

# Social marketing and auditing for sustainable urban inclusion in Serbia

Социјални маркетинг и ревизија за одрживу урбану инклузију у Србији

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## Abstract

**Purpose:** The problems of the Roma population play a very important role for the Government of Serbia. An anonymous questionnaire was used to conduct the empirical research, which was distributed online to all local self-government units and Roma non-governmental organizations in the Republic of Serbia.

**Methodology:** In order to check the dimensionality of the scales, exploratory factor (EFA) analysis was used. During factor extraction, the principal components analysis method was applied, with the Promax solution selected in rotation.

**Findings:** According to the results of the CFA, the indicators of the five-factor structure of the social inclusion of the Roma national community were achieved at an acceptable level because they confirm the five-factor segment of the social inclusion of the Roma national community. The measurement model was evaluated based on reliability, convergent validity and discriminant validity.

**Originality/value:** Based on the presented results, the existence of a five-factor structure of social inclusion of the Roma national community can be confirmed.

**Practical implications -** The coefficients of the path for the quality of life of Roma varied between five segments of social inclusion, of which employment, as one of the segments of social inclusion, has the greatest statistical significance - the impact on the quality of life of Roma.

**Limitations:** The limitations of the study how to increase the employability of Roma men and women in public institutions.

**Keywords:** social marketing, audit, social inclusion, civil society, governance

**JEL classification:** M31, M42, M19

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**Сажетак**

**Циљ:** Проблеми ромске популације играју веома важну улогу за Владу Србије. За спровођење емпиријског истраживања коришћен је анонимни упитник, који је дистрибуиран путем интернета свим јединицама локалне самоуправе и ромским невладиним организацијама у Републици Србија.

**Методологија:** Како би се проверила димензионалност скала, коришћена је анализа експлоративних фактора (ЕФА). Током екстракције фактора, примењен је метод анализе главних компоненти, са Промак решењем изабраним у ротацији.

**Резултати:** Према резултатима ЦФА, показатељи петофакторске структуре социјалне инклузије ромске националне заједнице постигнути су на прихватљивом нивоу јер потврђују петофакторски сегмент социјалне инклузије ромске националне заједнице. Модел мерења је процењен на основу поузданости, конвергентне валидности и дискриминаторне валидности.

**Оригиналност/вредност:** На основу приказаних резултата може се потврдити постојање петофакторске структуре социјалне инклузије ромске националне заједнице.

**Практична примена:** Коефицијенти путање за квалитет живота Рома варирали су између пет сегмената социјалне инклузије, од којих запошљавање, као један од сегмената социјалне инклузије, има највећи статистички значај - утицај на квалитет живота Рома.

**Ограничења истраживања:** Ограничења студије како повећати запошљивост Рома и Ромкиња у јавним институцијама.

**Кључне речи:** друштвени маркетинг, ревизија, социјална инклузија, цивилно друштво, управљање

**ЈЕЛ класификација:** M31, M42, M19

**Introduction**

When we talk about the position of the Roma National Community in the Republic of Serbia, the past period shows certain results that influenced their upgraded and improved status (subsequent registration of persons who were not registered in the birth register was made possible; the number of Roma children in primary education increased; affirmative measures when enrolling them in secondary school education as well as university education; a better approach to the realization of individual rights is enabled when it comes to the process of public policies). On the other hand, the reasons for the adoption of the Strategy for the Social Inclusion of Roma Men and Women in the Republic of Serbia for the period from 2016 to 2025 arise from the need to create preconditions for achieving the mentioned strategic goals.

Listed mechanisms indicate the purpose and importance of social marketing in the function of improvement and revision of the implemented activities of civil activism of the Roma national community in the Republic of Serbia.

The goal of this research is to examine the structure of social inclusion of the Roma national community in all segments of society (education, housing, employment, health, social protection), and to determine which segment of social inclusion contributes the most to the quality of life of Roma. Therefore, there are two research tasks:

1. Verify all the segments of social inclusion of the Roma national community: education, housing, employment, health and social protection
2. Determine which segment of social inclusion contributes the most to the quality of life of Roma.

