

Project PEL 102 "EDUCATION ALTERNATIVE TO POVERTY"

The RO10 programme - Children and Youth at Risk and Local and Regional Initiatives to Reduce National Inequalities and to Promote Social Inclusion (CORAI), funded by the EEA Grants, aims to improve the situation of children and young people at risk by promoting initiatives to help reduce social inequality, eliminate discrimination of vulnerable groups, especially the Roma population, and facilitate social and economic inclusion.

The CORAI programme contributes to the objective of the EEA Financial Mechanism whose aim is to reduce social and economic disparities between EEA countries and to strengthen the cooperation between Romania and donor states like Norway, Iceland and Liechtenstein.

Programme Operator: the operator designated for the CORAI programme is the Romanian Social Development Fund (RSDF) provided under the Memorandum of Understanding between the Romanian government and the governments of Norway, Iceland and Liechtenstein for implementing the EEA Financial Mechanism 2009-2014 and , and the Government Emergency Ordinance no. 88/2012 on the institutional framework for coordination, implementation and management of financial assistance granted to Romania through the European Economic Area Financial Mechanism and Norwegian Financial Mechanism for the programming period 2009-2014 and the Romanian Social Development Fund (RSDF)

Donor Programme Partner (DPP): [Council of Europe \(CoE\)](#)

Summary of the project PEL 102 " EDUCATION ALTERNATIVE TO POVERTY "

The main objective of this project is to intervene in the Roma community from Ponorâta ,Coroieni commune by creating a Center for Social Inclusion, able to provide integrated services to children, young people at risk and their families in order to increase access to formal, non-formal education, welfare, health and employment. The main actors involved in the project ,in partnership with the Coroieni City Hall, are AssocBaia Mare, CCF Baia Mare and the local initiative group Ponorâta. Their goal is to collaborate and work throughout the project to implement the proposed activities: the establishment of the center, providing the "school after school" program for 80 students, providing access to hygiene and health, to offer information and counseling to children, young people and parents, to organize campaigns and to raise awareness for health and disease prevention, training, guidance, vocational counseling, life skills development for

50 young people, continuous professional training for those working in the support services in the areas of interest for the project and other collateral services.

Cross-project actions comply with the principles of good governance, sustainable development and gender equality as well as cross-cutting themes of social inclusion, anti-discrimination, tolerance and intercultural understanding, respecting and promoting human rights. The innovative nature and sustainability services offered joins the necessity and urgency of a response in the poorest Roma community in Romania according to the National Institute of Statistics.

Purpose of the project PEL 102 "EDUCATION ALTERNATIVE TO POVERTY"

The overall objective of the project is to improve the situation of children (80) and at risk youth (30) by creating a Center for Social Inclusion in the Roma community from Ponorâta, Coroieni commune able to provide integrated services to children, young people at risk in order to increase access to formal, non-formal education and welfare.

The services provided will comply with principles and values that require a complementary and integrated approach, linking together multiple needs, such as ensuring meals, personal care, the need for knowledge and learning, the need for socialization and adaptation.

The Center for Social Inclusion will contribute to the promotion and development of innovative measures for children and youth in the community. Integrated services will be provided to the beneficiaries. This will lead to the development of important solutions on matters like education, health, information, communication, culture, employment. These will help to combat social exclusion and ensuring the active participation of beneficiaries in all aspects of life, such as economic, social, cultural and political society.

The project contribution to the expected results of the program is highlighted by:

- Creating an integrated service that will generate changes and improvements for a number of 130 children, young people and 35 families;
- Assembling a professional team of teachers, social workers, psychologists, vocational counselors, mediators and volunteers to provide integrated services, support and training to children and young people at risk - 20;
- Increasing school attendance for the 80 children that are participating in the project ;
- Raising awareness on the importance of education among Roma families - 35;
- Developing independent living skills among children and young Roma participants - 50;

- Facilitating access to services provided in the area other cities or counties for children and young people, services such as attending a school, a qualification or a job and specialized social services - 50;
- Facilitating access to other services tailored to the needs of children and youth such as: medical services-1, representation services in relation with the authorities through the local initiative group -1, Social Services-1 and Employment Services – 1 in Baia Mare;
- Developing partnerships with relevant stakeholders, NGOs, institutions or companies oriented towards social responsibility actions.

Objectives of the project PEL 102 "EDUCATION ALTERNATIVE TO POVERTY"

A) Offering social inclusion and providing costumed integrated services by creating a Centre for Social Inclusion in Ponorata for 80 children and 50 young Roma who are at risk.

