



GEAR

Layman's Report

*A clear and accessible report
on the training initiatives
and the web radio implemented
by the GEAR project*



Center for Sustainable
Communities Development



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Introduction

The GEAR project aimed to promote, within the Romani community, gender equality, the principle of non-discrimination and the right to inclusion. The working group worked closely with several members of Roma communities in Belgium, Bulgaria, Italy and Romania, involving some enterprising young people in the creation of an editorial board that participated in the animation of the web radio platform "Amoradio." The boys and girls designed and produced podcasts, but also proposed playlists and programming based on the taste and musical traditions of different Roma communities internationally. In addition, the young people started a learning and participation path that will lead them to manage the radio platform in complete autonomy, both from the point of view of content proposal and what concerns the technical management of the web interface.

In parallel, the GEAR project consortium has also been actively engaged in offering a dense training activity aimed at social workers who work on the ground every day in contact with fractions of the population in disadvantaged conditions. The working group involved numerous experts on the topic of gender inequality, who shared with the participants numerous notions ranging from the economic to the legislative sphere, from the family context to the labor context. The initiative was accompanied by rigorous data analysis, obtained by administering questionnaires to practitioners before (need's analysis) and after the delivery of the courses (evaluation).

This paper intends to provide an overview related to the set of activities carried out by the consortium composed of APEL, Arci Solidarietà, CSCD, Digivis and IC within Work Packages (WP) 3 and 4, which included all tasks related to the delivery of training to practitioners, the creation of a web radio platform (named "AmoRadio") and the establishment of several editorial boards designated to manage it in each partner country. More specifically, the tasks included in WP3 and WP4 were:

WP3

- T3.1 Trainees' needs' analysis and profiling;
- T3.2 Course development;
- T3.3 Preparation of the materials to be used in training activities;
- T3.4 Realisation of training activities for practitioners;
- T3.5 Creation of a handbook for practitioners on gender equality.

WP4

- T4.1 Co-creation of training modules on gender equality;
- T4.2 Training on multi-platform newsroom managing;
- T4.3 Establishment of the editorial office for the web radio and social pages;
- T4.4 Realisation of the web radio;
- T4.5 Peer to peer activities;
- T4.6 Creation of the Toolkit to tackle gender stereotypes.

The tasks included the delivery by the working group of numerous deliverables related to the activities described. All deliverables are freely downloadable from the partners' web pages dedicated to the GEAR project.

1. Training for operators of public and private agencies (WP3)

The third Work Package of the GEAR Project focused mainly on the planning and subsequent delivery of a training service for social work and mediation professionals. The objectives of the work package were:

- to strengthen the skills of professionals who work with Roma communities on a daily basis regarding the promotion of gender equality and the prevention of gender stereotyping;
- to discuss and evaluate the effectiveness of shared procedures and updated techniques for incorporating gender equality principles into the daily administrative and technical actions of practitioners, while at the same time strengthening their ability to respond effectively to the needs of service recipients.

The preparation of courses

Implementation of the activities required the consortium to go through a complex phase of preliminary research, planning and preparation. Initially, the entire management of the training activities was assigned to Digivis, which would take care of their content and delivery from "remote" locations. However, following internal reflections and comparisons, the working group decided to assign Digivis the task of creating the training modules and carrying out the data analysis activity, while each partner independently organized the training activities in its own area. This decision was made in order to eliminate risks related to language barriers and underestimation of the specific peculiarities of Roma communities in different geographical contexts. The effort required of the partners thus increased exponentially, but this decision made it possible to carry out the teaching activities in the native languages of the participating professionals and to focus the discussion on specific issues with respect to the characteristics of the target groups in the different countries.

The Work Plan opened with the production of a report dedicated to trainees' needs' analysis and profiling. The work was carried out by Digivis and helped identify the knowledge and skills needs of professionals involved in training activities, with a focus on girls' rights and welfare and gender equality. The main objective was to highlight, for each of the thematic areas among those designated as key by the team, the aspects that participants wished to deepen and the skills they wished to strengthen, based on their daily work experience. In addition, the team in charge used the results of the study to include examples and methodologies related to targeted field intervention methods in the training modules.