## 1. Theoretical background

According to Meler (2003) and to Kotler (2013), social marketing seeks to induce social behavior, but not for the purpose of creating benefits for the social marketer, but for creating benefits for the target market and society as a whole; social marketing aims at social change. All changes must be subject to a certain control framework - audit. Therefore, the European Union has adopted measures to strengthen public economic discipline and control the deficit (Bostan et al., 2021; Anačkov 2024). Audit procedures indicate the importance of the responsibility of state institutions in the implementation of the policies they implement (Tetteh, et al 2023). Effective oversight of the budget process not only provides valuable support for performance audits but also serves as a tool for ongoing guidance and corrective action (Eremić Đodić & Bošnjak, 2020; Vuković et al., 2024). It should be emphasized that social marketing has a very difficult task because it needs to influence social changes through its programs (Grgar, Tot & Radnović, 2013, p. 228). Social marketing programs affect raising the level of awareness of certain social issues, problems, marginalized communities, etc. Kotler & Andreasen (1991) give an explanation that the fundamental difference between social and conventional marketing lies in the goals of the one who implements social marketing. Kennedy (2010) says that the key distinction between social and conventional marketing lies in the differing objectives pursued by those implementing social marketing (Katrodia, 2022). The final goal of social marketing actions is to raise the quality of life of people, members of a certain social community.

Patterns of behavior are always at the center of interest. It should be advocated that the basic principles (within the implementation of social measures) of marketing be applied to influence politicians, media persons, activists in the local community, lawyers and judges and other individuals whose actions are necessary for the implementation of broad and long-term social change (Andreasen, 2006; Wenzel, 2016). Very little attention is often paid to the implementation of the internal marketing process in practice so it happens that this directly affects the reduced success of the marketing program (Grgar & Radnović, 2013). For Meler, social marketing involves using marketing strategies to achieve social objectives that prioritize meeting community needs over generating profit (Meler, 2003; Mirić et al. 2023; Petrović et al., 2024). Social problems seem always to have been of concern to every society everywhere in the world (Andreasen, 2006; May & Perry, 2022).

Based on research on the position of Roma men and women from 2021, it was defined that, in the upcoming period, it is essential to enhance the efficiency of the mechanisms established for coordinating, monitoring, and reporting on the implementation of the strategic goals and measures outlined in the Strategy on the Social Inclusion of Roma Men and Women (The position of vulnerable groups in the process of accession of the Republic of Serbia to the European Union, 2021). At the end of the last century, UNICEF created the global MICS program. MICS research measures key indicators that enable countries to generate the data necessary to develop policies, programs and national development plans, as well as to monitor progress in achieving the Sustainable Development Goals (SDGs) and other goals that stem from signed international agreements” (2019 Serbia MICS6 and 2019 Serbia Roma Settlements MICS SFR, 2020). This helped UNICEF apply research in the Republic of

Serbia: Serbia MICS 2019 and Serbia - Roma settlements MICS 2019. The study published in 2019 - Roma health mediators in Serbia – good example of multisectoral cooperation in health promotion, highlights that established collaboration between Roma health mediators and other health professionals in primary healthcare centers, social care institutions, and local government bodies has not only supported the mediators in fulfilling their tasks but has also enhanced the capacity of other service providers to work effectively within Roma communities (Kilibarda et al., 2019). According to the material published in 2018 Roma in Serbia, Civil Rights Defenders explain that the authorities in Serbia have adopted several laws and policies that are relevant for improving access to quality housing for Roma (The Wall of Anti-Gypsyism – Roma in the Republic Serbia, 2018).

Aspects of human development: basic rights, health, education, housing, employment, up to standard of living are still of limited access for the Roma national population, which was proven by the Regional Research on the situation of Roma in the Western Balkans conducted in 2017. The research also showed that Roma in Serbia are properly registered as citizens (The difficult position of the Roma in the Western Balkans, 2018). According to the research published in 2015-Health insurance and accessibility to health services among Roma in settlements in Belgrade, Serbia, more than a third reported having limited activity due to ill health in the past 6 months (Nitzan Kaluski et al., 2015).

The empirical research on the position of the Roma in Serbia shows that non-Roma citizens of Serbia lack information when we talk about their social inclusion in segments of life. The Roma population census provides better information in a special way. The results of the research so far point to recognition of inequality, discrimination and marginalization of that community, which, among other things, is an important assumption for the adoption and implementation of successful state measures on the long-term and sustainable improvement of the living conditions, social status and integration of the Roma (Raduški, 2022). Observations so far indicate that industrial and professional segregation play a strong role (O'Higgins, 2015; Florida & Mellander, 2020).

Having recognized this problem, the Republic of Serbia took the necessary steps to enable the Roma national community to overcome the perceived problems. The experiences of countries around the world were analyzed in this regard. Guided by good practice, a set of measures was adopted within the already mentioned Strategy. All segments of life (health, education, etc.) undergo an audit procedure to assess the application of measures. Furthermore, the research indicates that the employment prospects for the Roma population are strongly shaped by the social norms, traditions, and values passed down by their families and communities, significantly affecting their ability to secure and maintain jobs (Dincă, & Luchș, 2018; Fleck & Rughinis, 2008).

