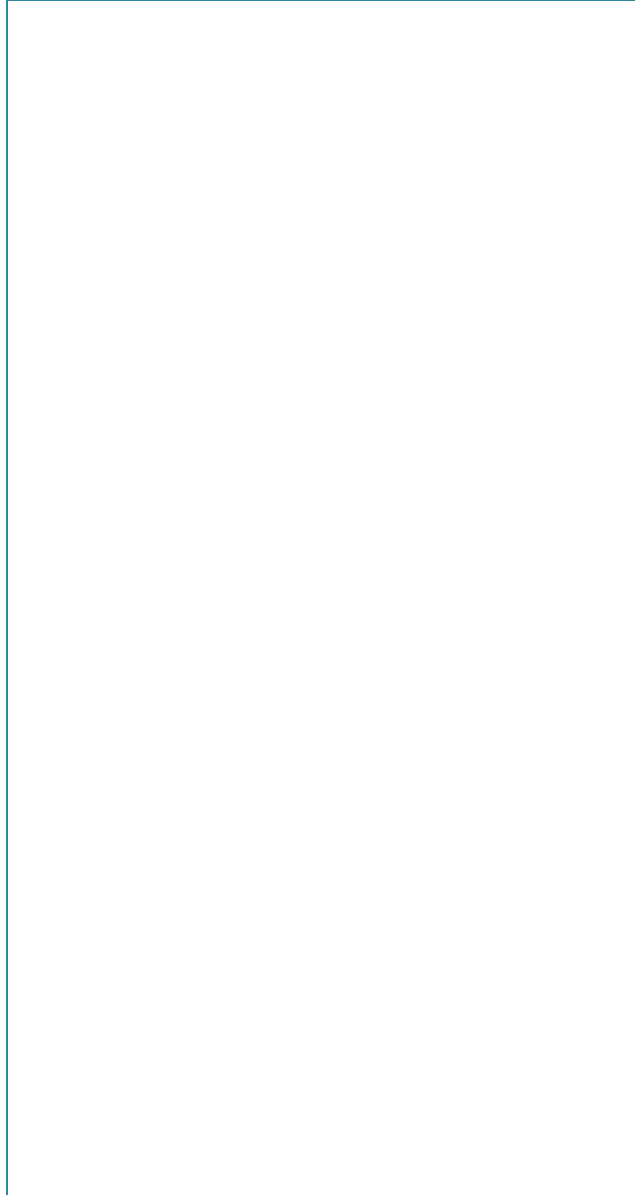
	<p>- English course for beginners - Individual training (with a labour contract) to become a Roma cultural mediator – promotor.</p> <p>A website and an e-reservation system were set up.</p> <p>A Roma cultural mediator and 10 trainers of traditional Roma handicrafts were trained.</p> <p>A promotional brochure on the Roma settlement Kamenci in Slovene and English was designed and published.</p> <p>Thematic public events took place: KAMENCI: YESTERDAY (“When the Roma museum springs to life”) KAMENCI: TODAY (intercultural creative workshops) KAMENCI: TOMORROW (laying down a foundation stone for the Roma culture and information centre - ROKIC: “DROM” Kamenci on the occasion of the Opening of the European Paths of the Roma Culture and Heritage under the auspices of the Council of Europe.</p> <p>2 long-term unemployed Roma²⁰ were employed in the project.</p>	Slovenia	
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Country Winner
ERSTE Foundation
Award for Social Integration
2011

²⁰ Mr Ludvik Levačič – “leader” of the Roma settlement Kamenci got his first job at the age of 57, which was widely reported in the media. He has been regularly employed since then.

		A professional excursion (Vienna – Bratislava –Budapest) for the Roma population in Kamenci was organised.		
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<p>ROKIC: »DROM«</p>	<p>596,135.42 €</p>	<p>The Roma culture and information centre with an exhibition gallery (ROKIC: “DROM”²¹) was built and equipped in Kamenci.</p> <p>A survey on valorising prospects for Roma's (tangible and intangible) culture and heritage in Pomurje and Medžimurje was carried out.</p> <p>A hands-on manual to train the Roma population was designed, and education and training of the Roma took place.</p> <p>5 new Roma souvenirs with heritage elements in the form of practical and decorative products (series: “White Violin”) were designed and piloted.</p> <p>A guaranteed quality symbol “DROM” was designed, and a cross-border online portal was set up.</p> <p>A culture and information point was set up in the Roma settlement Kamenci.</p> <p>4 cross-border Roma cultural events took place.</p>	<p>IPA SI-HR 2007-2013</p>	
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²¹ A grand opening of ROKIC: “DROM” was held on 8 April 2011 on the occasion of the International Roma Day. The Roma centre was opened by the European Commissioner for Human Rights, Thomas Hammarberg and the Slovene Ombudsman Zdenka Čebašek Travnik, PhD.