Data were collected through structured questionnaires with closed and open-ended questions, administered through both in-person interviews and CAWI (Computer-Assisted Web Interviewing) modes. The questions asked in the questionnaire aimed to investigate many aspects related to different macro-areas of interest, including: equitable access, skills development, health and nutrition, girls' social and political participation, countering violence, and other relevant issues. Seventy-six professionals from diverse backgrounds, working in both project organizations and external structures, participated in the survey. The majority of participants were female (76 percent), while the age distribution appeared to be even, with 59.2 percent under the age of 45. The qualifications and professional profiles of the participants showed a fair degree of heterogeneity, with a prevalence of practitioners in the educational and training field (36.8 percent) and in the area of management and planning of interventions or assistance works (18.4 percent).

The report has been a most important resource on the strategic level for the GEAR consortium, as it has enabled it to frame the issues to be addressed in greater depth within the training service and to respond more effectively to the needs of practitioners.

Using the available data, Digivis then provided seven basic training modules, each referring to the seven macro-areas framed by the working group in the preliminary writing phase of the project:

1. Fight forms of discrimination against girls in education skills, development, training, health and nutrition;
2. Contrast negative cultural practices and attitudes towards girls;
3. Promotion and awareness raising on the rights of girls;
4. Contrast to the economic exploitation of child labour;
5. Protection of the girl's participation in social and political life through an increased awareness of her needs and potential;
6. How to strengthen the role of familiar responsibility in improving the status of girls;
7. Contrast to violence and abuse against girls.

In each of the seven proposed modules, Digivis offered some literature references on the specific topic, and also proposed multiple teaching methods, arrangements for classroom or remote delivery, and teaching tools selected on the basis of the results highlighted in the Needs' Analysis Report. It should be emphasized that the modules represent a basis for the development of a teaching proposal focused on the topics listed above, regardless of the specific characteristics of the target reference population (which in the case of the GEAR project, was the Roma community). They thus represent a versatile tool that can be used by any institution or working group that intends to deliver training services on the issue of gender equality. Originally produced in English, the modules have also been translated into Italian, Dutch, Bulgarian and Romanian.

After receiving the forms, each partner proceeded to actually organize the training activities. This preparatory activity included: choosing trainers from internal and external staff; contacting invited participants and surveying their availability; and choosing the physical location or digital platform best suited to the participants' needs.

Having found all the necessary information, partners ensured that rapid communication channels (via email or social platforms) were opened with students and training materials were created. Some of the partners relied only on professionals from their own organizations, while others complemented their in-house staff with the expertise of university professors, care and hospitality professionals, and representatives of labor organizations, government agencies, and NGOs.

The delivery of training

GEAR training meetings were held following different timelines and dates in each of the four partner countries. The first meetings took place in June 2024, and the last in October 2024. Common to all territorial areas was the basic structure of the overall educational activity:

- four seminars of four hours each focusing on the seven common modules shared by all partners;
- at least two meetings (when possible, conducted in-person) of four hours each dedicated to the discussion of the issues addressed during the four seminars and to the analysis of the characteristics of the target group in a specific national context;
- two workshops of four hours each, dedicated to the topics of "case management" and "intervention design," respectively, designed to share practical experiences of applying the approaches and methodologies learned.

The training service was successfully implemented in all partner countries, meeting the commitments described in the project proposal. Implementing partners (APEL, Arci Solidarietà, CSCD, and IC) recorded students' attendance by signing on the appropriate sheet (when in attendance) or extracting data from online meeting platforms (Zoom, Google Meet). All teaching materials (presentations, charts, videos) used during lectures were collected and made available to the public on project partner websites. In addition, each consortium member produced a national report in which they accurately described the results of the training activities, including meeting agendas, individual session narratives, and photographs. All national

reports were supported by a questionnaire developed by Digivis and administered to participants for the purpose of accurately measuring the outputs of the training, and thus the tangible results perceptible to professionals following the conclusion of the service. The questionnaires were completed online anonymously by respondents, and included questions designed both to frame what skills were acquired (or deepened) during the courses and to gather general feedback from participants.

More specifically, the questionnaire asked each professional:

- what skills they had previously acquired and what skills they had acquired or deepened through the courses;
- an assessment regarding the relevance of the topics covered with respect to the macro-theme of gender inequality;
- an opinion regarding the importance of the topics covered in the work context of a social worker;
- general feedback on the professionalism of the teachers, the organization of the course, and the overall quality of the service provided.

