

Potential contribution to the economy is substantial

Given its human capital potential, Roma can make a decisive contribution to Europe's economic and social development;

Supporting vulnerable and socially segregated groups would help **increase the resilience** of key areas that contribute to the sustainable development of local economies, including the informal economy.



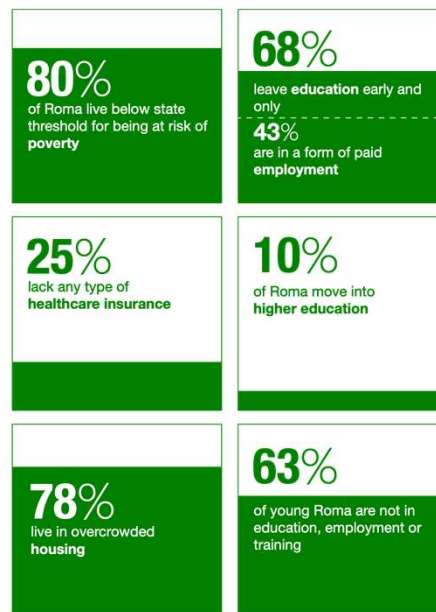
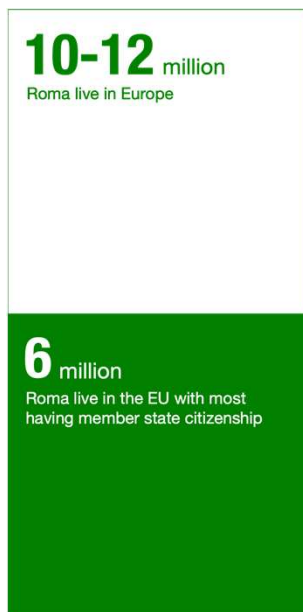
The cost of Roma exclusion by country, in the past 10 years (WBG estimates):



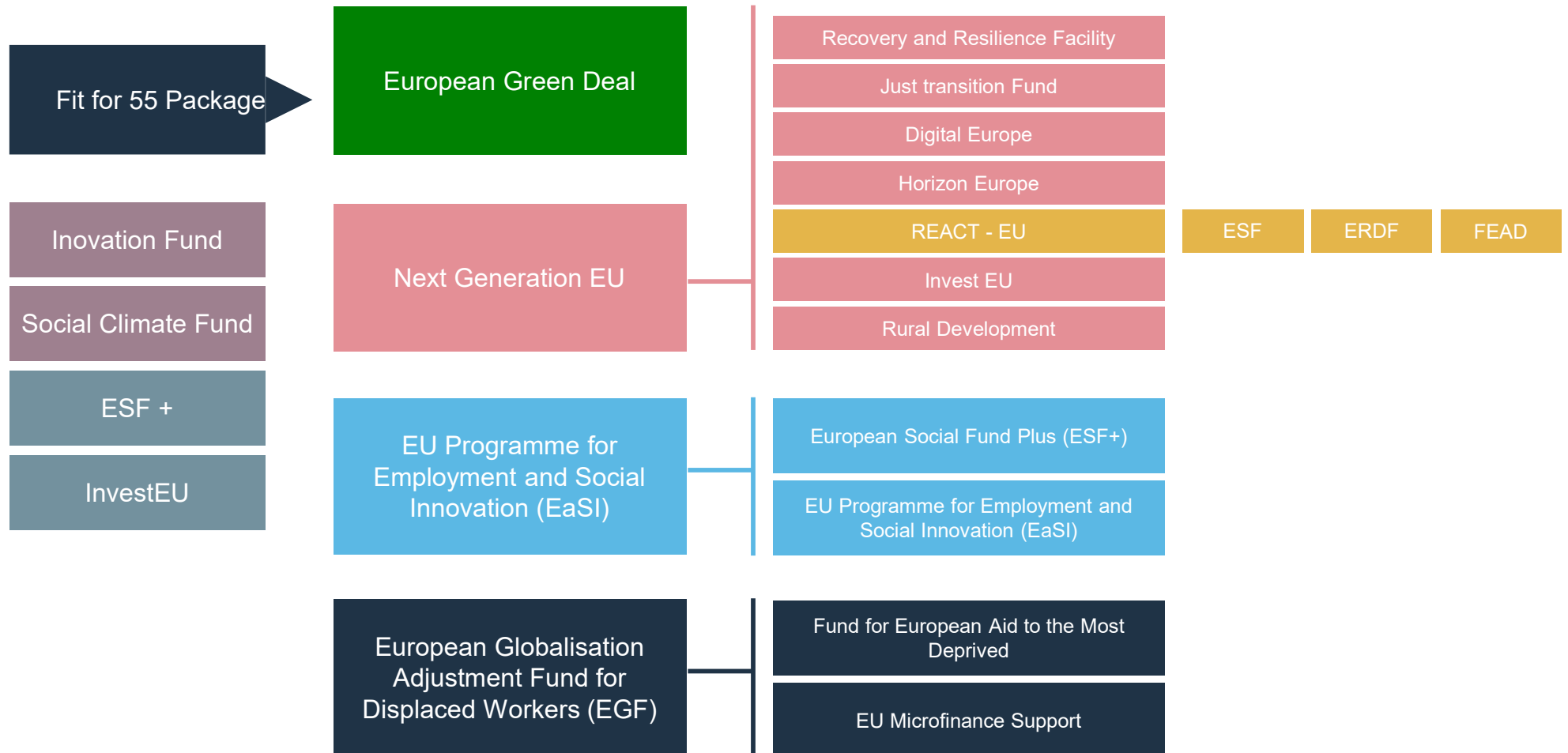
Missed economic potential in past 30 years

