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"I Have a Dream" aims, with the support of Norwegian partner KUN, to test, implement and disseminate new methods for empowering Roma women and girls through advocacy, which is based on: a) development of personal skills and self-confidence and b) application of innovative models for direct advocacy via art and culture.

3) This project faces the task of a) building an internal (Roma communities) and external (public opinion) environment that respects the Roma woman as a person and at the same time b) gives tools to Roma women to defend themselves as citizens, who can fight for their rights, interests and dreams. The project will solve this task through innovative methods of empowerment through direct advocacy.

4) The project is implemented in partnership with the Norwegian NGO KUN. KUNs have extensive experience in empowering vulnerable social groups and are committed to the cause of protecting the rights of women and minorities. Therefore, they will participate in: (a) project research by exploring good empowerment practices; (b) self-confidence training for Roma women; and (c) seminars and advocacy via art, folklore and deliberative discussions.

The specific objectives are the introduction of innovative (new or improved) methods and approaches to the needs of vulnerable groups and training of representatives of vulnerable groups in advocacy for the needs of their communities, as well as support for advocacy campaigns initiated by them.

The project will be implemented in partnership with the Norwegian organization KUN Center for Equality and Diversity and is funded by the Active Citizens Fund, within the framework of EUR 142,000 under thematic priority № 3: "Empowerment of vulnerable groups", and lasts 30 months. The partner has extensive experience in training, organizing and conducting advocacy campaigns for vulnerable social groups (including women, minorities, people with disabilities) and is highly motivated to employ its expertise to empower Bulgarian Roma women through innovative advocacy methods. The partners will participate in researches of good practices from the EU and Norway on empowerment through advocacy; will provide methodological guidance in the personal skills and advocacy development trainings; will engage in deliberative discussions and advocacy campaigns. This will be of great use for the development of bilateral relations between Bulgaria and the donor countries under the program

The project activities are:

1) Project researches

This is a key activity that will contribute to the successful implementation of the entire project. This includes several important researches:

1) Norwegian colleagues will conduct a study of good empowerment practices through direct advocacy from Norway and the EU. The latter will be described and analyzed in a report that

will be translated to Bulgarian, will contain many examples and practical recommendations and will be distributed in 1000 copies.

2) A research of the problems, challenges and opportunities for Roma women will be conducted through 6 focus groups and 20 in-depth interviews. The outputs will be included in a report that will contain personal stories and will be discussed within next activities.

3) A mirror qualitative survey through interviews and focus groups on the situation of Roma women will also be conducted in Norway with the same methodology as in Bulgaria. This will allow comparison of the outputs and creative solutions for empowerment to be sought through direct advocacy. The activity refers to the project's target groups which will be actively involved in the research through interviews and focus groups (in our country 4 of the focus groups will be with women and 2 with men, and 15 of the interviews will be with women and 5 with men to analyze the different perspectives on the empowerment of Roma women). The topics of the surveys, questionnaires and outputs will be consulted with Roma women. In order to hear their authentic voices the research reports, main findings and recommendations will be presented and discussed not by external experts, but by representatives of the target groups themselves. The Norwegian partners will conduct a study of good practices from Norway and the EU by means of desk research method – of specific projects, campaigns and initiatives for empowerment through direct advocacy, which will serve for the application of this innovative method in our country. Through the qualitative sociological research methods (in-depth interviews and focus groups) Roma women's problems related to their situation in Bulgaria and Norway will be studied, analyzed and systematized.

2) Communication plan activities

The activity includes the organization and holding of two special press conferences - one introductory, at the beginning of the project and one final. This activity also includes regular press releases and the publication of information on the Internet about the progress of the network and the progress of implementation of each of the stages of the project. This activity applies both to the general public and to the specialized audiences of the project, which include mostly Roma women, girls and girls, but also Roma communities nationwide

3) Deliberative discussions

This activity envisages the organization and holding of 6 one day deliberative discussions in Bulgarian 6 cities (Kyustendil, Botevgrad, Dupnitsa, Rakitovo, Radomir, Blagoevgrad) with about 20 participants (project team's active Roma women and the project's target groups), selected with the help of 6 local NGOs. The aim is to share the good practices, conclusions and recommendations from the research on the previous activity - desk research of innovative models for empowerment through direct advocacy, quality studies of the situation of Roma women in Bulgaria and Norway. A total of about 120 people will take part in the activity (LARGO's team will participate in all meetings). They will be selected among Roma activists actively involved in LARGO's ongoing advocacy campaigns and other Roma partner organizations working in the field of health, education, employment and human rights.

4) Public information campaign

This activity is aimed at the project's internal and external target groups and will encompass about 25 000 people of general society plus 5 000 Roma. The aim of the campaign is to reveal Roma women's invisible contribution to communities and society, to provoke reflection and to influence public attitudes towards Roma women. Therefore, within the framework of the activity, a paid Internet campaign will be conducted containing targeted messages, videos, information and data (based on the project reports and other sources). 3

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broadcast will be aired on local TV channels. Also documentary reports dedicated to the situation of Roma women in Bulgaria and in Norway. 100 copies of posters will be printed and distributed in the course of other project activities, especially at club events and advocacy campaigns. 1000 leaflets, 30 photos and a 500 booklets with active Roma women personal stories will be printed.

The activity applies both for the general public (25,000 people) and domestic target groups (5,000 Roma).

