

4th Danube Financing Dialogue



REPUBLIKA HRVATSKA
Ministarstvo regionalnoga razvoja
i fondova Europske unije



CROATIAN NATIONAL BANK

Through the **ESRA (European Social Responsibility Association) Product and Cultural Fund**, the marginalized Roma and other impoverished communities will receive the opportunity to have access to necessary basic products to sustain their livelihood through the contribution of national producers and sponsors of products. Benefit events will be produced with the involvement of Roma artistic talents.

Artistic Performances & CSR for Inclusion

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ESRA - Hungarian Product and Cultural Fund

Project description

Roma performing groups are giving benefit concerts organized by the National Product and Cultural Fund. The relevant ESRA Funds provide the Roma community with the opportunity to share social responsibility and develop a sense of productivity in terms of benevolence, basic compensation and (the creation of) a platform for professional carrier building. In supplement, ESRA holds events and networking fairs where opportunities are provided for NGOs to showcase their projects and activities to corporate sponsors.

Project goal

Having the national performing groups on stage with non-Roma national celebrities helps fight the cultural and social exclusion of the Roma community. The Roma will identify with and become an active part of the solution; that is, inclusion of their own and other marginalized communities as well.

Beneficiaries and target groups

Our program aims for social inclusion of the Roma and other marginalized Communities through the promotion of their artistic talents (not limited only to music and dance, but spanning a wide range of art-forms).

Constraints and risk appraisal

Considering the patterns of multigenerational unemployment and segregated habitation prevalent in some Roma communities, it will take significant trust building effort on our part to involve their participation in a general, state-wide benevolence program. This includes non-Roma performers and some non-Roma beneficiaries as well.

Type of financial product searching for

- Grant

Sectors

- Culture and tourism
- Research, education and labour market

Countries engaged in the project

- Hungary
- Ukraine

Budget planning in EUR

Cost breakdown (Senior Expert, equipment, ...)	Year 1 (in EUR)	Year 2 (in EUR)	Year 3 (in EUR)
Managing director, assistant	€27.996	€27.996	€27.996
Office manager (4h/day), accountant	€8.472	€8.472	€8.472
Cost of events and media expenses	€33.996	€33.996	€33.996
Office rental and utilities	€3.000	€3.000	€3.000
Total	€73.464	€73.464	€73.464