The COVID-19 crisis is rapidly accentuating these profound patterns of inequality. Building on work over the last 3 years there is an opportunity to develop a systematic EU-level solution on a longer-term horizon incorporating a shift to social outcome funding and investment.

The EU Member States have the primary responsibility to improve the living conditions and inclusion of the Roma. To support them, the EU has made available legal, policy and financial instruments. The European Commission publishes a yearly report on the implementation of the National Roma Integration Strategy (NRIS): data below from the 2019 NRIS Conclusions Report.

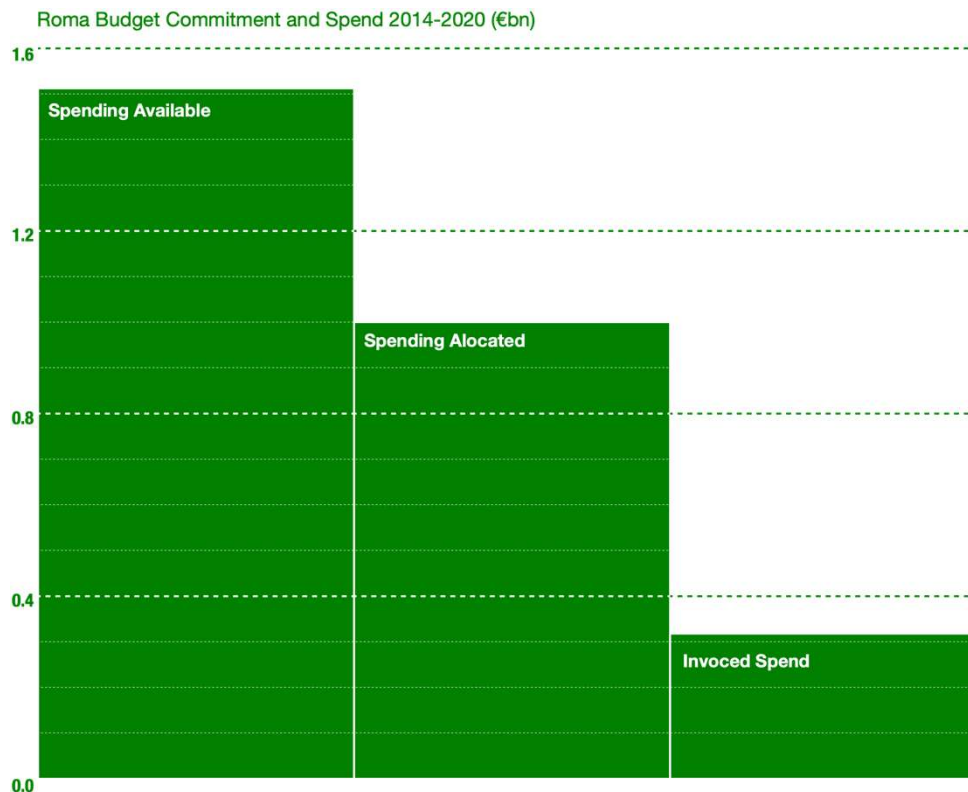


2027: Wide range of available programs and funding



Programs and funding were also available previously