Thanks to the responses provided by the professionals, the working group was able to prepare a Synthesis evaluation report, within which is contained the analysis of the feedback and evaluations expressed in the questionnaires. The responses analyzed in the report amounted to 54; through them it was possible to establish that for each individual topic at least half of the respondents stated that they had acquired additional skills, with an average value of more than 60 percent of the total. In more than half of the cases, if a professional had stated that he or she did not possess skills on a specific topic, after the training he or she testified that he or she had acquired them.

Another finding worth noting is related to the fact that, in more than 70% of cases, professionals who stated that they had prior skills on a topic claimed to have obtained additional ones. Almost all respondents then rated the notions they had acquired as important (or very important) both for their general approach to the macro-field of gender inequality and in the context of a social worker's fieldwork. About 8 out of 10 respondents gave the highest possible rating to the trainers and the course as a whole, while a moderately negative rating was given in less than 5 percent of cases. Expressly negative ratings were completely absent. Analysis of the data thus revealed a markedly positive opinion of the service, with the GEAR working group effectively delivering an important training initiative (completely free of charge) that was accessible to all industry professionals interested in increasing their operational skills.

The Handbook for practitioners

The last task of WP4 involved Digivis' creation of a practical handbook for practitioners working on Roma inclusion and gender equality awareness. The handbook is a practical working tool with clear directions and guidelines dedicated to what works and what does not work in the field and in relation to effective active Roma engagement. The document consists of four chapters, the first two of which are dedicated to providing practitioners with a general overview of the state of the art in the field of gender equality and gender-based violence prevention.

The third chapter presents a number of tools that can be used by organizations and practitioners to mainstream gender equality by maximizing and strengthening it. In particular, with regard to both institutions and organizations, the use of tools such as gender budgeting has been suggested. Other tools indicated, especially for institutions and public authorities, are the practice of gender-responsive procurement and services (GRPP). The last chapter contains a series of sample exercises for use in the context in which the social worker works.

The exercises are no-cost and simple to conduct by a facilitator: they can be easily adapted, if necessary, to the context in which they are to be applied. They can also be used as collective activities for groups, as

they are built to promote awareness and skill improvement through direct involvement. All of the exercises in the guide are based on the methodology of experiential learning, a philosophy and methodology in which educators and social workers engage with students in direct experience and focused reflection on various issues.

The Handbook is not intended to be an academic analysis or a comprehensive compilation of possible actions to be taken by all actors (institutions, organizations, practitioners) in their work with target audiences, but instead offers them an easy-to-understand introduction and some tools to incorporate into their operational activities in contact with young people. The document is intended for free sharing, and is freely downloadable from the GEAR project sections on the partners' websites.

WORK PLAN 3: DELIVERABLES

Deliverable Code	Deliverable name	Lead beneficiary	Content	Delivery date
D3.1	Report on trainees' needs' analysis and profiling	Digivis	Report, 18p, EN	06/14/2024
D3.2	Materials for the training activities	Digivis	7 Training modules, around 10p each, EN	03/15/2024
D3.3	Delivery of training activities for practitioners	Digivis	<ul style="list-style-type: none"> - Agenda of the training in each country; - National training reports (4); - Signed Attendance form of participants (in case of face-to-face) or report from the online platform used to organise the event; - Training documentation, including presentations and materials; - Synthesis evaluation report, 11p, EN; - individual and anonymous filled in questionnaires. 	11/15/2024
D3.4	Handbook for practitioners on gender equality	Digivis	Handbook, 24p, IT, EN, BG, RO, FR, NL.	11/15/2024

2. Roma youth as actors of change (WP4)

The main focus of Work Plan 4 was youth outreach work. During the course of the project, each partner selected a group of young people from Roma communities in the participating countries. The selection was made by considering the overall results of the street activities that the implementing partners had proposed in the initial phase of GEAR to the target groups, and also on the basis of the determination and interest shown by the young people. The basic objective of the tasks included in WP4 was to create an editorial board suitable for the management of a web radio platform, fostering the emergence of a bond between the young people from the same groups and a connection with teams from other countries. The work done also had as a preliminary goal to bring young people closer to the issues of gender inequality, stimulating reflections and fostering the emergence of egalitarian creative environments.