By regulating how the measures are implemented, evidence emerged that interventions based on social marketing principles can effectively address a wide range of behaviors (Kubacki et al. 2015) across diverse target groups and settings, influencing not only individuals but also policies and professional practices (Stead et al., 2007; Paunovic & Mamula, 2023).

There is a specific area in which each measure is implemented. Methodological steps are involved in its application. To determine whether these steps are implemented in

accordance with the issued measures and the legal framework, an audit procedure must be defined for each area where the measures are implemented. Some of the common steps that comprise the audit procedure are: defining the subject and area of the audit, reviewing the existing procedures and their application, identifying the existing controls and determining their application, getting to know the irregularities identified so far, finding out whether some of them have been eliminated, determining the risk points in the area to be checked, identification of responsible persons, etc. A detailed audit of the above steps is required to determine the extent to which the general goal of social marketing of the examined population has been achieved. To evaluate its success and the extent of its impact, it is essential to implement ongoing audit controls that also include identifying and segmenting target groups, which are crucial for achieving optimal outcomes in social marketing programs, as the basic task of the performance audit (Galiano Coronil, 2022; Eremić Đodić & Bošnjak, 2020).

## 2. Materials and Methods

At the beginning of the researching of current public policies related to the position of the Roma National Community in the territory of the Republic of Serbia, and in order to collect data on Roma citizens, an anonymous survey-Appendix 1 Measurement scales was sent to Roma associations, the representatives of local self-government bodies and the representatives of local self-government units (municipalities and cities). Roma associations gather members of the Roma national community and represent a link between the individual and the creators of public policies, therefore they represent a real source of data for research on the social inclusion of Roma. Due to the COVID-19 pandemic, surveys were distributed online to all local self-government units and Roma non-governmental organizations in the Republic of Serbia. The survey was conducted in June and July 2022. In the Republic of Serbia, 174 local self-government units and 68 Roma non-governmental organizations are registered with email addresses totaling 242 organizations. However, 28 questionnaires were not filled in, which makes a sample of 214 respondents - organizations with different numbers, cooperation and financial support from the state (Table 1).

Table 1: Profile of surveyed organizations (n= 214)

<i>General characteristics of the respondents</i>	<i>Percent (%)</i>
<i>Organization</i>	
Local self-government unit	71.0
Roma non-governmental organization	29.0
<i>Size</i>	
Up to 50 members	26.2
51-100	25.2
101-200	24.8
More than 300 members	23.8
<i>Cooperation</i>	
State sector	25.7
Other organizations in the country	6.5
Organizations abroad	2.3

Government sector and other organizations in the country	26.2
Government sector and other organizations in the country and abroad	39.3
<i>Financial support</i>	
Through projects	68.7
Through donations	3.7
Through grants	9.3
Through subsidies	4.2
Another type of financial support	14.0

*Source: Author's calculation*

Table 1 indicates that 71% of the sample consists of local self-government units and 29% are Roma non-governmental organizations. Organizations are uniform in their size, but those with fewer than 50 members are most prevalent. In terms of cooperation, the majority work both with the state sector and with organizations abroad and within the country (39.3%). The majority of state financial support is provided through projects (68.7%).

In the first unit of the questionnaire, general questions were asked about the respondents, while in the second unit, questions addressed the Roma's social involvement in all segments of society and their quality of life. The second unit referred to the following segments of social inclusion of Roma: education, housing, employment, health, social protection, comprising 55 items (Appendix 1). In order to measure the attitudes of all segments of the social inclusion of Roma in the national community, a five-point Likert scale was used from 1 (Totally disagree) to 5 (Totally agree). Education, as the first segment of social involvement of the Roma national community, was measured by 11 items. Housing, as the second segment of social involvement of the Roma national community, was measured by 10 items, employment with 13 items, health with 10 items and social protection with 11 items. In the preliminary stages of research, EFA is usually the basic methodology, which helps to reduce the set of variables, determine the key dimensions of interest and provide evidence on the quality of potential factor indicators. During factor extraction, the principal components analysis method was applied, with the Promax solution selected in rotation. In the next phase, the causal link between the segments of the social inclusion of Roma national community and the quality of life of Roma was assessed by the method of structural equation modeling (SEM). Structural equation modeling combines exploratory factor analysis and multiple regression (Ulman, 2007). IBM statistical software packages IBM SPSS 21 and Amos graphics were used for data processing.