Indicator of lack of effectiveness of the current investment: distribution of European Social Fund deployed by 2019 (year 6 of the spending period) across Member States. The figures are stark with at least €500m of €1.5bn unlikely to be deployed and a far higher amount likely to be utilized ineffectively



The situation across Member States is variable. In some cases only 5% of member state commitment is needed. Hungary and Romania account for nearly £500m of uncommitted spend. This points to the need for more capacity development needed alongside the funding.

Key Trends in mainstream society

Digitalisation

Entrepreneurship

European Green Deal

Youth

Green Jobs

Re-skill & Up

Roma Inclusion

Gender Equality

EU Funding
for Roma
People

Policies for
Roma People

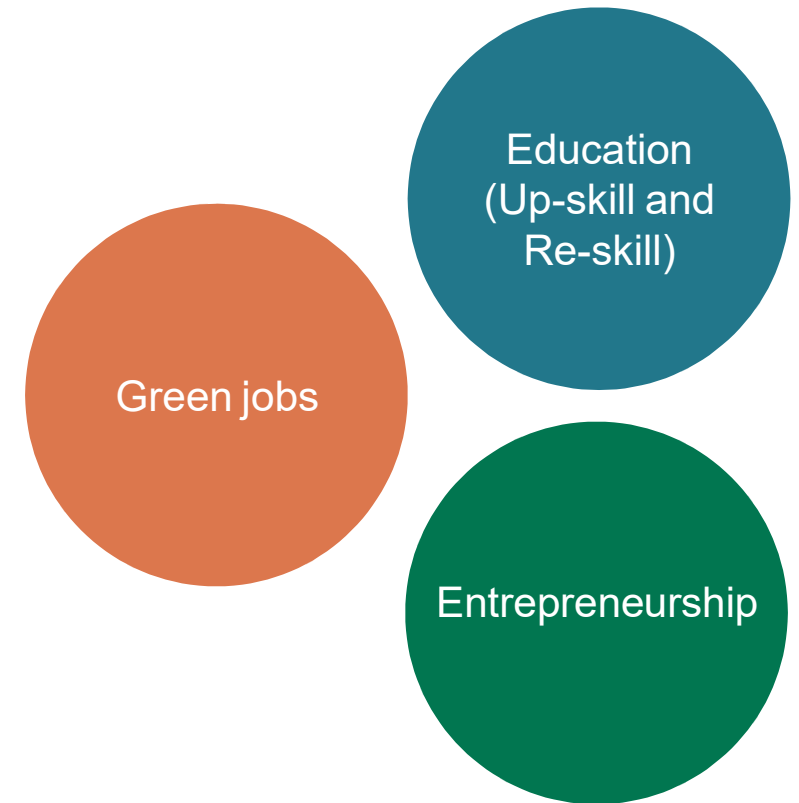
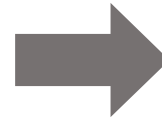
Twin Revolutions: Digitalization & Green