Training modules on gender equality

The GEAR consortium found it essential to organize training sessions for youth from Roma communities aimed at addressing specific topics related to gender rights, gender equality, and expected roles and behaviors. CSCD was tasked with developing guidelines for the administration of the training modules and outlining the structure of the courses.

The modules were thus developed to train young Roma, both girls and boys, by promoting awareness about gender relations and combating stereotypes. The content, which aligned with the themes covered by the project's web radio, provided cognitive and technical tools for the empowerment and awareness-raising of participants. More specifically, the training objectives included:

- promoting women's empowerment and awareness on gender equality;
- engaging men and boys as allies against gender stereotypes.

The courses, ideally structured in eight meetings of 2 hours each¹, were tailored by the trainers to the needs of the participants, with a focus on knowledge, attitudes, skills and habits (KASH). Evaluation of the training results was also based on these four key issues:

- knowledge: provide participants with useful and relevant information;
- attitudes: trigger a positive change in perceptions and raise awareness of gender issues;
- skills: develop immediately applicable practical skills, especially in the area of web-radio;
- habits: encourage behavioral changes through participatory methods (PLA).

Suggested training methods included brainstorming, discussion, lecture, question-and-answer, role-play, and case studies, favoring hands-on and interactive approaches to actively engage participants and maximize learning. APEL and CSCD completed the trainings before the end of January 2023; before the beginning of summer, Arci Solidarietà also completed the eight meetings; IC, due to various organizational problems, finished the meetings in November.

Each partner shared detailed reports on each training session with the rest of the consortium, including photos, training materials and attendance sheets. At the end of the initiative, the young people were asked to respond to a short feedback questionnaire, which in all four countries registered overwhelmingly positive opinions about the modules administered.

¹ In some territorial areas, the structure of the courses was changed due to the need for compatibility with the commitments of young people. Despite this, the overall duration of training remained unchanged.

The preparation of the editorial board and the meeting in Sibiu

Bringing Roma youth groups closer to the web radio platform was the result of complex consultation and coordination among the GEAR project partners. There are mainly three aspects that the partners had to focus on even before engaging the youth and creating an editorial board:

1. investigate the most popular web and social trends and fashions among the teens in the target group. At this stage, the working group also looked for common characteristics in the tastes of boys from different countries: influencers, musicians, youtubers, artists, etc.;
2. frame the web platform that is most suitable to pander to the boys' tastes and, at the same time, most affordable in terms of ease of use and maintenance costs;
3. transfer the skills needed to manage a web radio platform from each partner's designated staff to the boys in the target group.

Research related to the most popular content in the target population and the framing of the optimal web radio platform were handled by Digivis.

Regarding the first point, the working group collaborated with the influencer of Roma extraction "Suffernaomi."² This young content creator supported the influencers by providing countless examples of international musicians belonging to the Roma community and followed by groups located in different European countries. In addition, she collaborated with Digivis in researching influencers, artists, activists, and athletes. On the one hand, this survey work was aimed at providing young people from different countries with common topics of discussion; on the other hand, it helped to frame subjects with whom to initiate collaborations for promotional purposes.

Following careful exploration, Digivis then selected the "BRLogic" platform as the one best suited to host the web radio envisioned by the GEAR project. This platform has very limited maintenance and maintenance costs, its management is very intuitive, and at the same time offers numerous possibilities for the enrichment of the web radio and the involvement of its audience. Through BRLogic, in fact, it is possible not only to set up an auto DJ function that offers music to the audience 24 hours a day, but also to exploit the web radio as a blog within which to chat with the audience and post photos, videos, news and polls.

To transfer the necessary skills to the boys, the following methodology was adopted: first, Digivis shared all the skills and knowledge acquired to the partners through the organization of an internal training session within the consortium; then, APEI, Arci Solidarietà, CSCD and IC transferred the same notions to the boys by organizing training initiatives implemented in their respective areas.