		<p>A cross-border Slovene and Croatian development partnership (cross-border development network) was established.</p> <p>A promotional brochure was published in 3 languages.</p> <p>Information boards and signposts for the Roma settlement Kamenci were put up.</p> <p>4 new jobs were created.</p> <p>Promotional intercultural events and public exhibitions of products and photos took place.</p>		
“PHURI DEJ”	97,197.36	<p>A “women segment” of cultural tourism offer of Kamenci was put into place, as well as a collective trademark “PHURI DEJ” - Roma women, ambassadors of Roma culture and heritage.</p> <p>Training aimed at Roma women was organised:</p> <p>Boosting self-confidence, improving social and communication skills and defining life and professional objectives to strengthen employability (in the framework of flexible types of work and employment to enable Roma women to reconcile work and family</p>	<p>European Social Fund and the Ministry of Culture of the Republic of Slovenia</p>	2010-2011



		<p>life).</p> <p>An informative and promotional brochure: “PHURI DEJ” - ROMA WOMEN, AMBASSADORS OF ROMA CULTURE AND HERITAGE was published.</p> <p>A manual of guidelines “Flexible Types of Work and Employment to Enable Roma Women to Reconcile Work and Family Life” was published.</p> <p>2 members of the Roma community in the project (one of them being a woman) and 6 Roma women in the framework of active employment policy measures (training for improved employability) were employed.</p> <p>Promotional intercultural events and exhibitions of products and photos were held.</p>		
“ROMA CARAVAN”	659,364.75 €	<p>An international conference on the subject “Roma Culture and Heritage – Prospects and Possibilities for Development” was held.</p> <p>The 2nd international sculpture conference forma viva Kamenci 2012 was held.</p> <p>Ongoing activities:</p>	ETC SI-HU 2007-2013	2011-2013



		<ul style="list-style-type: none"> - construction of the Roma equestrian centre “ROMA CARAVAN” Kamenci - education/training of the target Roma population - field survey: collecting photos and documents for a “virtual Roma museum” - establishing professional bases to set up a Roma social enterprise - public procurement procedures (to buy horses, a carriage and “čerga”...) - selection and recruitment procedures for new (Roma) participants in the project. 		
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The above table includes only big development projects. In addition, we implemented a number of small projects/programmes/actions. We also participated in all Council of Europe campaigns and attended numerous international conferences, round tables etc.

Evaluation

The evaluation of the projects implemented in the Roma settlement Kamenci proceeds at two levels, i.e. internal and external.



Internal Evaluation

As a rule, internal evaluation is undertaken by the project manager.

A combination of different evaluation models and methods is used in the framework of internal evaluation.

We monitor and assess the satisfaction of the target Roma population participating in project activities by using the combination of the goal-oriented evaluation and experimental model, whereby we observe the principle *“it is fair and just that every participant has a say in the evaluation”*. These are qualitative measurement techniques by means of survey questionnaires, interviews and field observations.

Quantitative methods are employed with the view to assess other project performance indicators, e.g.:

- the number of Roma people participating in project activities;
- the number of organised education/training activities and the number of individuals who successfully completed individual training/education programmes;
- the number of new jobs (short-term, long-term);
- the number of published articles about the project in the media;
- the number of visitors in the Roma settlement Kamenci etc.

The cost and benefit analysis is used to compare the costs and impact of the project.

Following the completion of every project, we also perform a qualitative analysis on whether and how the project contributed to the fulfilment of the development vision and strategic development objectives of the Roma settlement Kamenci.