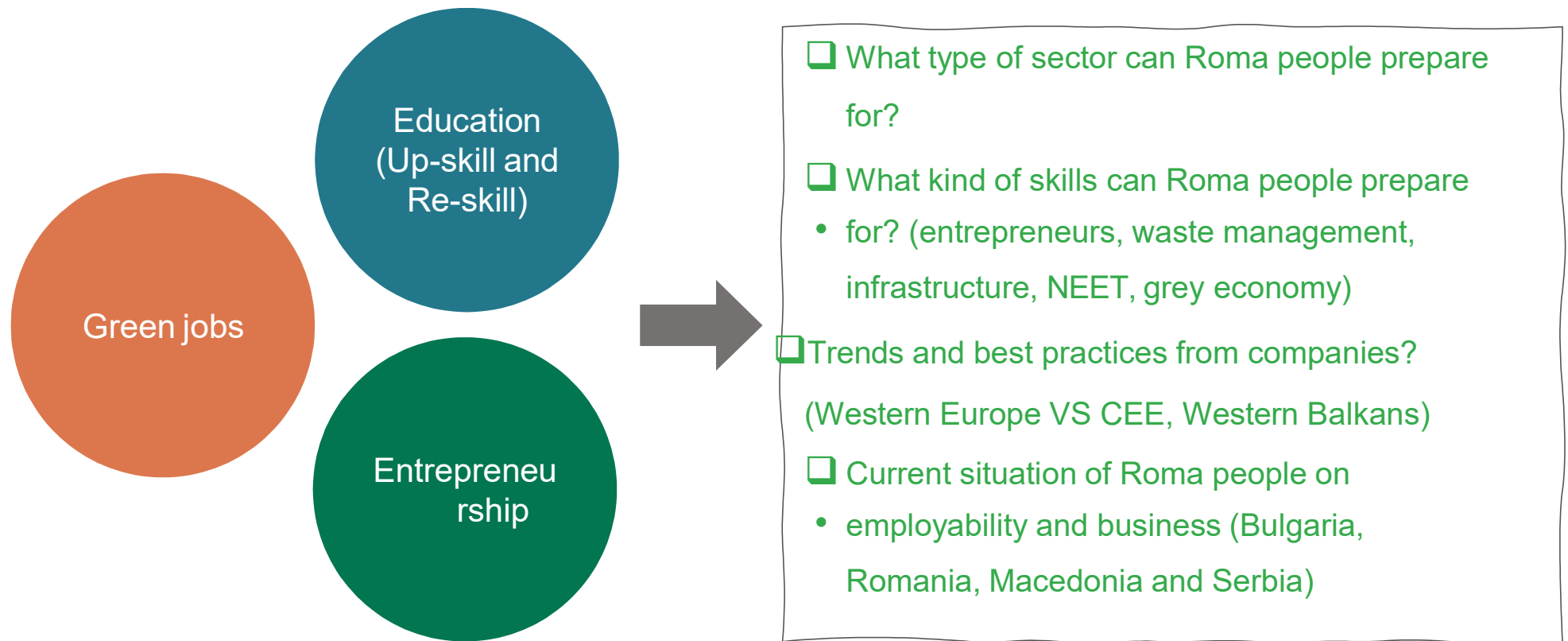
Energy resilience and digital transition are the main drivers of the European Green Deal but how can we deliver on the **JUST Transition**?

Green and Digital tools for Roma inclusion or exclusion ?

- ❑ November 2021 – May 2022: 84 entrepreneurs and businessmen surveyed
- ❑ 1:1 interviews and focus groups
- ❑ Key questions: What EU funding covers up-skilling and re-skilling vulnerable communities?
- ❑ How do the European Green Deal and Circular Economy policies cover Roma and vulnerable communities?