The training provided by Digivis was organized in four meetings lasting 2 hours each:

1. the first meeting focused on methods and tools useful for the activation of an editorial board built on the basis of the principle of inclusivity and respecting gender equality;
2. in the second meeting, participants were introduced to the main features of the sponsorship and promotion functions present on the main social platforms (Facebook, Instagram, LinkedIn and TikTok) and available for business pages, with a special focus on the roles and skills of the staff employed in profile management. In addition, a concise explanation dedicated to the features of several useful applications for content creation (e.g., Canva and VN Video Editor) was also provided;
3. in the third meeting, all the results of the research conducted in collaboration with influencer Suffernaomi were shared with partners, presenting an overview of the music styles most loved by Roma communities and introducing participants to artists, influencers and activists from Roma backgrounds;
4. In the fourth and final meeting, attendees were educated about the basic technical features of web radio platforms, methods of operation and maintenance, and the roles to be assigned to the staff that make up an editorial board.

² Influencer's TikTok profile: <https://www.tiktok.com/@suffernaomi>

The four meetings were held in late September and early October 2023. At the end of the series of meetings, Digivis shared with the partners all the training materials used during the classes, as well as two video manuals that contained examples of practical use of the BRLogic platform.

After this collective training activity, the partners organized individually to pass on the acquired knowledge to the target group:

- Arci Solidarietà has carried out five training courses, involving 15 young activators from the Roma community. The meetings were held between the end of January and the beginning of February 2024.
- APEL has also organised five training meetings to transfer specialist skills to the 11 aspiring members of the editorial board. The meetings in Romania were held between the beginning of February and the beginning of March 2024.
- CSCD has organised four meetings between 6 and 9 February 2024. All the lessons were held in the Medkovetz high school and involved a total of 22 young people, although only 13 attended all the lessons.
- IC has distributed the training between four meetings, which took place between mid-February and the beginning of April 2024. The participants in the activities, in Belgium, were 9.

After the meetings in all countries, the partners produced national reports including lesson agendas, participation data, training materials and photos. The results of a feedback questionnaire administered to all the young participants were also presented, who were able to express: their overall appreciation of the course; the perceived usefulness of the notions learned; the intentions born following the acquisition of new skills; suggestions for the implementation of the GEAR activities.

Overall, the young participants judged the training provided by the implementing partners very positively, declaring that they discussed it at home with their families and that they planned a more intense commitment in relation to participation in the web radio activities.

Once the platform on which to build the GEAR web radio project had been decided, the young people who wanted to try their hand at an editorial board had been selected and the main notions for the maintenance of the radio had been transferred to both the young people and the partners, the working groups (including the young people) met in Romania, in Sibiu, from 8 to 11 April 2024.

The meeting was an opportunity for young people to get to know each other and to discuss, within the framework of different activities organized by the partners, key aspects related to the identity of the radio. The Sibiu workshop involved a total of 40 participants, with an equal gender distribution: 20 girls and 20 boys. The majority of participants (26 people) were under 18, while the remaining 14 were young adults. The analysis of the participants' employment status revealed a heterogeneous composition, with a wide range of personal and professional situations represented. Most of the boys and girls still presented themselves as students, but a significant percentage were unemployed job seekers and NEETs (Not in Education, Employment, or Training).

The topic addressed in the workshop was the choice of the name of the web radio that the young people would later share the management of. Each national group presented ideas previously developed, expressing and sharing their needs with the other groups. Following a lively discussion moderated by representatives of Arci Solidarietà, Apel, CSCD and IC, the chosen name was "AmoRadio". This name has a special meaning: it refers to the word "Amore" in Italian, with the abbreviation "Amor" which, read backwards, is equivalent to "Roma" (the English translation of the term "Rom").

Digivis checked the availability of the domain online and blocked it, assigning the name "AmoRadio" to the web radio already created and equipped with some content on the BRLogic platform. Afterwards, a training session entirely dedicated to the fundamental aspects of brand communication was offered to the young people. Using the new knowledge acquired, the participants collaborated with each other to design a logo for the web radio. Digivis then created an official logo using the ideas that emerged during the workshop.



The AmoRadio logo features all the colors of the flag of the Rom people (blue, red and green), with the inclusion of the wagon wheel inside the "R" which further reinforces the association. The letter "R" also appears inserted backwards, a detail that facilitates the recognition of the word "Roma" as the reverse of the word "Amor".

In the second part of the workshop, group activities were organized to provide young people with some general guidelines and a starting point for the development of the web radio content (which topics would be covered, themes, interests, etc.). This session was essential to understand what the common elements were for the different international groups, and therefore on which points to create the basis for cooperative work.