### **3. Results**

To verify the model assumptions, the data were first tested. Based on the analysis of standardized  $z$  results, univariate outliers did not exist. Comparison of critical values showed that 18 cases have  $\chi^2 = 128,96$  or more with the degrees of freedom 55, at the level of  $p < .001$ . These 18 cases are excluded from the analysis because they fall into the category of multivariate deviations (Tabachnick & Fidell, 2013, p. 952). The sample size for further analysis was reduced from 214 to 196 subjects.

In order to respond to the first research question, the Kaiser-Meyer-Olkin test (KMO test) and the Bartlett's Test of Sphericity were first performed. According to the test results,

the KMO is  $0.660 > 0.60$  (Kaiser, 1974), while the Bartlett sphericity test is statistically significant [ $\chi^2(136) = 2329.858, p < 0.001$ ], which means that the statistical criteria were met. After the basic analysis, the Principal Component Analysis (PCA) was performed. It was decided that the factor loading for each item should be at least 0.6, while the characteristic roots are set to "1", as the default acceptable level for determining the factor (Tabachnick & Fidell, 2013). After deleting the multiple items (EDUC: 1, 3, 4, 6, 7, 8, 10, 11; HOUSE: 2, 4, 7, 8, 9, 10; EMPLOY: 1, 2, 3, 4, 8, 9, 10, 12, 13; HEALTH: 1, 2, 4, 6, 7, 9, 10; PROTECT: 1, 2, 3, 4, 5, 8, 9, 11), exploratory factor analysis (EFA) confirmed five factors (employment, housing, education, health, social protection), which consisted of 17 items of social inclusion of the Roma national community. The total variance explained of five-factor structure was 76.60% (Table 2). According to the results shown in Table 3, factor loadings can be considered indicative for a well-defined structure.

Table 2: Percentage of variances, eigenvalues and factor loadings of social inclusion segments and items.

Segments	Items	Eigen Value	% of Variance	Factor Loading
EMPLOYMENT	EMPLOY5	5.838	34.342	0.866
	EMPLOY11			0.845
	EMPLOY6			0.741
	EMPLOY7			0.726
HOUSING	HOUSE1	2.841	16.714	0.875
	HOUSE5			0.840
	HOUSE3			0.817
	HOUSE6			0.712
EDUCATION	EDUC5	1.877	11.041	0.838
	EDUC9			0.798
	EDUC2			0.729
HEALTH	HEALTH3	1.353	7.960	0.865
	HEALTH5			0.835
	HEALTH8			0.732
SOCIAL PROTECTION	PROTECT7	1.112	6.542	0.835
	PROTECT10			0.817
	PROTECT6			0.762

Source: Author's calculation

Confirmatory factor analysis (CFA) was used to assess the structure of the five-factor solution. The results of the CFA (Table 3) were:  $\chi^2 = 314.27, df = 110, p < 0.001$ ;  $\chi^2 / df = 2.857$ , NFI = 0.910, TLI = 0.933, CFI = 0.962, SRMR = 0.050, RMSEA = 0.023. According to the results of the conducted CFA, the indicators of the five-factor structure of the social inclusion of the Roma national community, interpreted on the basis of relevant literature (Hu & Bentler, 1999; Stevens, 2009; Hair, Black, Babin, & Anderson, 2019), were achieved at an acceptable level. Figure 1 confirms the five-factor segment of social inclusion of the Roma national community.

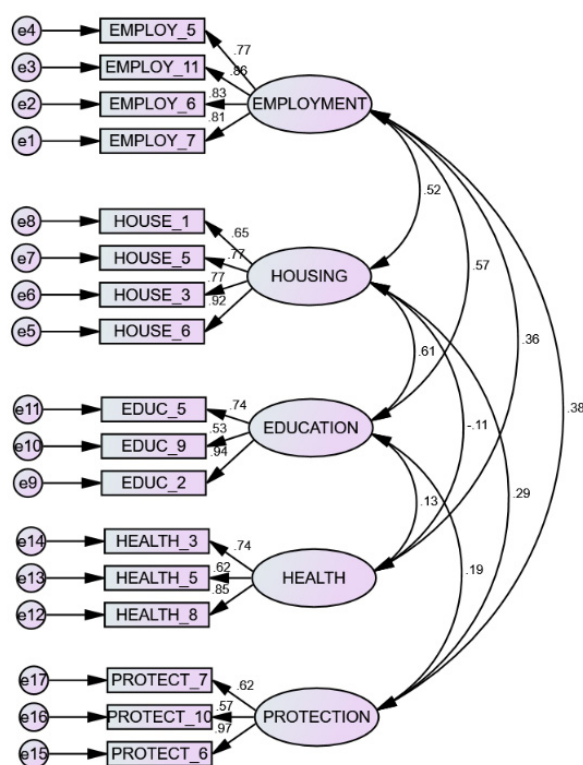
Table 3: Fit indicators of the five-factor structure of the social inclusion of Roma national community

