



Changing Discourses, Changing Practises:  
**RARE- The Roma as Human Resource**

## What's the problem? Do you have Roma workmates?

## Roma as Resources-RARE

The Roma people are Europe's largest ethnic minority. Of an estimated 10-12 million in the whole of Europe, most of them are EU citizens. Many Roma in the EU are victims of prejudice and social exclusion, despite the fact that EU countries have banned discrimination.

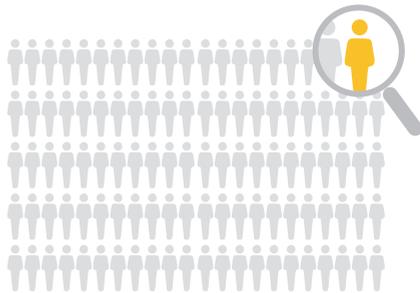
*„Whatever affects one directly, affects all indirectly. I can never be what I ought to be until you are what you ought to be. This is the interrelated structure of reality.“*

Martin Luther King, Jr.

Most of the estimated 5,2 million Roma people living in the Danube Region today still face intolerance, discrimination and exclusion from the labour market. European countries are losing hundreds of millions of Euros annually in productivity and in fiscal contributions to the governments.

We believe we can break the ice and throw a stone into still water.

RARE project aims to enhance the capacities and cooperation among actors in the labour market. Our message is Roma people are economic potential for Europe. 8 countries, 21 organizations are working together to change the practices and discourses.



508 million people  
6 million Roma people



CZECH REPUBLIC

SLOVAKIA

HUNGARY

ROMANIA

SERBIA

BULGARIA

MOLDOVA

UKRAINE

*„The share of Roma among the working-age populations will rise as majority populations in Eastern and Central Europe are aging rapidly. Equal labor participation among the Roma is essential to shoulder the nationally rising costs of pensions, health and other costs of aging.“*

Economic Costs of Roma Exclusion, World Bank, 2010.

Mobilization, complex development strategy and transit-protected work places are as important as sensitization and fighting against discrimination in the labour market. The project responds firmly and clearly to equal opportunities and non-discrimination of Roma people by strengthening and interweaving public services for Roma labor market integration.

RARE will result in equipping partner institutions with **new opportunities for synergies** and innovation to effectively tackle labour market inclusion of the Roma in the Danube Region. In the same time the project will **monitor the efficiency** of interventions.

RARE Partners will define the prerequisites of effective institutional cooperation, **elaborate and test innovative intervention models** for labour market inclusion and will develop convincing **economic argumentation** for such interventions.

### Project objectives and priorities:

- Enhance institutional cooperation among public service providers
- Build inclusive attitude for Roma equality
- Establish networks for innovation for Roma labor market activation
- Organize international campaigns and pilot projects

## Together we can!

RARE approaches Roma labour market integration with a multi-dimensional, multi-stakeholder, strategic partnership to achieve its objective and for greatest possible impact on the Danube Region.

RARE partnership includes a mix of countries, competences, roles and types of stakeholders that are complementary at project level, and will allow to jointly develop institutional capacity and test cooperation tools, models in an effective and exemplary way.

## How diverse is your workplace? We mind the gap!

The image of Roma community is full of prejudice almost everywhere. Media often show a false image of Roma people, media represent them as: poor, lazy and problematic people. Integral part of the project is the **local campaigns** aimed to increasing the sensitization towards Roma issues. The campaigns will demonstrate the diversity of a workplace and in the same time it will give honour, dignity to Roma people.

*„Using other Roma population estimates (UNDP, 2006), the economic losses for the four countries (Czech Republic, Bulgaria, Romania, Serbia) combined are as much as 5.7 billion Euros annually, and the fiscal losses 2 billion Euros annually.“*

Economic Costs of Roma Exclusion, World Bank, 2010.







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Start date: 01-01-2017

End date: 30-06-2019

Budget (Overall): 2039082,1 euros

More information about the project is available at:

[www.interreg-danube.eu/rare](http://www.interreg-danube.eu/rare)

<https://www.facebook.com/RARE-Roma-as-Resources-153725308477841/>