The last activities were dedicated to musical expression: Digivis showed the participants how the BRLogic platform works, the procedure for uploading content and creating playlists. In addition, Arci Solidarietà made available the experience of a radio expert who produced several typical podcast recordings and some jingles using the voices of the participants of each group/country.

After the meeting in Sibiu, the feedback from the kids was collected through questionnaires administered to them, while CSCD was the partner responsible for producing a report dedicated to the implemented activities. Back in their respective countries, the kids started producing creative materials. The overall activity of the web radio, equipped with a name and a logo, came to life with the creation of dedicated Instagram and TikTok social pages and the ever-increasing publication of content.

AmoRadio

The web radio platform of the GEAR project officially became AmoRadio at the end of the workshop held in Sibiu. The working group immediately animated the platform by inserting:

- Four playlists containing numerous songs from different musical genres but by artists associated with international Roma communities, with world-famous artists (such as Goran Bregović and the Gipsy Kings) alongside new talents particularly well-known in specific territorial areas (such as Gipsy Casual from Romania and Azis from Bulgaria). AmoRadio's auto DJ function ensured that the musical programming was offered to the public 24 hours a day, while the editorial board had the possibility of modifying the composition of the playlists and the distribution of the songs throughout the day at any time;
- Direct links to the most beautiful and exciting music videos among those chosen by the working group;
- Informative content, such as data relating to the distribution of the Roma people across Europe;
- News dedicated to the activities carried out by the editorial board (the first news published specifically concerned the Sibiu workshop, and was also accompanied by some photos taken during the meeting);
- Some surveys aimed at quickly acquiring feedback from listeners.

The Home page was then associated with the AmoRadio brand using mainly the colours of the logo (and therefore those of the flag of the Roma people).

In the following weeks, the young people selected to compose the editorial board produced multiple podcasts. Some of these addressed issues directly connected to Roma culture and customs, others the theme of gender equality, while others were based on the story of the daily life of the young people, on

life stories and on particular activities experienced with friends or thanks to the support of the project partners.

At the date of delivery of this document, the podcasts produced amount to 16, 2 produced by the Belgian group, 6 by the Bulgarian one, 3 by the Italian one and 5 by the Romanian one. All the podcasts are accompanied by original jingles produced specifically for AmoRadio, and have been inserted into the programming trying to respect the needs and desires of the young producers. All AmoRadio products have been made available on Spotify, within which as many sub-pages have been created as there are partners of the GEAR project. The podcasts are accessible in the language of the country in which the young producers reside and from which they are originally from. The only exception is the Belgian group, which has only made productions in English.

Below is the list of podcasts produced, published between July and December 2024:

- Belgium

1. *A Rom woman shares her life*: a Roma woman shares her experience of living in Belgium, offering a unique perspective.
2. *The story of a young Belgian boy*: a young Belgian opens up about his life and his musical tastes, concluding with a special song.

- Bulgaria

1. *Racism?*: young people talk about racism, discuss institutional and everyday examples, and share strategies to combat it.
2. *Summer*: the Bulgarian team talks about their summer.
3. *Montana Youth Center*: young Bulgarians talk about their visit to the Montana Youth Center and the presentation of AmoRadio.
4. *Equality and Art*: second part of the story of the visit to the Montana Youth Center.
5. *Road Safety*: the team discusses road safety.
6. *School anniversary*: final episode, created to coincide with the end of the academic year.

- Italy

1. *E tu cosa faresti?*: the podcast examines the psychological, social and cultural factors that influence our ability to judge risk.
2. *Let's go karting*: the Italian team delves into topics such as obtaining a driving licence, road safety, independence and ambitions for the future.
3. *Final conference*: a special episode made by the Italian working group during the final conference of the GEAR project.

- Romania

1. *Summer viber*: young Romanians discuss how to make the most of their free time on vacation and what they would do if they were the mayors of a small town.
2. *Community rhythms*: some of the guys discuss the world of volunteering, explore the latest music trends and talk about the power of community involvement.
3. *Dani Ghiza's debut exhibition*: Dani (one of the guys from the Romanian team), two weeks after his last artistic performance, shares his thoughts on faith, spirituality and development.
4. *Hunor – firefighter volunteer from Hoghilag*: podcast introducing the public to one of the members of the Romanian board: a volunteer firefighter and tour guide.
5. *Sweet talks*: a girls-only podcast that tackles the topic of gender stereotypes from an innovative and authentic perspective.

