



**Project office:**  
Ministry of Labour and Social Policy  
14 Dame Gruev Str., 1000 Skopje

**Contract title:** Support to the Implementation of the Roma Strategy

**Contract number:** 2010/258-484

**Subject:** Communication Strategy for *Support for the Implementation of the Roma Strategy Project*

Resume



Support to the implementation of the Roma Strategy  
This project is funded by the European Union



**Communication Strategy**  
**drafted under the framework of the *Support for the Implementation of***  
***the Roma Strategy Project* -**

## **Resume**

### **Communication Strategy Coordination**

The three entities, Ministry of Labour and Social Policy – the Unit for Implementation of Strategy and Decade for Roma; Cabinet of the Minister without Portfolio National Coordinator for the Strategy and Decade for Roma, and the National Coordinating Body for implementation of the Roma Strategy, have the synthesising role for the coordination of Communication Strategy's implementation. This will be done by ensuring the information, understanding, awareness raising and internalisation of the Strategy and Decade for Roma Inclusion through the facilitation of communication at both internal and external levels.

### **Link with Roma Decade and Presidency**

The communication strategy in the area of Roma inclusion must be coherent and must show a functional concordance between the internal and the external communication. This strategy relates to the Roma Strategy, the Decade for Roma Inclusion and particularly to the Decade Presidency Programme, for which it represents a communication implementation instrument, as well as the modality of assessing their public reception.

The context for the implementation of the present Communication Strategy refers to the Presidency of the Beneficiary country of the Decade of Roma Inclusion that began from 1 July 2011 and will last until 30 June 2012. The country took on the Presidency from the Czech Republic at the 20th meeting of the International Steering Committee of the Decade that took place at the end of June 2011 in Prague. Upon completion of the one year mandate, the Presidency will be handed over to the Republic of Croatia.

The years 2011 and 2012 are propitious periods to strengthen the information and awareness raising around Roma issues, taking into consideration that the Presidency of the Decade of Roma Inclusion spreads between 1 July 2011 and 30 June 2012. Thus, the duration of the present Communication Strategy shall cover a period of two years from its approval.

### **Time scope**

The proposed time span will be used to disseminate clear and thorough information on what are both the Roma Strategy and the Decade for Roma Inclusion, what are the missions, how do they function, what are their positive and concrete results; also other relevant information on more concrete subjects should be disseminated, such as: promotion of the legalization standards and benefits (identity papers, subventions, legal property papers etc), the new framework Law on Prevention and Protection against Discrimination from April 2010,

promotion of Roma women's right etc. These types of information being disseminated with the right tools and adapted to different publics will contribute to increase the understanding of Roma related issues and practices, from both professionals and general public, including civil society and Roma communities.

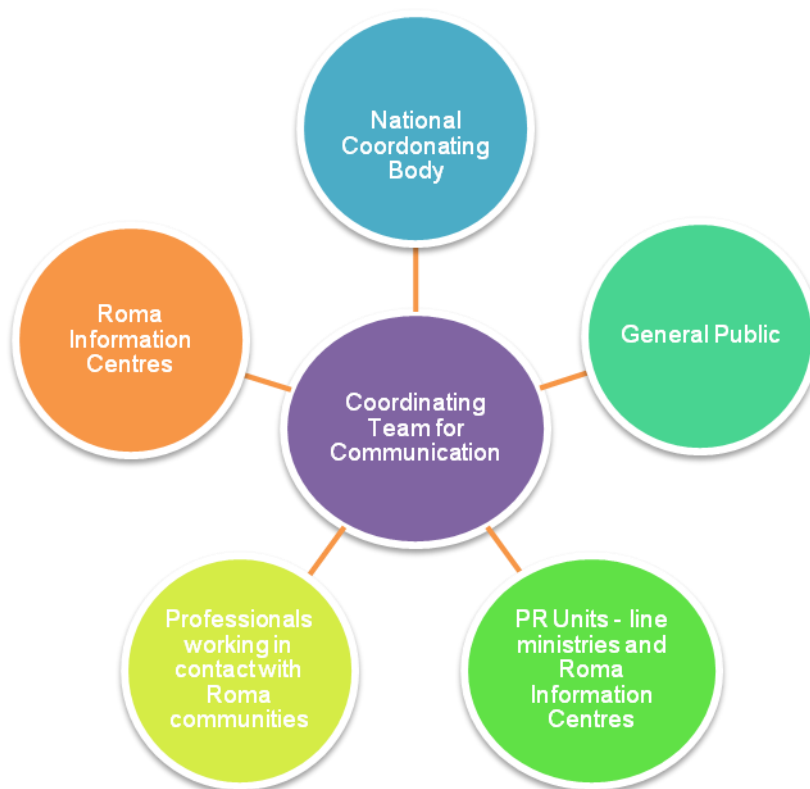
### **Approach**

The approach to communication will be proactive and not reactive. This means that the three entities, responsible for the coordination of the Roma Strategy implementation and the Decade for Roma Inclusion should not just answer to different media, civil society or other public inquiries, but should deploy pro-active measures by dissemination of correct, unitary and coherent information. This means producing information, which contains concrete data and positive examples that should be multiplied in the benefit of the Roma communities. Furthermore, the communication activities should involve a very diverse pool of communication channels and of stakeholders, certainly including Roma representatives. More focus will be put on the communication capacity building for the Roma Information Centres and their promotion among the general public. Also as part of the communication approach of the present strategy is the wide and intense promotion of positive examples.

### **Coordinating Team for Communication – a proposal**

One Coordinating Team for Communication (CTC) and dissemination of information regarding the Roma Strategy and the Decade for Roma Inclusion has been created. The CTC will comprise of 4 persons mandated with mainly organisational tasks of collection and dissemination of concrete data on achievements under the Roma Strategy and the Decade for Roma Inclusion. The CTC closely works with the representatives of the National Coordinating Body and also with the PR Unit of the Ministry of Labour and Social Policy so as to insure accurate and complete dissemination of information. The CTC also makes the liaison with the PR Units of the other line ministries. The operational plan of the present Communication Strategy allows sustainability for the communication actions around Roma issues by respecting the MLSP goals, projections and protocols as well as the communication protocols of the other ministries with active involvement in the implementation of the Roma Strategy and the Decade. Moreover, the CTC is involved in all communication actions and works in such a manner as to inherit the communication knowledge and skills in order to continue with benefiting from the results of the Presidency of the Decade after its completion.

**Working scheme for the CTC:**



**Main Responsibilities of the CTC:**

- Maintain contact and information sharing between the members of the NCB
- Maintain information sharing with the Roma Information Centres
- Organise communication flow between actors involved in the implementation of the Roma decade and the Roma Inclusion Strategy
- Draft information and communication materials
- Dissemination of the information to professionals and to the general public