Fit indicator	$\chi^2/df$	NFI	TLI	CFI	SRMR	RMSEA
	2.857	0.910	0.933	0.962	0.050	0.023

Source: Author's calculation

The measurement model was evaluated on the basis of reliability, convergent validity and discriminant validity (Table 4).

Figure 1: Confirmatory factor analysis



Source: Author's calculation



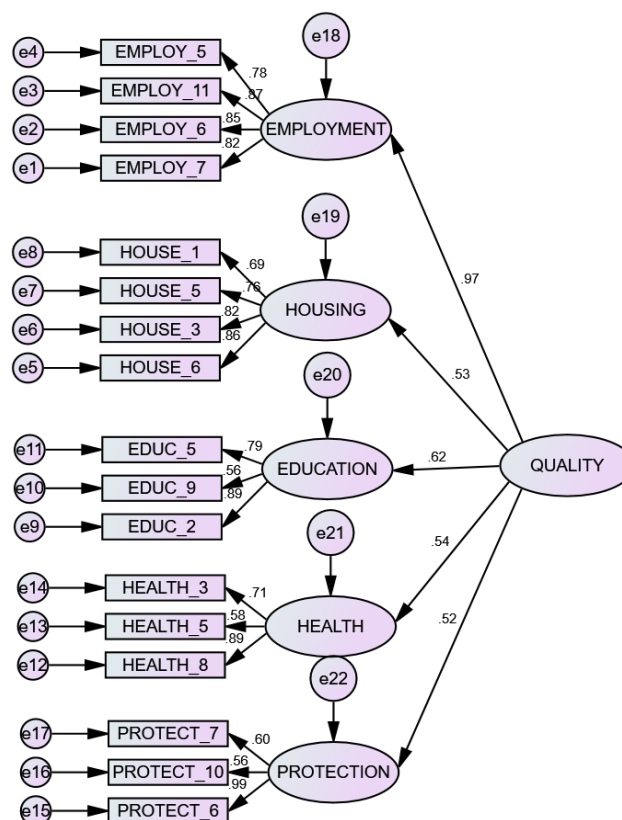
Table 4: Results of reliability, convergent and discriminant validity testing

<i>Segments of social inclusion (Factors)</i>	<i>CA</i>	<i>CR</i>	<i>AVE</i>	<i>EMPLOY- MENT</i>	<i>HOUSING</i>	<i>EDUCA- TION</i>	<i>HEALTH</i>	<i>SOCIAL PROTE- CTION</i>
EMPLOY- MENT	0.895	0.873	0.635	<b>0.797</b>				
HOUSING	0.865	0.886	0.661	0.360	<b>0.813</b>			
EDUCATION	0.781	0.832	0.623	0.331	0.288	<b>0.789</b>		
HEALTH	0.785	0.853	0.660	0.341	0.001	0.170	<b>0.813</b>	
SOCIAL PROTECTION	0.738	0.847	0.649	0.416	0.169	0.105	0.296	<b>0.805</b>

Reliability was assessed using Cronbach's  $\alpha$  (CA) and composite reliability (CR). For a structure to be considered reliable, Henseler et al. (2009) recommend that Cronbach's  $\alpha$  and composite reliability values for that structure must be above 0.7. Henseler et al. (2009) suggest that the AVE for each construct in the model must be above 0.5. Discriminatory validity, on the other hand, was assessed using the following guidelines: Fornell-Larcker criterion (Fornell & Larcker, 1981), and the loads of each indicator should be greater than all of its cross-loads (Chin, 1998; Henseler et al., 2009; Götz et al., 2010). It can be seen from Table 5 that convergent validity was achieved. Based on the presented results, the existence of a five-factor structure of the social inclusion of Roma national community can be confirmed, as a response to the first research task.

Second-order factorial structure for quality of life of Roma are presented in Figure 2 for each observed variable (EMPLOY: 5, 11, 6, 7; HOUSE: 1, 5, 3, 6; EDUC: 5, 9, 2; HEALTH: 3, 5, 8; PROTECT: 7, 10, 6). Roma people varied among five segments of social inclusion: employment (0.97), education (0.62), health (0.54), housing (0.53) and social protection (0.52). Employment, as one of the segments of social inclusion, has the greatest effect on Roma's quality of life (WHO Quality of Life Scale, 2022).