External Evaluation

External evaluation of projects is performed by project co-financers. The EU rules stipulate that national controllers carry out the so-called “on-the-spot check” at least once in the lifetime of the project co-financed by the European Union. In addition, audits of individual, randomly chosen operations/projects are undertaken at the level of programmes. By way of illustration: our project with the acronym ROKIC: “DROM” was also audited in the framework of the programme IPA SI-HR 2007-2013. The audit included the evaluation of project activities, eligible project costs, achieved project outputs and results.

The project with the acronym ROMA BRIDGE (Phare 2003 CBC) implemented in Kamenci in the period 2005/2006 was analysed among selected projects from individual countries - EU Member States. Analysis findings were published in the e-book entitled **Improving the tools for the social inclusion and non-discrimination of Roma in the EU - Summary and selected**



projects²². The following findings were published about the afore-mentioned project (quote):

The best elements in the project are: the establishment of clear objectives and well-identifiable target groups; improved equality of opportunity for Roma; focus on specific issues affecting young Roma (e.g.: the lack of skills); involvement of Roma in all stages of the project; use of a multifaceted approach that addresses the integration of Roma in the labour market by making use of the existing skills and talents of Roma; generation of positive feedback from the Roma community; successful partnership between the Romani community and local authorities; sustainability, as the project has potential for mainstreaming in other fields; potential for transferability to similar locations (Romani settlements and multicultural environments; and the wide-spread nature of benefits, as the project produces positive outcomes for both Roma and the general public (e.g.: dissemination of information about Roma, creation of an attractive tourist site²³.

²² Will Guy, André Liebich, Elena Marushiakov: Improving the tools for the social inclusion and non-discrimination of Roma in the EU - Summary and selected projects - European Commission, Directorate-General for Employment, Social Affairs and Equal Opportunities – June 2010
<http://bookshop.europa.eu/en/improving-the-tools-for-the-social-inclusion-and-non-discrimination-of-roma-in-the-eu/>

²³ Ibidem – Page 30



All project controls and audits undertaken in the Roma settlement Kamenci to date did not reveal any irregularities. On the contrary, the majority of projects were seen as good practice examples.

The Kamenci development model was also presented as a good practice example at the conference entitled "From segregation to integration - the role of culture in Roma inclusion" (18 April 2012 in Brussels)²⁴.

Conclusion

²⁴ http://ec.europa.eu/culture/news/20120306conference-roma_en.htm



The development of the Roma settlement Kamenci is a long-term process with no “quick wins”.

“Quick wins” are in our case impossible for at least two reasons. The first reason is that in order for the Kamenci development vision to materialise, we need to obtain project funding at public tenders (absence of systemic funding). The second reason is that the long-term socially excluded Roma population whose main heritage was intergenerational transfer of poverty needs to be empowered and provided with “tools for self-help” so as to participate in education, work and social processes in general on a more equal footing. This in turn is also a long-term and complex process that – among other things – also calls for the revaluation of values.

How can we motivate the target Roma population and achieve their participation when bringing to life the development vision of their community despite these barriers?

In this regard, we observe the following principles in the Roma settlement Kamenci:

- We never promise “quick wins” to the inhabitants of Kamenci, but gradual improvement of their social and economic status, which primarily results from their own activities and efforts.



- Our motto is that every project implemented in the Roma settlement Kamenci has to leave a tangible substantive trace that is recognised by the population as an acquisition for the locality (e.g. a new facility, equipment, herb grove etc.) or for their children (e.g. IT equipment enabling access to the world-wide web).
- Those individuals who are permanently involved in work actions in the locality and in project activities take precedence when it comes to working on projects or active employment policy measures.
- Education/training participants are motivated with a public ceremony of recognitions after their successful completion of education/training and (if this is possible in the framework of projects) professional excursions taking place in Slovenia and abroad.
- Active inclusion of the Roma population in promotion activities (e.g.: Roma women – Ambassadors of Roma culture and heritage) also represents an important element of motivation.



**The Minimum Conditions Required
for a Settlement to Adopt
the Kamenci Strategy**

Identifying the Minimum Conditions Required for a Settlement to Adopt the Kamenci Strategy

Minimum conditions that need to be fulfilled for the implementation and transfer of the Kamenci development model to other areas are as follows:

1. Model Implementation at the Local Level

The development model from Kamenci is transferrable to other Roma settlements/Roma communities at the local level by bearing in mind local specificities.