High Level questions



Roma Focus groups (4 countries, 84 respondents)

Key 3 Challenges identified

Little or no knowledge about the EU Green and Digital agenda

Ability to adjust business plan in unknown territory - green / digital space

Digital / green perceived as further away threats, COVID effects are still important

Key 3 proposals to improve

Local info sessions on available programs, funding and new trends shaping the business environment

Involvement of Roma community leaders economic recovery programs

Developing skills: digital competences



Future of Jobs



Digital and Marketing Specialists

Process Automation Specialists

Business Development Professionals

Digital Transformation Specialists

Project Management Specialists

Digitalization, automation and artificial intelligence will pose serious threats to jobs in vulnerable communities

Assembly and Factory Workers

Mechanics and Machinery Repairers

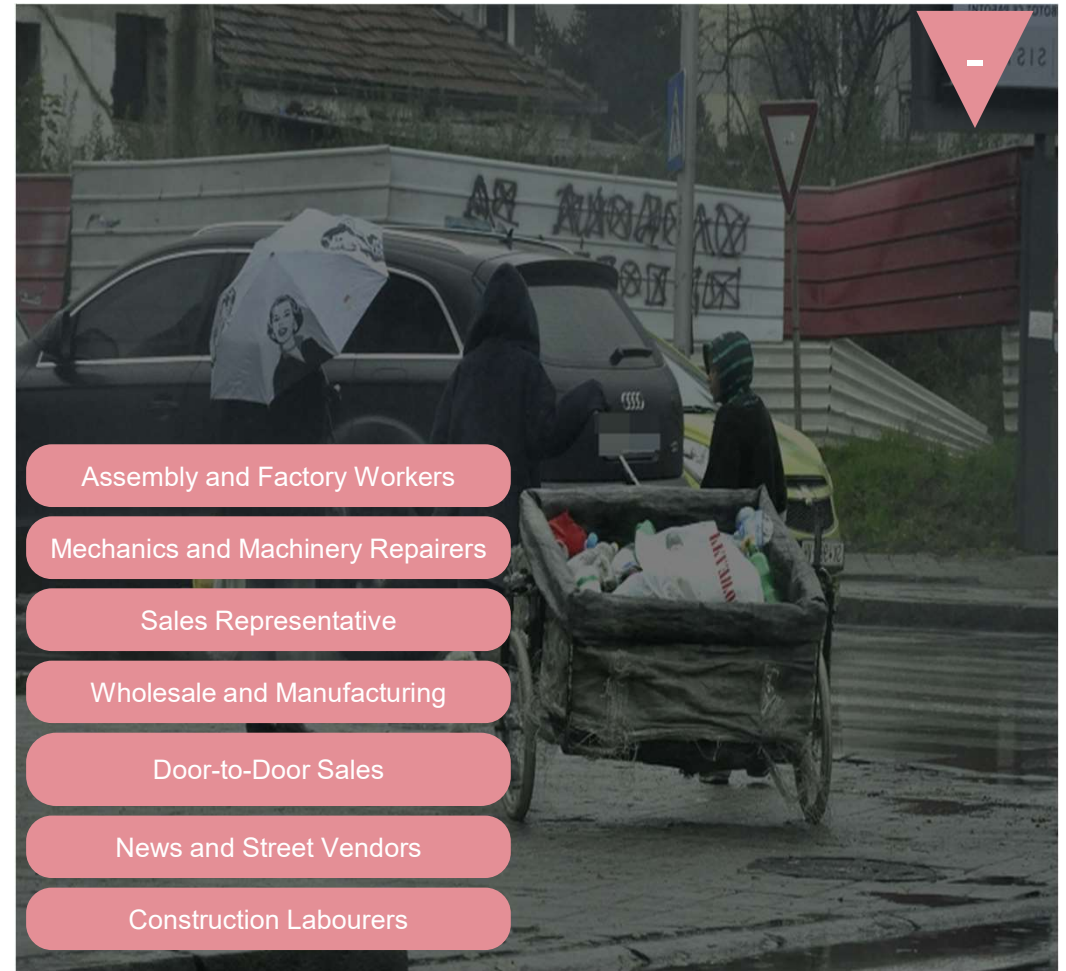
Sales Representative

Wholesale and Manufacturing

Door-to-Door Sales

News and Street Vendors

Construction Labourers



REDI Working with roma communities (± 2500 people surveyed)



