



RoUm START-UP

SECTOR

Social economy

COUNTRY

Croatia

DURATION

2015-2017

FUNDING

Total budget: €30,000

National/regional: €20,000

Private: €10,000

PARTNERS

Council of Roma National Minority slavonski Brod., French Embassy Zagreb, Goethe Institute, Rijeka 2020, EUNIC, ACT group, Design District Zagreb

CONTACT

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SUMMARY

The Roma people are Europe's largest ethnic minority, and despite EU and national action to ban discrimination they still experience widespread social exclusion and prejudice.

The RoUm start-up social enterprise, organised by ProPuh, is a rescue centre for discarded objects, in which Roma people and artists come together to create interior design. It is based on learnings from the Roma community, which has a long tradition of waste reduction, responsible consumption and the reusing and upcycling of objects while preserving traditional crafts and trades. So far it has produced 14 interior design objects, which are available to buy online with all proceeds being reinvested back into the enterprise.

"We made it work and created beautiful objects and even more beautiful friendships."

- RoUm organiser