The local level is defined as a territory of a local community – municipality on which the Roma live. The model from Kamenci can be implemented in a specific Roma settlement or Roma hamlet that is geographically separated from a home settlement or in a “Roma town or village district” -“mahalas” (the term Roma settlements will be hereinafter used for all the aforementioned types).

If there are several Roma settlements on the territory of one municipality, it is advisable that the Kamenci development model is first implemented in one settlement, i.e. in a

geographically delimited area. In this way, local best practice models can be produced and local people can be trained for the dissemination of results to other Roma settlements on the territory of the municipality and also in the greater area (area of neighbouring municipalities, regions...).

This could also prevent the risk resulting from the fragmentation and dispersion of activities to different locations and to areas that are too big geographically.

As far as the size of the Roma settlement and its population are concerned, we recommend that the Kamenci development model is implemented in smaller Roma settlements with a population of not more than 500.

It is desirable that the selected Roma settlement has at least basic municipal infrastructure and organised garbage removal. Cultural facilities in the settlement represent an advantage, but are not a prerequisite for the implementation of the Kamenci development model. It suffices in the initial phase that the settlement has available premises (e.g. Roma NGO office) where meeting with the local domicile population can be held.

2. Interest for Cooperation

Interest for cooperation is of key importance for successful implementation of the Kamenci development model and its transfer to other Roma settlements.

A clear interest for cooperation first needs to be expressed by an organisation²⁵ which will act as the lead partner and coordinator in the setting up of a local Roma development partnership as well as plan the development and implementation of development activities in a selected Roma settlement.

Interest for cooperation also has to be clearly obvious in the Roma community where the Kamenci development model is to be implemented as the model rests on the “bottom-up strategy” and active participation of the Roma population in all development stages (from the initial phase and strategic planning phase to the phase of activity implementation, evaluation and dissemination of results).

Support of the local community (municipality) on whose territory the Kamenci development model will be implemented is also important for success.

3. **Local Roma Development Partnership**

A local Roma development partnership has to be set up in order for the Kamenci development model to be successfully implemented in a selected Roma settlement.

²⁵ Such organisation could be a Roma or Non-Roma NGO, local community or other private or public law legal entity. As far as private law entities are concerned, it is important that they are non-profit (i.e. they do not distribute profits among its members, but earmark it for the development of activities) and work in public and general interest. Non-profit nature and working in public and general interest are (in most cases) a condition for applying projects at public tenders published by EU Structural Funds.

We recommend that a public-private partnership is set up, whereby its composition can vary.

However, the partnership has to consist of:

- ✓ Local Roma organisation representing interests of the Roma population from the selected settlement.
- ✓ Local community – municipality on whose territory the model will be implemented.

The partnership can also include other member organisations, such as:

- ✓ public law entities and its equivalent entities (local and regional development centres or agencies , funds, institutions, research and development establishments, education and training institutions etc.);
- ✓ NGOs, such as societies, associations, foundations;
- ✓ chambers of commerce, industry and craft registered as non-profit legal entities;
- ✓ other private law entities demonstrating their non-profit status and its purpose of operation (local and regional development agencies registered as companies, local tourism organisations, private institutions etc.).

It is best that the local Roma development partnership in its inner core has 3 – 5 members. If the partnership has too many members, it can very soon happen that it is not sufficiently operative and flexible.

It is to be wished that the partnership in its inner core is also complemented by other public institutions as affiliated organisations (e.g. social work centres, police, education institutions, employment services, cultural centres etc.).

It is also desirable to cooperate with development, research and education organisations, NGOs, but also with the economic sector, to be more exact with local tourism organisations, tourist agencies and local tourism economy. All these actors represent partnership in its extended composition.

4. **Professional Competences and Experience**

The lead organisation in the framework of the local development partnership should be equipped with adequate staff possessing professional competences needed to develop plans and manage projects. These could be in-house experts, external consultants or partner organisation experts.

It is also desired that partners have experience with projects and (direct) experience in working with the target Roma population.

5. **Partnership's Financial Viability**

The local Roma development partnership should have sufficient financial resources to implement projects. This is crucial because when it comes to co-financing projects, the EU Structural Funds as a rule only reimburse the project costs that have already been paid. The project partnership should therefore have sufficient financial resources for financing of project expenses (in advance), and sometimes also enough funds to secure its own share for co-financing project expenses.