Results so far

243
0

Entrepreneurs in Roma communities trained

19
0

Digitalized and mentored businesses

50

National/ Regional conferences

12

MoUs with banks, government agencies

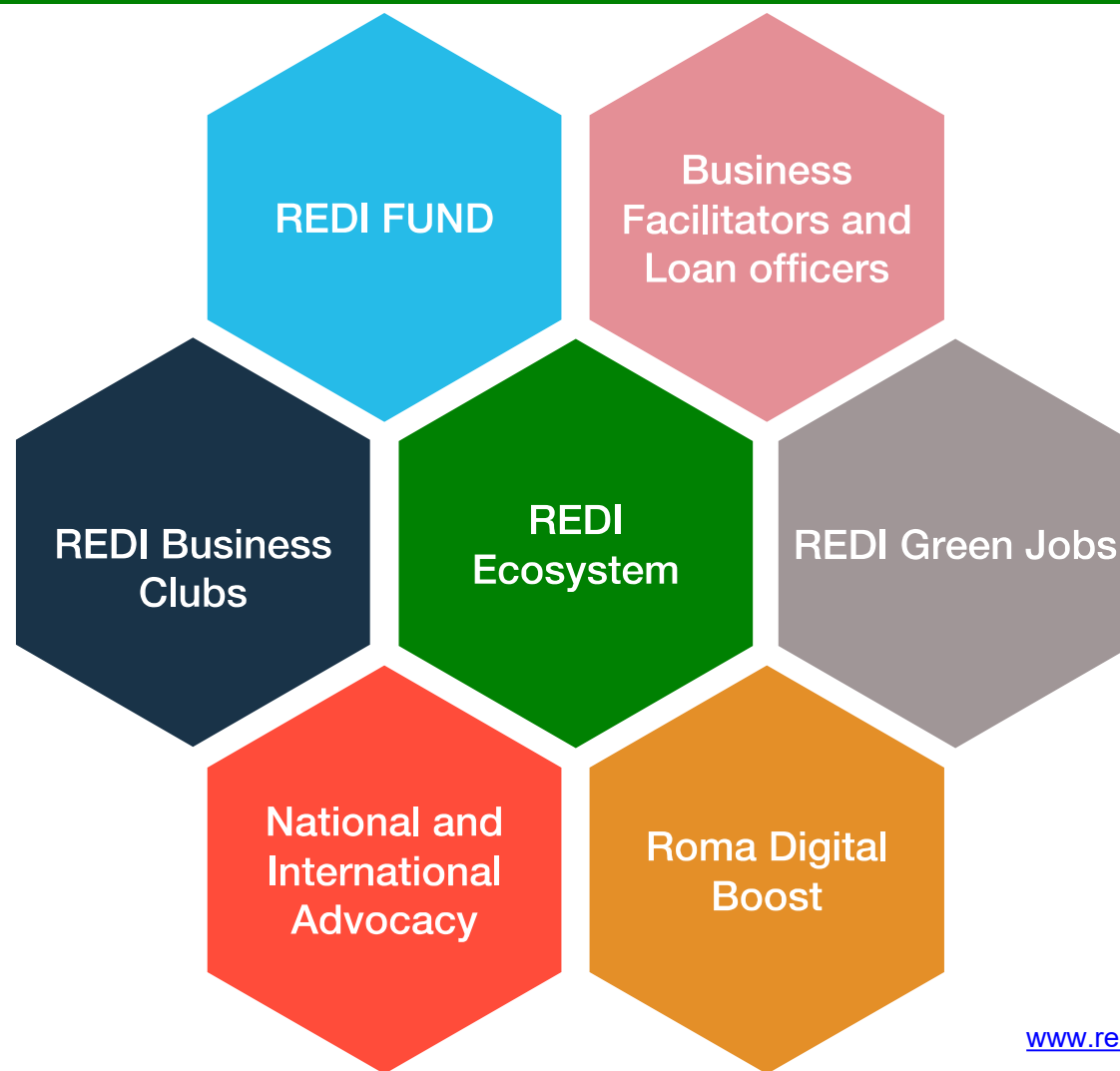
45

