

NOSEGREGATION project: Local Action Against School Segregation of Roma



'NOSEGREGATION: Local Action Against School Segregation of Roma
financed by the European Union's Rights, Equality and Citizenship Programme (2014-2020).
Project No 848954

Deliverable D.4.13. Awareness raising campaign in Spain

1.- Description of the campaign

The aim of this campaign was to raise awareness of the situation of school segregation of Roma students and the consequences this situation has for these young people. In order to do this, we looked for a date and a venue that would allow us to broaden the impact of this campaign. Therefore, we considered that Roma Week was the perfect event to carry out this action, since our message would have a greater impact as it would be exposed in an event at the European Parliament in front of an audience sensitised to this issue. In addition, Roma Weeks have much attention on social media so our message could reach more people.

Thus, we planned an advocacy action based on two types of actions:

On the one hand, political denunciation through FSG's participation in the European Parliament on the panel: "Challenges in preventing, combating and sanctioning segregation in education at national and European level". Presented by FSG deputy director Carolina Fernandez, she exposed data from the research of the NOSEGREGATION project.

On the other hand, during the same days of Roma Week, we launched a campaign to disseminate the key messages that we had extracted from the previous study sessions we had held with expert educators and institutions that fight against school segregation. These ideas and messages are included in the project report. In addition, during the study sessions, the Roma illustrator Sandra Carmona had produced some illustrations that reflect the problem of segregation and measures to tackle it. These images would be a perfect complement to the visual part of the campaign.

To unify the messages and give continuity to their meaning we used the hashtags **#StudyTogether** and **#NoSegregationProject** which exemplified very well the idea of the campaign against school segregation of Roma students.

The actions took place on 19th and 20th May 2022 and the messages were launched in Spanish and English on Twitter in real time during these days. We used two twitter accounts: the main FSG account, which has 16.9K followers and sends information in Spanish, and the FSG international account, which has 1605 followers and sends messages in English.

2.- Photos



FSG deputy director Carolina Fernandez at EU Parliament panel "Challenges in preventing, combating and sanctioning segregation in education at national and European level". The image behind shows the campaign "I don't want a segregated school".



Image of the event at EU Parliament



Image of one of the Twitter messages with the text "remedy against segregation"

3.- Materials

For this campaign we used the NOSEGREGATION project research, the conclusions of the study sessions held during the project and the illustrations made by Sandra Carmona during the study sessions.

The information about the study sessions was published:

1.- Together with the Alliance Against School Segregation, we organized an online parliamentary conference with deputies and senators under the title "Towards an inclusive school: ending school segregation is possible", where good practices and successful examples were shown on how to combat school segregation.

<https://www.gitanos.org/actualidad/archivo/131417.html>

After this conference we planned two study sessions to present and to validate with experts the results of the research and survey for the first phase of the NOSEGREGATION project.

The first seminar with regional authorities was held and the information extracted was included in the good practices report. More information and photos of the event:

<https://www.gitanos.org/actualidad/archivo/131812.html>

The second validation seminar (with schools) provided valuable information of selected schools that are applying strategies against school segregation at classroom and school level.

In this seminar participated three schools that are applying different educative models to avoid or reduce school segregation. In addition, FSG's experts participated and members of the steering committee. More information about the seminars and pictures can be found at:

<https://www.gitanos.org/actualidad/archivo/132681.html.en>

The illustrations made by Sandra Carmona can be also found along with this news:

4.- Social media dissemination

The online campaign was sent in Spanish and English using two FSG's twitter accounts:

The English thread of messages can be read at:

https://twitter.com/gitanos_org_INT/status/1527271648570839040

https://twitter.com/gitanos_org_INT/status/1527197843139833857

https://twitter.com/gitanos_org_INT/status/1527273972932435968

https://twitter.com/gitanos_org_INT/status/1527273975075700736

https://twitter.com/gitanos_org_INT/status/1527307086438158341

https://twitter.com/gitanos_org_INT/status/1527307088723972099

https://twitter.com/gitanos_org_INT/status/1527548843155406848

https://twitter.com/gitanos_org_INT/status/1527306124546166785

Images:

 FSG International 
@gitanos_org_INT

#NoSegregationProject is a transnational work among Amalipe (Bulgaria), @gitanos_org (Spain) and @ERIO_EU (Belgium) funded by @EU_Justice.

#StudyTogether #Education #RomaniWeek2022



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**PARA QUE ESTO FUNCIONE
"VIVE TU ESCUELA"**



J. Gilman

 Romeo Franz and 2 others

3:04 PM · May 19, 2022



FSG International
@gitanos_org_INT



Measures to strengthen public #education: Leadership of management teams linked to the stability of the teachers' staff: if the project works it is easier for new members of teaching staff to adapt.

#StudyTogether #NoSegregationProject
#RomaniStudents #SandraCarmonaIllustrations



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9:16 AM · May 20, 2022

2 Likes





FSG International
@gitanos_org_INT

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Measures to combat #SchoolSegregation of #RomaEU: Decrease the ratio of Roma students' segregation. Balanced distribution in both public & semi-private schools. It's very important that semi-private centres are included in this distribution to ensure commitment and transparency.



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The spanish thread of messages can be read at:

https://twitter.com/gitanos_org/status/1527317233315090433

https://twitter.com/gitanos_org/status/1527317648018935808

https://twitter.com/gitanos_org/status/1527238173079875586

https://twitter.com/gitanos_org/status/1527238445730607105

https://twitter.com/gitanos_org/status/1527238770629791744

https://twitter.com/gitanos_org/status/1527243193993113602

https://twitter.com/gitanos_org/status/1527239103854649346

https://twitter.com/gitanos_org/status/1526926753385545729

← Thread



F.SecretariadoGitano 
@gitanos_org

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[#NoSegregationProject](#) es un trabajo internacional entre Analipe (Bulgaria), [@gitanos_org](#) y [@ERIO_EU](#) financiado por [@EU_Justice](#). [#StudyTogether](#) [#Education](#) [#IlustracionesSandraCarmona](#) [#RomaniWeek2022](#) [@helenadalli](#) [@RomeoFranz1](#) [@ERGO_Network](#) [@romaeducation](#)

[Translate Tweet](#)



12:42 PM · May 19, 2022

1 Retweet 7 Likes