

# Project fiche

## Steps towards Tolerance

### Implementation period:

1<sup>st</sup> of August 2006 – 31<sup>st</sup> of July 2007

### Financing body:

The Trust for Civil Society in Central and Eastern Europe

### Implementing body:

Roma Centre for Social Interventions and Studies - Romani CRISS

### Partners:

McCann Erickson Romania  
Media Monitoring Agency

### Goal of the project:

The main objective of the project is to change the Romanian public opinion towards Roma by supporting civil society as a voice for marginalized and vulnerable populations

### Specific objectives:

- To improve the Roma's media coverage in 8 central daily newspapers, 4 national TV stations and 2 central radio stations, by combating stereotypes and bias against Roma in mass media
- To sensitise the population about discrimination faced by Roma population in accessing different services
- To involve at least 2 public personalities from music, television, sports or other fields as image vectors to promote the campaign's message
- To motivate future intellectuals from 3 universities in regard to the necessity of changing their stereotypes and bias against Roma

### Activities:

Realising a TV spot  
Realising a video clip  
Conceiving informative and promotional materials: banners, posters, leaflets, t-shirts, pens, etc.  
Organising 1 public debate  
Organising 3 debates in universities  
Organising a press conference  
Monitoring of project impact

### Budget: 130.000 USD

100.000 USD contribution of CEE Trust.

30.000 Romani CRISS and project partners' contribution

### Contact:

Cezara David – project coordinator, Romani CRISS  
[cezara@romanicriss.org](mailto:cezara@romanicriss.org) , tel: 310 70 70/ 231 41 44