5) Building Roma women's clubs network

6 women's clubs (in Kyustendil, Rakitovo, Radomir, Botevgrad, Dupnitsa and Blagoevgrad cities) for 10-12 people, supported by 6 local NGOs) will be launched under the project. The work of the clubs will be supported by the project for 10 months. During this period, club members will: prepare direct advocacy campaigns; organize discussions and debates; assist in the organization of the training campaign; recruit volunteers and supporters; take photos, collect stories and organize meetings between community members and successful Roma women.

Each club will choose a coordinator and secretary who will rotate every 5 months, so that at least 8 Roma activists have passed through these leadership positions for the period of the project. Based on action research method - innovative for the Bulgaria - an ongoing project progress revision will be carried out, which will also end with a report designed to support the sustainability and multiplication of the results of the initiative. The activity concerns the project target groups - within 10 months about 60-70 Roma women will be actively involved in building a network of women's clubs for empowerment through direct advocacy. Our preliminary expectations are that at least as many more volunteers can join this core to each club - girls and women who are committed to the causes of maternal and child health, education, social inclusion and economic integration. Participation in the clubs will be completely voluntary, and the members will draw up their own ground operational rules, will elect the secretaries and coordinators of the clubs and will determine their work schedule

6) Personal development and direct advocacy training of Roma women

On the basis of the women's clubs launched under the previous activity 7 trainings will be held in 6 Bulgarian cities (Kyustendil, Rakitovo, Radomir, Botevgrad, Dupnitsa and Blagoevgrad). At least 10-15 women from clubs, volunteers and supporters of the cause will take part in each training. In each of the 6 cities 3 two-days personal skills and developing self-confidence; visual advocacy and advocacy through art and culture; direct advocacy trainings will be held. We expect at least 60 Roma women to attend the entire training course and to have developed attitudes, will and skills for organizing and conducting direct advocacy campaigns. About 10-15 women will be directly involved in the activity in the 6 cities in which Roma women have been most active so far (Kyustendil, Rakitovo, Radomir, Botevgrad, Dupnitsa and Blagoevgrad cities). Participants will take part in the training on a voluntary basis from among the main participants in women's clubs, supporters and volunteers. We expect Roma communities young women and girls, pupils and students, who have previously actively participated in campaigns to improve the situation of Roma communities in the fields of health, education, human rights, access to employment, etc. to show interest in the trainings.

7) Advocacy campaigns

The activity includes the preparation, organization and conduct of at least 6 direct advocacy campaigns on topics related to the empowerment, protection of the rights and interests of Roma women in Bulgaria. This activity focuses on the outputs of all previous activities

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related to training, discussions, work of women's clubs, information, management. Exhibitions of photographs and drawings made within women's clubs in 6 cities will be organized. Advocacy campaigns will be organized by means of various channels and on-site visits to public institutions responsible for making political decisions concerning the campaigns' topics - for example, the National Assembly, the Ministry of Health, the Ministry of labour and social policy, municipalities, Regional health Inspectorate, etc. The activities will be attended mainly by Roma women who have undergone training under the project and have been active in regional women's clubs, but are opened to volunteers and supporters who support the cause of women's empowerment. If the activity is successfully implemented, its results will have a beneficial effect on all pregnant women, young families, mothers, vulnerable groups and especially on Roma women and families who are most affected by the insufficient functioning of Decree 26 of the Ministry of Health, Decree 17 of the Council of Ministers, the municipal regulations for kindergartens fees and admissions, etc. The innovative method of empowerment through direct advocacy will be applied within this activity

The main target group is 6 civil society organizations and 6 public institutions at national and regional level. **The end users** are the general public and the vulnerable Roma group.

The project will be implemented mainly in Iztok Roma neighborhood - Kyustendil, Bulgaria, inhabited by about 10 thousand residents. Unemployment rates, early school drop out, health problems, uninsured persons, mortality, etc. are many times higher than the national average within this Roma neighborhood. The other 5 cities with Roma communities that will be actively involved in the implementation of project activities are Dupnitsa, Blagoevgrad, Radomir, Sliven and Botevgrad. We chose them because of the remarkable manifestations of Roma activism on some of the most important issues that affect the Roma communities well-being - maternal and child health, education, social inclusion policies.

Expected results: The project will be implemented in partnership with the Norwegian organization KUN Center for Equality and Diversity. The partner has extensive experience in training, organizing and conducting advocacy campaigns for vulnerable social groups (including women, minorities, people with disabilities) and is highly motivated to apply his expertise to empower Roma women in Bulgaria through innovative advocacy methods. The partners will participate in studies of good practices from the EU and Norway on empowerment through advocacy; will indicate a methodological guide at training for personal skills development and advocacy; will be involved in deliberative discussions and advocacy campaigns. This will favor the development of bilateral relations between Bulgaria and the donor countries under the program.

The information campaign of the project will reach at least 25,000 people from the society and at least 5,000 Roma; innovative methods of empowerment through advocacy will be tested in 6 cities; 60 Roma women will develop personal skills and knowledge for empowerment through advocacy; at least 120 people will take part in the project discussions, and the direct beneficiaries of the project results will be about 10,000 Roma women, girls and children within the framework of the 6 advocacy campaigns.

The main objective of the Project "I Have a Dream" is to appropriate, implement and disseminate innovative methods of empowerment of Roma women and girls through direct advocacy.

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