At the same time as the creation and publication of the podcasts, the working group responsible for the communication campaign worked to promote the radio's image through the new social pages created

specifically for AmoRadio on Facebook, Instagram and TikTok. Initially, the web radio platform was directly proposed through social media to an audience framed on the basis of profiling and georeferencing techniques, and then selected taking into account known musical tastes consistent with the radio's programming. As part of the communication activity, the radio was associated with the GEAR project, just as references to the European Union were always included as the main promoter of the initiative.

Subsequently, the public was also offered the opportunity to interact directly with AmoRadio's programming. The communication team in fact opened support campaigns for emerging European artists of all ages, who were able to apply via social networks by sending their songs. This initiative had the objective of increasing the level of interaction with the public while expanding the audience of potential listeners. Over 100 new musicians/groups have applied for publication on AmoRadio. Of these, approximately 40 have seen their songs published on the online platform.

In July 2024, AmoRadio also joined the Radio Garden community, a large hub dedicated to streaming within which the user can explore a representation of the globe in real time to listen to radio stations from various cities.

In the last days of December 2024, AmoRadio also started a collaboration with UCRI (Unione delle Comunità Romanès in Italia), one of the largest networks of the Roma community in Italy, and more specifically with the national president Gennaro Spinelli, a social influencer, activist and musician of national fame. Through this collaborative activity, AmoRadio was advertised on all the social pages of the influencer and the Union, triggering new incoming audience flows and renewed interest in the creative proposal shared on the online platform.

As of January 2025, AmoRadio has a history of about 39K visitors. On social networks, those responsible for communication have published over 100 posts, most of which on Meta platforms (Instagram and Facebook).

Peer-to-peer activities

In the last months of the project, the young Roma of Belgian, Bulgarian, Italian and Romanian origin who joined the editorial board of AmoRadio were involved in some activities in which, taking on the role of trainers themselves, they shared the skills they had acquired and the experiences they had lived with some of their peers. The activities were aimed at triggering the birth of new relationships (also between young Roma and non-Roma), allowing the editorial board to identify other young people interested in the work of the web radio and its continuation after the formal end of the GEAR project.

In Bulgaria, two of the four planned meetings took place at the Montana Youth Center, while the remaining two at the Otets Paisii High School and Sergey Rumyantsev Elementary School in Sofia. During these meetings, the young people from the village of Medkovets (the place of residence of the Bulgarian editorial group) were able to interact not only with peers accustomed to city life, but also with singers and influencers of Bulgarian origin. During the events organized within the schools, the young people presented AmoRadio and shared with the participants their stories of the experience lived in Sibiu. Following the presentation of the project, some young people asked to join the editorial committee and were welcomed by the other members. The CSCD operators considered these meetings extremely useful, as they helped the young people to define an organizational structure external to the project activities, as well as a hierarchical organization (albeit informal) within the working group and a decision-making system based on the consideration of everyone's opinion.

The four meetings organized for the Italian group were held in schools and youth centers located in the municipality of Rome. The participating Arci Solidarietà operators reported an active and engaging

participation by all the young people involved, both Roma and non-Roma. The events offered a dynamic and inclusive environment, favoring the establishment of significant relationships between the participants. The activities, focused on learning the basics of radio production, successfully combined the acquisition of technical skills with moments of dialogue and collaboration, valorizing AmoRadio as a tool for expression and building bridges between different cultures.

Participants showed great creativity and enthusiasm, confirming the effectiveness of the initiatives in encouraging teamwork and sharing ideas. Attention was also placed on relevant social issues, such as the International Day for the Elimination of Violence against Women, in order to allow young people to develop critical analysis skills and social awareness. The activities in Romania were spread over three days, for a total duration of 12 hours of sessions. All the meetings took place in the village of Valchid, and hosted several girls and boys who were not members of the editorial board. The project and its web radio were presented to each young participant outside the Sibiu group. The theme most involved by the young people, also through the support of APEL operators, was digital communication. The group explored new trends in social media, comparing the most followed pages and the most used platforms with the aim of identifying common hobbies and passions to use as a basis for creating content for AmoRadio.

