

This exchange enabled us:

- To set up an intercultural meeting of European young people (Roma and non Roma, deaf-dumb and having sight difficulties), rich in dialogue and creativity, having as starting-point both the social reality of Roma groups inside the local communities of the cooperatives countries and the cultural “background” of the young people who joined in the program. This exchange incited them to translate their knowledge, know-how and experiences into the audio-visual language on an important issue, i.e. integrating Roma in the european society.
- To move to action a group of young people differing in national extraction and cultural background so as to create together supporting means and “tools” of audiovisual communication and to help the public at large to become aware of the crucial state of Roma people with a view to blot out the discriminations imposed upon them, making use of the “social messages” or “spots” which were produced, broadcast and brought about by themselves.
- To offer young people (Roma and non-Roma) the opportunity to understand closely and objectively the state of Roma people and to work together producing these social messages/spots in order to establish their rights and to encourage Roma people to become integral part of the broader society.
- To create a group of European young people mixed as regards their ethnic/national origin and health’s state, which will be characterized by energetic attitude and “togetherness” and which will allow each member of theirs’ to assist other members so as to surmount the social hindrances and to try to get the society involved in a common effort to extirpate such difficulties and barriers, having always in mind the vision of a coherent and solidary European society.
- To render everyone who benefited from our action (Roma and non-Roma, young people with special needs, the public at large on a local and european scale) aware of the need for us all to reach out for the Other [no matter whom], to get closer to him, to try to understand him and learn from his/her culture, and to show all these differences to an advantage which makes us grow up as humans!
- To move european young people into participating in outlining a strategy for rendering people alive to the need of Roma’s integration into the European society, based on the audio-visual act.
- To initiate the young participants of Roma extraction into the use of modern technologies and the creation of social messages/spots together with their peers in order to promote the common good through the simple still efficient technique of “stop-motion”.

- To enhance the participation of young people benefiting from our project into the process of spreading the active citizenship and to allow them to widen their network, launching new initiatives and common projects which further the social integration and solidarity.

From another point of view, our exchange allowed us to motivate amply those benefiting there from which came from Greece, Hungary, Italy, Romania, so that they might join right away in volunteering projects with a social and humanitarian dimension on a local and European scale.

Our project thus promoted the local voluntary action and especially the one of the EVS. The action in question, placed within the frame of the programme «Youth in Action» will play a protagonist's part in the struggle for Roma's social integration and against any discrimination suffered by them. This is coupled with one from the priorities of the above mentioned programme for the year 2011, proclaimed «European Year of Volunteering».

The exchange in hand enabled our young participants to develop supporting competences referring to the arts, culture and creativity in the advertising sector making use of the advertising art for the sake of human rights in general and those of the Roma people in particular. The creativity of those young people was nurtured accordingly and new ideas and the entrepreneurial spirit thrived as a result.

Our exchange has moved a group of European young people to take part in the struggle to do away with the isolation of the Roma youth, so that they too be allowed to make dreams of a better life shared with their peers of non-Roma extraction, within the frame of the local community. This answers to the unnegotiable wish of thousands of young Roma who still fall victims to illiteracy, rejection and social exclusion.

Our project allowed a great many young people □Roma and non-Roma□ as well as handicapped young people to raise their self-confidence and to try to change their own views and attitudes and it enabled them to have much more hope about challenging and changing the present state of things towards a positive end to attain a higher standard of living.

The activities our young participants applied themselves to were deployed on a voluntary basis, owing to 2 main reasons:

- The young volunteers supported the young Roma and wanted to contribute to their integration into European society.
- They also lived an unprecedented artistic experience, full of innovation and creativity, corresponding their own interests and appropriate enough so as to catch their attention, within a varied intercultural milieu.