Figure 2: Confirmatory factor analysis—second-order measurement model for quality of life of Roma



Source: Author's calculation

#### 4. Discussion

Based on the research results, we verified and proved the basic claim of this paper that members of the Roma National Community are not sufficiently involved in all segments of social life. Regular attendance at a high-quality preparatory preschool program for Roma children is also enabled and organized. These activities related to the Roma national community were promoted in the local community and preschool institutions, assistance was provided to families in exercising this right, enrollment of children in regular primary education and prevention of unjustified enrollment in special primary education of Roma children was carried out. Affirmative measures for enrollment in secondary education were also adopted, considering equality, child rights and human rights, strengthening and preservation of the Roma language and identity, and support for young Roma and Roma

women for enrollment, career guidance and further education. The primary and secondary education of young people and adults who did not go to school or left school was improved.

The measures that examine housing as one of the categories of social inclusion of the Roma national community are prescribed in strategy by Government of Republic of Serbia (2016) and foresee the activities for the preparation and adoption of local action plans to improve the housing conditions of Roma men and women, allocate budget funds for the realization of the adopted urban planning concepts for the areas where Roma settlements are located. On that occasion, local self-governments responsible for revising urban plans, and institutions responsible for governing and implementing the property-legal status of plots and buildings included in the local action plan for the improvement of housing for Roma women and men, contributed greatly to the realization of the budget funds used for implementing measures specifically intended to improve the communal infrastructure, as well as the existing facilities for Roma women and men. Special housing programs and social housing programs were also developed to meet the specific needs of vulnerable groups of the population. Eviction and resettlement provisions in the Law on Housing and the Law on Planning and Construction and other relevant laws are being amended. Furthermore, the cultural centers are being established. The measures that examine employment as one of the categories of social inclusion of the Roma national community are prescribed in strategy by Government of Republic of Serbia (2016) and they imply activities such as creating a national database on unemployed members of the Roma national community, developing and implementing information and education programs for the Roma community members, increasing the inclusion of unemployed Roma women and men in training through active job search systems, work of employment counselors for the less employable categories of the unemployed - work on raising awareness of society, encouraging local governments to regulate the issue of waste management and grant subsidies for the mentioned area.

The measures that examine health as one of the categories of social inclusion of the Roma national community are prescribed in strategy by Government of Republic of Serbia (2016) and imply activities such as expanding the public health program in relation to all Roma women and men in the territory of the Republic of Serbia without affecting their status. In cooperation with the social protection sector, health mediators and targeted preventive programs for pregnant women are also included in order to reduce the risk to the child's health. The work of counseling centers for young people was improved by intensifying preventive work, promotion and implementation of screening programs. In order to ensure the coverage of the Roma settlement population, health mediators and public health institutes are involved in various measures. Health risks and healthy lifestyles are presented to them in promotional materials.

The measures examining social protection as one of the categories of social inclusion of the Roma national community are prescribed in strategy by Government of Republic of Serbia (2016) and imply activities on drafting of local agreements on cooperation.

## Conclusion

Based on the research and analysis presented in this paper, we make the following recommendations:

- strengthening the capacities of Roma associations and associations for Roma through local and regional incentives. Therefore, in the coming period, the associations will contribute even more actively to the improvement of civil activism of the Roma national community members, primarily by actively involving them in and implementing incentives from programs and projects that the European Union (EU) and other international institutions have designed for Roma;

- every local self-government unit in the Republic of Serbia should adopt local action plans (LAPs) for Roma, which must be properly planned and budgeted, because only proper prior planning can achieve increased productivity in all areas of public policies, including public policy for the inclusion of Roma. Unless funds are planned for LAPs, the action plans are merely wish lists;

- organizing groups of employees, at the level of local self-government units (LGUs), to actively monitor calls, develop projects and apply for EU funds intended to finance the improvement of Roma inclusion. Local economic development units at the municipality-city level are currently responsible for monitoring all calls of this nature;

- making available any information related to the LGU's efforts to improve civil activism among the Roma national community on LGU's internet presentation;

- increasing the employability of Roma men and women in public institutions;

- including a greater number of Roma citizens in governing bodies at the local level, such as local community councils. Developing a new scientific research - a project that covers implemented LGU projects in the field of Roma inclusion, financed from EU funds in accordance with the Strategy for the Social Inclusion of Roma in the Republic of Serbia for the period 2022-2030 ("Official Gazette of the RS", number 23 of February 17, 2022), and implemented recently but their results will be seen in the near future. Depending on how future events evolve, new audit procedures will need to be developed, which will be applicable after new measures have taken root.