Roma NGOs oftentimes do not have sufficient funds, not least for more costly projects which also include investments. It is therefore of great significance that the local community (the municipality) itself also participates in the local Roma development partnership because it can avail itself of sufficient funds to implement projects and may also take out bridge loans from banks.

Lastly, we also highly recommend - based on our experience gained in Kamenci – that any infrastructure in the Roma settlement be public (in municipality's ownership), while its operator should be a representative Roma NGO from the target Roma settlement.

6. **Enthusiasm, Honesty and Trust**

Based on our experience in Kamenci, we can state for a fact that one of the crucial prerequisites for an initiative to work is enthusiasm and honesty of key project staff. The latter is of crucial importance when it comes to creating trust and mobilising the target Roma population to participate in the process of developing its community.

By contrast, those initiatives where the participating organisations or individuals pursue mostly their own (material or financial) interests are doomed to failure.

There have been many Roma targeted projects implemented both in Slovenia and across the EU in the last 2 decades without any benefits to the Roma community.

7. **Solidarity and “Help for Self-Help”**

The Kamenci development model is based on solidarity, not humanitarian aid. The local Roma development partnership offers the Roma population in Kamenci a framework for “equal opportunities” and a toolbox of “help for self-help”, or metaphorically speaking *“teach a fisherman to fish and you feed him for a lifetime”*. The aim is to empower the Roma population to improve its socio-economic situations with their own efforts and activities.

Therefore it is of crucial importance that the target Roma population is aware of this approach for the Kamenci development model to take root in other settlements.

8. **Preserving Roma Heritage and Modern Cultural/Intercultural Practices**

When seeking to transfer the Kamenci development model to other Roma settlements, we should focus on those which (could) preserve and enrich Roma (tangible and intangible) cultural heritage and/or have creative power to develop modern cultural and intercultural practices (widely speaking).

It goes without saying that preserved and valorised Roma cultural heritage in the Roma settlement and/or existing cultural and intercultural practices which are integrated into the cultural offer of the local community (or even more widely anchored) have an advantage. It is worth considering this added value when selecting an appropriate organisation and/or a settlement for participation in the Council of Europe's project.

9. **Safety and Cleanliness in a Roma Settlement**

The selected Roma settlement could grow into a crossroads of cultures only if it provides complete safety to its visitors.

Safety is today a decisive criterion when selecting a tourist destination, a fact confirmed by many studies.

Ensuring safety in Roma settlements is even more important in the light of prevalent stereotypes about these settlements being filthy and fraught with danger.

This is why we firmly believe that the Kamenci development model should not be transferred to the Roma settlements haunted by weapons, drugs, human trafficking or even organised crime, i.e. settlements where visitors do not feel safe. Begging on the part of the Roma is also not desired.

Another important criterion to develop a settlement into a crossroads of cultures is its cleanliness.

The Roma settlement Kamenci has therefore paid profound devotion to cleanliness and visitors' safety.

10. **Long-Term Perspective, Sustainability and Consideration of Local Specificities**

Developing the Roma settlement Kamenci is a long-term process. Putting into place the Kamenci development model is like putting together a mosaic. Each subsequent project means improvements on the previous projects in terms of substance and quality. We all aim at fulfilling a vision of development and improving socio-economic situation of Kamenci's inhabitants.

This very initiative is not a one-off project, but rather a package of projects aimed at providing sustainable activities and results.

When transferring the Kamenci development model to other Roma settlements, these principles of sustainability and long-term perspective need to be taken in consideration.

In addition, local distinct features of the Roma settlement where the Kamenci development model is to be implemented should also be considered.

**THE KAMENCI DEVELOPMENT
MODEL IS NOT DIRECTLY AND
COMPLETELY
(WITHOUT CONSIDERING LOCAL
SPECIFICITIES)
TRANSFERABLE TO OTHER ROMA
SETTLEMENTS.**

**HENCE, THIS MATERIAL CAN ONLY
BE A TOOL FOR INTERESTED
ORGANISATIONS/ROMA
COMMUNITIES.**

**IT MIGHT HELP THEM TO WALK
THE PATH FASTER AND MORE
SUCCESSFUL THAN WE DID IN
KAMENCI WHERE WE HAD TO
INVEST TEN YEARS OF HARD
WORK TO GET HERE.**

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