Members in REDI Network



Introduction – Theory of Change

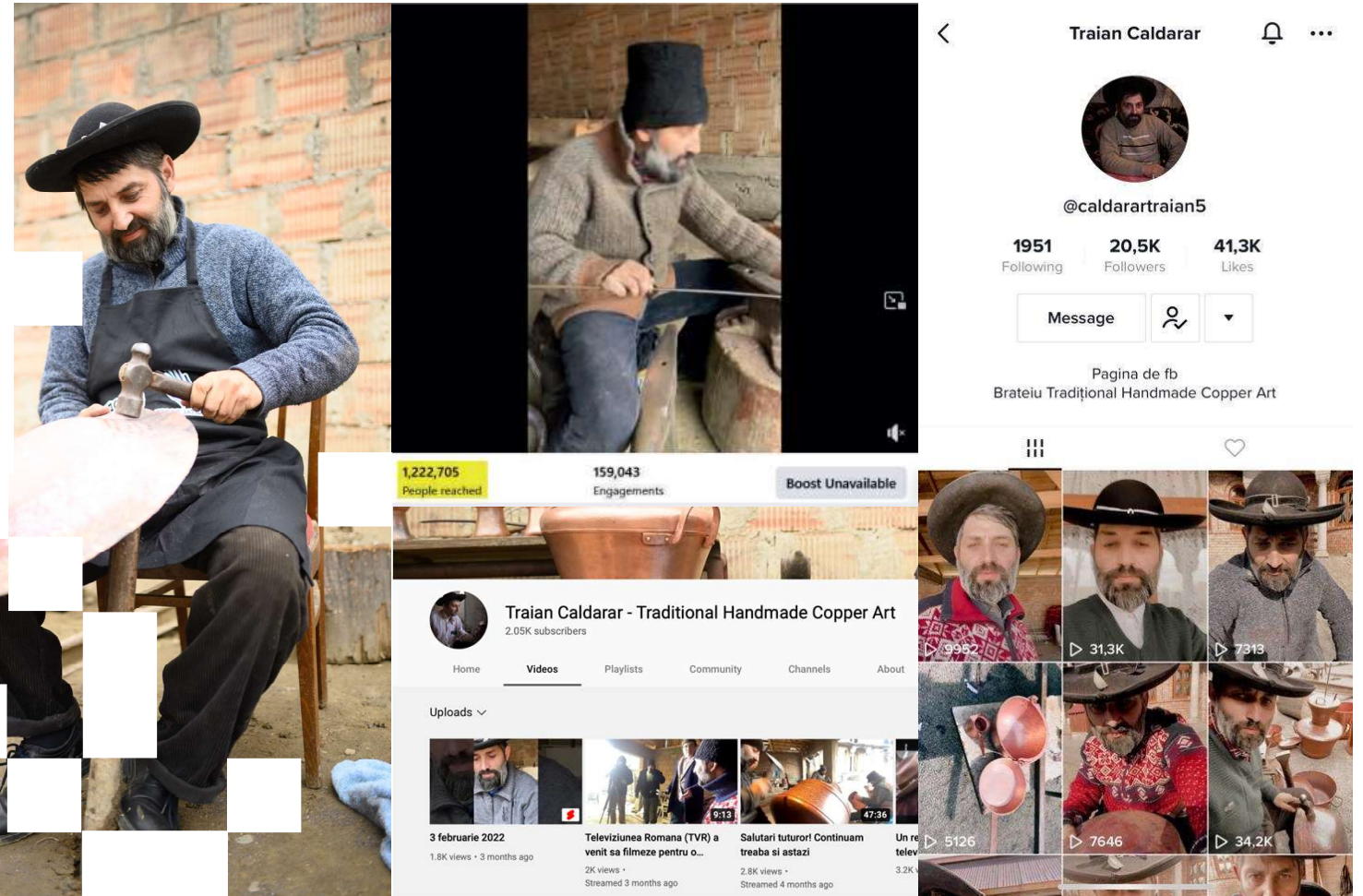
REDI is an network of organisations connecting **Roma Entrepreneurs** operating in their communities and the mainstream business environment