In addition, the Romanian group placed a strong focus on the practical application of the technical skills acquired during the GEAR project activities. The group of young people thus worked on the creation of videos, jingles and other types of audio files intended for publication on social networks and on AmoRadio, both independently and supported by the experts present at the meetings. In Belgium, despite the initial enthusiasm of the group of young people involved in the Sibiu experience, several difficulties hindered the regular carrying out of the activities. The presence of school commitments, exams and pre-arranged summer holidays made coordination complex, limiting participation.

A meeting was organized at a summer camp in Wellen, involving 70 young Africans and their counselors, during which the GEAR project and the activities related to the web radio were presented, also conducting interviews for a podcast. However, the diversity of personal commitments and the difficulty in reconciling individual interests with the expectations of the project led to a gradual disengagement. A successful activity was the visit to an amusement park, which involved 12 young people, offering an informal opportunity to share experiences and discuss web radio. A further attempt to organize a meeting and weeks of the project was not successful due to pre-existing commitments. Despite the difficulties encountered, the GEAR project contributed to strengthening participants' awareness of gender issues, demonstrating a positive impact on their personal and collective journey.

The Toolkit for Young Change Agents Against Gender Stereotypes

The last task of Work Plan 4 was entirely dedicated to the creation of a Toolkit with materials, good practices, lessons learned and direct experiences of young Roma. The deliverable resulting from the activity arises from the need to address the daily challenges and obstacles that the Roma community encounters in Italy, Romania, Bulgaria and Belgium, contexts in which dynamics of structural social exclusion persist. The aim was to demonstrate how young people, especially those from vulnerable contexts, can become agents of active change when adequately supported and valued. Through an innovative and participatory approach, the Toolkit presents the concrete example of the GEAR project, culminating with the creation of AmoRadio, a radio initiative that integrated a gender perspective in every phase, allowing participants to explore issues often perceived as distant from their reality and to develop practical skills in a path of empowerment, equality and personal growth.

Aimed at young people, educators and society as a whole, the Toolkit collects and summarizes the most effective practices tested by the GEAR project partners, the result of continuous evaluation and improvement work. The best practices presented demonstrate that it is possible to address complex

issues such as gender equality and empowerment, creating spaces of awareness that actively involve target groups.

The Toolkit aims to be an inspiring guide, encouraging the replicability and further development of these experiences in future educational initiatives. Although the path towards inclusion, overcoming gender stereotypes and eliminating discrimination is still long, the practices described in the document represent a solid starting point. The GEAR project and this Toolkit have laid the foundations for lasting change, hoping that this path can be enriched with new actions and initiatives, carried out in collaboration with young people.

WORK PLAN 4: DELIVERABLES

Deliverable Code	Deliverable name	Lead beneficiary	Content	Delivery date
D4.1	Training modules on gender equality	CSCD	<ul style="list-style-type: none"> - Agenda of the training in each country; - National training reports (4); - Signed Attendance form of participants (in case of face-to-face) or report from the online platform used to organise the event; - Training documentation, including presentations and materials; - individual and anonymous filled in questionnaires; - National evaluation reports (4). 	04/08/2024
D4.2	Training on multi-platform newsroom managing	Digivis	<ul style="list-style-type: none"> - Agenda of the training in each country; - National training reports (4); - Signed Attendance form of participants (in case of face-to-face) or report from the online platform used to organise the event; - Training documentation, including presentations and materials; - individual and anonymous filled in questionnaires; - National evaluation reports (4).³ 	05/03/2024
D4.3	Workshop for selected young people	CSCD	<ul style="list-style-type: none"> - Agenda; - Workshop report; - Signed Attendance form of participants; - Workshop documentation, including presentations and materials; - individual and anonymous filled in questionnaires; - Synthesis evaluation reports (4). 	06/26/2024
D4.4	Peer to peer activities	CSCD	<ul style="list-style-type: none"> - Activity report by country (4); - Signed Attendance form of participants (in case of face-to-face) or report from the online platform used to organise the event. 	11/28/2024
D4.5	Toolkit for young agents of change against gender stereotypes	Arci Solidarietà	Toolkit, 46p, IT, EN, BG, RO, FR, NL.	01/31/2025

³ In addition to the points listed, the Digivis working group has been responsible for creating and sharing the same materials but referring to the training provided to the experts of the GEAR consortium: the online training agenda, the meeting report, the reports generated by the Zoom platform, the materials used during the training, the feedback questionnaires and the report linked to them.