Compared with previous research, the findings indicate that we should continue working on promoting and improving cooperation with scientific research institutions and organizations in the Republic of Serbia. In this way, pupils and students who belong to the Roma national population are given the opportunity to improve their scientific and research development.

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*Appendix 1. Measurement scales*

<i>Constructs</i>	<i>Items</i>
<i>Education</i>	
EDUC1	Family, community and pre-school programs are offered to parents and children under three to promote the development of children and parenting skills
EDUC2	The availability of quality preschool programs for children aged 3 to 4.5 years (full-day, half-day) has been improved
EDUC3	Complete coverage of Roma children aged 4.5 to 5.5 years is provided with high-quality preschool education, primarily through full-day but also four-hour programs
EDUC4	Full coverage and regular attendance of a high-quality preparatory preschool program for Roma children is ensured
EDUC5	Various activities are carried out in the local community and preschool institutions with the aim of promoting the importance of early inclusion in programs of preschool upbringing and education, as well as helping families in realizing this right
EDUC6	Effective implementation of existing regulations on enrollment of children in primary school is ensured in order to ensure timely entry into regular primary education for Roma children and prevention of unjustified enrollment in special primary education for Roma children, especially those living in Roma settlements and conditions of poverty.
EDUC7	Affirmative enrollment measures in secondary education are provided for all Roma students who complete primary education and meet the conditions to continue their secondary education
EDUC8	Active efforts are being made to develop educational institutions as inclusive, intercultural, non-discriminatory and safe environments for Roma (and all other) children through the development of an inclusive educational environment based on respect for diversity and the promotion of equality, child rights and human rights
EDUC9	Efforts are being made to secure and implement measures that will contribute to the strengthening and preservation of the Romani language and identity and the inclusion of Romani men and women in society as opposed to their assimilation
EDUC10	Support is provided to young Roma men and women who successfully complete a four-year



EDUC11 secondary education in preparation for enrollment, career guidance and further education  
The primary and secondary education of young people and adults who did not go to school or left school was improved

*Housing*

HOUSE1 Local action plans for improving the housing conditions of Roma men and women are being developed and adopted

HOUSE2 Local governments strive to ensure the full participation of Roma men and women and civil society in the process of drafting and implementing local action plans

HOUSE3 Local self-governments determine budget funds, create or update urban plans for areas where Roma settlements are located, starting from the idea of improving the settlements, with updated data on the inhabitants of those settlements

HOUSE4 Local self-governments are working on the review of urban plans that envisage the displacement of Roma settlements from existing locations and strive to revise these plans or to prove the justification of the planned displacement

HOUSE5 Local self-governments strive to include the regulation of the property-legal status of plots and buildings in the local action plan for improving the housing of Roma men and women and to ensure budget funds for the implementation of these measures

HOUSE6 Local self-governments have included the construction of communal infrastructures in Roma settlements in the local action plan for the inclusion of Roma men and women and are striving to secure budget funds for their implementation

HOUSE7 Local self-governments strive to include measures to improve the existing facilities where Roma men and women live in local action plans for the inclusion of Roma men and women and ensure budget funds for their implementation

HOUSE8 The line ministry strives to, in accordance with established competences, develop special housing programs and social housing programs that will meet the specific needs of vulnerable population groups, including Roma men and women, and determine the scope of the necessary funds and provide finances for the implementation of these programs

HOUSE9 Work is underway to amend the provisions related to eviction and resettlement in the Law on Housing and the Law on Planning and Construction and other relevant laws in order to have been harmonized with the provisions of international law on the right to adequate accommodation and the principles of non-discrimination

HOUSE10 Roma cultural centers are established in larger sustainable Roma settlements or in local self-government units where at least 300 Roma men and women live

*Employment*

EMPLOY1 Work is underway to create a national database on unemployed members of the Roma national community, regardless of their status on the records of the National Employment Service

EMPLOY2 They develop and implement information and education programs for members of the Roma community (especially persons from the multiple vulnerable category) about the importance and conditions of registration with the National Employment Service, i.e. the rights and obligations of unemployed persons, with the support of civil society organizations that advocate for the improvement of the position of Roma men and women

EMPLOY3 The inclusion of unemployed Roma men and women in training from the active job search system has been increased

EMPLOY4 The procedures of the National Employment Service, which regulate the work of employment counselors with the more difficult to employ categories of unemployed persons, have been improved