Digital Transformation of Roma businesses

Digital transition of Roma entrepreneurs

Digitalization is one of the most important directions that will help to make a new technological breakthrough in the world economy, while significantly improving the standard of living in the Roma community



What we offer / Green Deal Transition

REDI Recycling is a Start-up social enterprise which aims to organise and employ individual Roma informal waste collectors, while establishing a system for primary waste separation in households and companies.



Khamrota – recycled jeans in Serbia



<https://www.instagram.com/p/Cqnd8WvILtV/>



www.redi-ngo.eu

Start-up (Name not fixed) – tires in swans

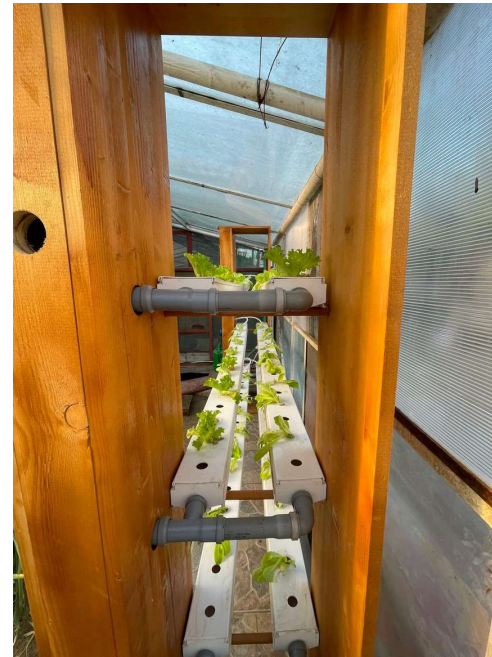
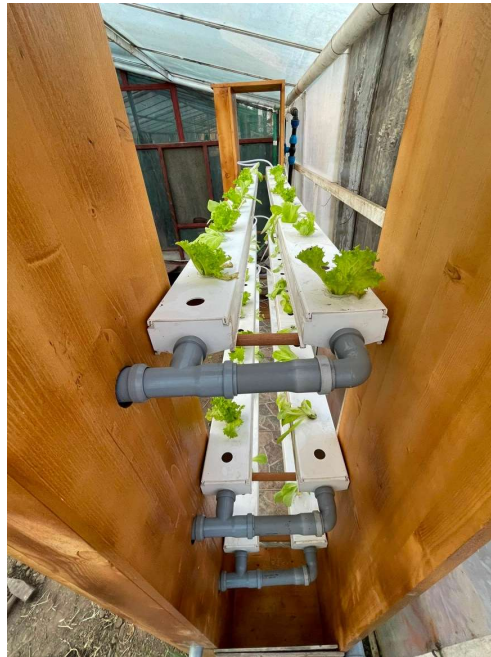


Tires



https://www.olx.ro/d/oferta/lebede-cauciuc-si-alte-obiecte-decorative-de-exterior-handmade-IDdmVgG.html?isPreviewActive=1&reason=extended_search_no_results_distance&sliderIndex=2

Start-up (Name not fixed) – aquaponics in Pitesti



REDI Solar – Renewable Energy in Roma Communities



Training Center

Feasibility Study of REDI Solar – a company developed by REDI -NGO to provide access to renewable energy for vulnerable communities in the Western Balkans



Distributed power plant in roma communities