B) Improving labor market professional skills and life skills through education and training for 50 youths at risk by offering specific support programs.

C) Developing professional skills of the staff involved in the delivery of integrated services.

Grupul/grupurile țintă și beneficiarii proiectului PEL 102 "EDUCAȚIA ALTERNATIVĂ LA SĂRĂCIE"

A	Main target group	<input checked="" type="checkbox"/> Children (3-15 years)	<input checked="" type="checkbox"/> Young people (16-29 years)
	Beneficiaries	Children 80	Young People 50
B	Secondary target group	Parents (including adoptive parents or foster substitution with children) and guardians or other family members of children / youth who are part of the main target groups	
	Beneficiaries	<i>parents of children participating in Center programs</i> 35	

Beneficiaries

Personal / professional / volunteers working with / provide services for children and young people who are part of the main target group (eg, teachers and educators, caregivers, social workers, social workers, psychologists, etc.)

5 teachers, 3 people with health training, 4 specialists from NGO partners, 5 volunteers 17

Other members of the community that belong to the target group / groups

Beneficiaries*Precizați**Număr*

Criteria and methods for selection of project beneficiaries PEL 102 "EDUCATION ALTERNATIVE TO POVERTY"

According to data provided by the School from Ponorata children have a low attendance. The criteria for selecting beneficiaries will include these 2 age categories between 3-15 years and 16-29 year. Other criteria will include the knowledge gained from years of schooling, the level of interest of children and parents, the hygiene level training. Selection will be made taking into account that the beneficiaries in the future target group will be a minimum 90% Roma and the remaining 10% of other ethnic groups, especially Romanians. The selection of the 35 parents will be based on the degree of interest and involvement in activities. Children selection will be based on the frequency index, school dropout risk. The openness that the participants parents showed when the Initiative Group was created in the community generated opportunities. Now there are improved chances of obtaining good results for specific proximity interventions as the services are now close to home. Factors that contribute to increased risk levels are: poverty; lack of jobs in the community; Family disorganization (single parent families, alcoholic parents or imprisoned); low education level of parents and guardians, which contributes to the development of cultural patterns that favor the presence of children in the street; lack of alternative forms of education for children who have dropped out of school; an environment characterized by a lower degree of control and support.

Results

Results/impact	Indicator	Indicator value
Establishing an integrated center that will generate new changes and improvements for a number of 130 children and young people, and secondarily for a number of 35 families;	Number of social facilities (centers etc.) created / developed and providing services to vulnerable groups of children and / or young people;	1 center

Assembling a team of 20 professionals made up of teachers, social workers, psychologists, vocational counselors, mediators and volunteers to provide integrated services, support and training to children and young people at risk	Number of specialists / professionals / volunteers providing services to children and / or vulnerable groups and young people who have acquired knowledge and specific skills	20 specialists
Improving school attendance for 80 children	Number of children who benefit directly from the project services.	80 children
Raising awareness on the importance of education among Roma families for 35 families;	Number of parents / guardians of children and / or youth at risk who previously enjoyed receiving adequate support and specific support services (counseling, etc.);	35 parents
Independent living skills training for 50 young Roma participants in the activities of the Center for Social Inclusion Ponorata;	Number of young people who benefit directly from the project services	50 young people
Improvement access for 130 children and young people to other services such as medical services, representation services in relation with the authorities through the local initiative group, social services and employment services;	Number of measures addressing the needs of vulnerable groups like children and youth at risk	4 measures
Developing partnerships with relevant stakeholders, NGOs, institutions or companies oriented towards social responsibility actions;	Number of measures addressing the needs of vulnerable groups like children and youth at risk	1 measure

Project justification PEL 102 "EDUCATION ALTERNATIVE TO POVERTY"

Analysis of current situation

Coroieni commune is located in Maramures County, 60 km south of Baia Mare and is composed of five villages: Baba, Coroieni, Dealu Mare, Drăghia and Vălenii Lăpuşului. Ponorata fall under this administration. The commune is spread over an area of 6693