EMPLOY5 Effective implementation of the Law on the Prohibition of Discrimination in relation to access to the labor market, employment and employment-based rights has been ensured, which is primarily followed by continuous strengthening of the capacity of the Commissioner for the Protection of Equality

EMPLOY6 We are working on raising the awareness of society (and the Roma community) about the importance of the prohibition of discrimination and the mechanisms of protection against discrimination, in cooperation with Roma civil society organizations

- EMPLOY7 Examples of positive practice in the employment of Roma men and women are promoted as ways of eliminating prejudices and stereotypes
- EMPLOY8 Through the cooperation of institutions from the system of social protection and education, activities of integrated provision of services are created and implemented for the prevention of early school leaving, that is, support for the acquisition of higher levels of qualifications
- EMPLOY9 Affirmative measures of financial and non-financial support are developed and implemented with the aim of supporting employment and economic empowerment of business activities of Roma men and women
- EMPLOY10 The inclusion of civil society organizations that advocate for the improvement of the position of Roma men and women in the creation of measures and activities aimed at reducing the unemployment of persons of Roma nationality at the level of local self-government units is encouraged
- EMPLOY11 The employment of Roma men and women in institutions at the local and national level is encouraged
- EMPLOY12 Local self-governments are encouraged to regulate the issue of waste management: the creation of local waste management plans that foresee the inclusion of individual collectors of secondary raw materials in legal waste management flows
- EMPLOY13 Subsidies are given to individual collectors of secondary raw materials for providing them with the necessary equipment

#### *Health*

- HEALTH1 We are actively working on the expansion of public health programs in relation to all Roma men and women in the territory of the Republic of Serbia, regardless of their status, and taking into account primarily their health needs, with an emphasis on those with the most pronounced vulnerability
- HEALTH2 Public health activities are being developed to eliminate conditions that specifically affect the health of Roma men and women
- HEALTH3 Access to timely and comprehensive antenatal health care has been improved through the work of health mediators
- HEALTH4 Targeted preventive programs in the Roma community for pregnant women were supported in order to reduce the risk to the child's health in cooperation with the social protection sector
- HEALTH5 Immunization coverage of Roma children has been increased through the work of health mediators, the patronage service and regular immunization campaigns in the community
- HEALTH6 Efforts are being made to increase the coverage of Roma adolescents by youth counseling services; In cooperation with the educational system, special programs are implemented for adolescent pregnant mothers
- HEALTH7 Access to services for the protection of women's reproductive health has been improved through the intensification of preventive work, the prioritization of prenatal and postnatal visits to pregnant women
- HEALTH8 During the promotion and implementation of the colon, cervical and breast cancer screening program, measures are planned to ensure coverage of the population of Roma settlements
- HEALTH9 Roma men and women are provided with access to relevant information related to rights in the field of health care at the level of health institutions, local governments and independent bodies, and the functioning of these mechanisms is regularly monitored (Marcikic Horvat et al., 2021)

#### *Social Protection*

- PROTECT1 The system of case management in centers for social work was improved in order to develop culturally competent practice and reach the most vulnerable Roma families
- PROTECT2 Local agreements on cooperation between centers for social work, social care service providers and schools are being developed, as well as agreements on support for families where children do not attend school or are at risk of dropping out
- PROTECT3 Centers for social work are working on more intensive inclusion of Roma children in local social protection services, with special emphasis on children without parental care and improvement of support programs for mothers
- PROTECT4 Centers for social work are working to strengthen their advisory service in working with Roma families and Roma beneficiaries in general
- PROTECT5 Active efforts are being made to improve the prevention and support system with the aim of reducing

	the number of underage and forced marriages and underage pregnancies in the Roma community
PROTECT6	The system of cash benefits intended for vulnerable families of children with disabilities has been improved in accordance with the principles of social inclusion through amendments to the Law on Social Protection and the Law regulating financial support for families with children
PROTECT7	The supervision of exercising the right to register the place of residence at the address of the center for social work is carried out
PROTECT8	There is a legally regulated and effective institute of free legal aid
PROTECT9	Information from the database of the Ministry of Health on Romani men and women is distributed by improving the software of the Ministry, and respecting the Law on the protection of personal data, to the relevant sectors with the aim of achieving a simpler and more meaningful response from social services regarding the social inclusion of Romani men and women
PROTECT 10	The work of the Council for Children's Rights is being improved through technical support for the analysis of the availability of social protection services for Roma children
PROTECT 11	Research is conducted on the experiences of the Roma national community in relation to social protection services on an annual basis