hectares and the village Ponorata is situated 7 km away from the village center. In 2007 the number of Roma people was 20% of the village population or 434 people out of a total of 2168 people. The majority of the Roma populations lives in Ponorata, in approximately 70 huts on an area of 60 000 m². The members of this community do not own the land that they live on, only one family owns the land their hut is built on and actually has a property deed and a building permit for their hut. Most earn their living from minimum social benefits guaranteed by the state under the guaranteed minimum income law and by exercising seasonal activities. However, these earnings are unstable and sometimes insufficient for ensuring the means necessary to maintain their families. The statistics the City Hall has, show that a number of 173 beneficiaries from Ponorâta receive the guaranteed minimum income. Job occupancy in the community is nonexistent, and because they do not own the land, taking a subsistence activity in agriculture is not possible. However some work as a day laborer in agriculture, hired by people from the neighbouring villages. To get a better understanding of the current situation we have to take a look back at the interethnic conflict that took place at the beginning of the year 1990 in a village called Vălenii Lăpuşului, a village where initially Roma and Romanians used to live together. The majority of Romanian population from that village chased the Roma out of the village under the pretext that there were a lot of violent acts towards the Roma people and this conflict did not permit to reinstate them in the original place. This led to the creation of Ponorâta an economically and socially segregated community outside of the village.

The houses are without access to utilities, with insufficient space which represents a high risk factor for promiscuity. Access to water is ensured by the presence of a single functional pumps whose flow is very weak. Electricity was achieved only in 2001, the same year when the elementary school was built. The precarious conditions in which the Roma children and youth in this community live increases the frequency of risk factors and diminish the chances of social inclusion.

The health of this population is seriously affected by lack of access to hygiene and preventive health services. Another risk factor is the community was diagnosed with infectious pathologies and a very poor life expectancy estimated at 45 years.

As regards access to education, children attend school until the fourth grade of elementary school in Ponorata, following the gymnasium at the school in Coroieni. According to statistics offered by the school, no student passed secondary school. Also, the dropout rate increased during the 2012-2013 school year, where from the 107 students enrolled at the beginning of the school year 16 students dropped out from which 7 were girls.

Publicity and visibility of the project PEL 102 "EDUCATION ALTERNATIVE TO POVERTY"

This activity aims to promote the project and create new services, creating a service concept, logo, letterhead, specific elements of visual identity, information material / presentation.

We will hold press conferences to mark key moments of the project and therefore the activities within it: the launching of the project (opening conference), presenting partnerships, events organized within the project (seminars), end of the project (closing conference of the project). Other important activities will be promoted through press releases, press announcements and presentations. Visibility of the project will be provided also by presenting general information about the project, the project implementation stage. To ensure the visibility of the project there will be promotional materials: posters, roll-ups, brochures and flyers or presentations.

Communication and promotion of the project PEL 102 "EDUCATION ALTERNATIVE TO POVERTY"

The objectives of the promotion

1. Promote donors: provided under the Memorandum of Understanding between the Romanian government and the governments of Norway, Iceland and Liechtenstein for implementing the EEA Financial Mechanism 2009-2014 and , and the Government Emergency Ordinance no. 88/2012 on the institutional framework for coordination, implementation and management of financial assistance granted to Romania through the European Economic Area Financial Mechanism and Norwegian Financial Mechanism for the programming period 2009-2014 and the Romanian Social Development Fund (RSDF).
2. Promote all project objectives and goals of the communities covered by the project, such as city halls, county council, ANR Authority of Public Health, public, private environment with involvement in social responsibility, members of other NGOs concerned and the group the initiative.
3. Implement an advocacy campaign on the promotion of project needs and suggested solutions, IG members, experts, public opinion, social services professionals.
4. Promotion and presentation of the final results of the project, TG, local communities, experts, journalists, mayors, local and county councilors, members of other NGOs concerned.

Nr.	<u>Event[1]</u>	Short description (theme, communication channels used, etc.)	The target groups (local, regional, national stakeholders)	Date	Location
1.	Project launch.	Presentation of the project. Press release and launch event, billboard design, advertising / informative materials, website of the City Hall and Partners.	Important social actors such as the city halls, county council, ANR Authority of Public Health, financier of the program, representative from the National Roma Agency, public, private representatives' members of other NGOs.	First month of project 1	Coroieni City Hall

2.	Seminar	Focus group with relevant social actors in the community and county. Main objective is to plan and development sustainable social inclusion measures for the Roma community in Ponorata.	Important social actors such as the city halls, county council, ANR Authority of Public Health, financer of the program, representative from the National Roma Agency, public, private representatives' members of other NGOs, Franco-Romanian network Roma.	Month 14	Inclusion Center Ponorata
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3.	Closing Event	Presentation of the results of the project. Press release and launch event, billboard design, advertising / informative materials, website of the City Hall and Partners.	Important social actors such as the city halls, county council, ANR Authority of Public Health, financier of the program, representative from the National Roma Agency, public, private representatives' members of other NGOs, Franco-Romanian network Roma.	Month 18	Coroieni City Hall
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