

# ROZA-ASSOCIATION FOR WOMEN'S LABOR RIGHTS

## ORGANIZATIONAL PORTFOLIO



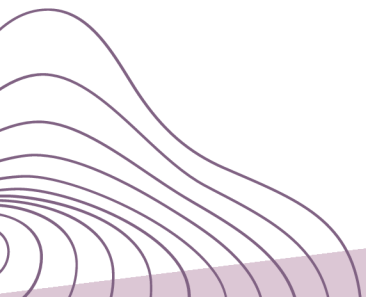


# EXECUTIVE SUMMARY

ROZA – Association for Women’s Labor Rights is a civil society organization based in Zrenjanin, Serbia, working to advance labor rights for women, particularly those in precarious and underregulated forms of employment. Founded in 2015 and led by women with lived experience of labor injustice, ROZA combines direct community engagement with legal, educational, and advocacy expertise.

Our mission is to ensure that every woman can enter and leave her workplace with dignity, rights, and peace of mind. Our strategic work spans policy advocacy, public education, awareness campaigns, and institutional transformation.

ROZA is a trusted partner in Serbia and the region, with a proven track record of research, innovative public outreach, and grassroots empowerment. We welcome meaningful collaboration with international organizations and networks that share our commitment to justice, equality, and systemic change in the world of work.



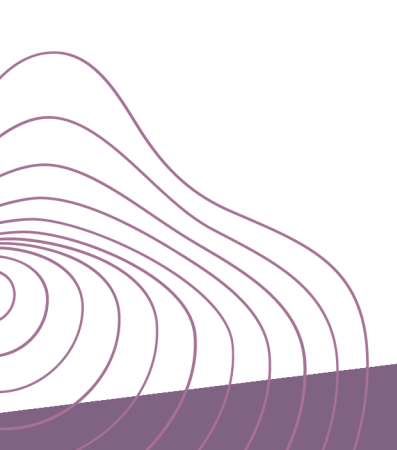


# 1. WHO WE ARE AND WHY WE EXIST

ROZA is a civil society organization based in Zrenjanin, Serbia, dedicated to the improvement and protection of women's labor rights—particularly those working in precarious, undervalued, and exploitative conditions. Since its foundation in 2015, ROZA has developed as a space of resistance, solidarity, and expertise rooted in the lived experiences of women workers confronting labor rights violations.

Our approach is grounded in continuous engagement with women: listening to, documenting, and analyzing their stories, needs, and struggles. ROZA was formed in response to the systemic injustice faced by women workers and continues to build knowledge and expertise through legal, educational, and advocacy-based practices.

Our work is framed by feminist, intersectional, and anti-capitalist values. We believe that labor should not be a source of exploitation, but a foundation for dignity, equality, and justice.



## 2. OUR VISION

We envision a society where every woman can go to and return from work—with her head held high and peace of mind. This principle is the cornerstone of our 2023–2027 Strategic Plan, guiding us toward labor environments free from violence, exploitation, and fear—where women have rights, voice, and support.

## 3. STRATEGIC PRIORITIES AND AREAS OF WORK

- **Advocacy and Policy Influence** – We engage in legislative and policy debates, campaigns, and consultations aimed at improving the legal and institutional framework protecting women's labor rights.
- **Legal and Educational Empowerment** – We design and implement participatory educational programs, workshops, and publications that equip women with knowledge to recognize and respond to labor rights violations.
- **Public Campaigns and Communications** – Our campaigns bring attention to systemic abuse in the workplace through real-life testimonies and community-driven narratives.
- **Internal Organizational Care and Feminist Infrastructure** – ROZA cultivates internal structures based on collective care, mutual respect, and horizontal decision-making, setting a model of feminist organizing.

# 4. KEY PROJECTS AND ACHIEVEMENTS

- **“What You Need to Know Before Entering the Labor Market”** – An accessible and widely-used guide for young people about basic labor rights.
- **Over 60 educational workshops** – Reaching more than 700 students in vocational high schools across Serbia.
- **Accreditation of program** from the Institute for the Advancement of Education (ZUOV), a state institution, for our education of high school vocational professors and staff. This milestone allows us to institutionalize labor rights education within the formal education system in Serbia.
- **Strategic awareness campaigns** – Our digital campaigns, including Labor Rights, On a First-Name Basis (with a reach of nearly 1 million), the Living Wage campaign (with a single reel reaching 1.4 million), and pinkwashing exposés based on workers’ testimonies, have significantly influenced public conversations on labor injustice, wage inequality, and the contradictions of corporate social responsibility.
- **Theater-based advocacy** – “Together for Dignified Work” was a play performed in 12 cities across the Balkans, based on our support group’s real stories.
- **Publications** – Including “Women Speak”, “Analysis of Labor Rights in Human Rights Civil Society Organizations”, Study “What You Need to Know Before Entering the Labor Market – Improving the Position of Young People”, “Together for Dignified Work – A Short Guide”, and alternative reports on youth and employment policies.
- **Awards and recognition** – Received from BeFem and Civic Initiatives for our contributions to socio-economic rights.



# 5. GROUNDED IN REALITY: CENTERING WOMEN WORKERS

At the heart of ROZA's work is direct support for women workers—through legal information, psychosocial care, and support in organizing. These practices not only shape our campaigns and education but serve as a living archive of working women's realities.

Over the years, we have documented hundreds of testimonies of workplace injustice. These experiences have informed our strategic advocacy and resulted in testimony-based publications, campaigns, and awareness-raising materials that reach wide audiences.

*A separate testimony collection is available upon request.*

# 6. MEDIA AND PUBLIC PRESENCE

ROZA maintains strong media engagement and public presence through:

- National broadcast and television media: RTS radio, Nova S, Euronews Serbia, NewsMax Balkans and more
- Independent platforms: Danas, Zoomer, Radio Aparat, ForumInfo, BeFem and more
- Social media outreach: Instagram, Facebook, and TikTok – with high engagement and viral campaign content
- Public events: Panels, podcast interviews, and forums in cooperation with cultural and educational institutions

Our communication is known for its authenticity, directness, and strong connection with the communities we serve.

# 7. WHY WE ARE A STRONG PARTNER

As a small but experienced team, we combine flexibility, trust, and field knowledge with professional expertise.

- Deep-rooted field expertise and thematic competence, developed in constant dialogue with affected communities.
- An intersectional, feminist, and participatory approach, ensuring the co-creation of programs with marginalized women.
- Proven capacity to conduct research, education, communication strategies, and strategic planning.
- Internal systems of collective care, accountability, and sustainability, rooted in feminist leadership practices.

ROZA is a recognized and credible actor in Serbia and the region, combining field-based knowledge with analytical depth and meaningful collaboration with institutions.

ROZA has recently begun participating in international project partnerships, expanding our operational experience with EU-aligned implementation, coordination, and reporting practices.

# 8. OPEN FOR PARTNERSHIP

ROZA welcomes strategic collaborations with international partners committed to advancing labor rights, gender equality, and social justice. We bring a unique combination of field-based knowledge, thematic specialization, and innovative practices to any joint endeavor.

We are ready to co-create impactful programs, advocacy strategies, educational initiatives, and research projects within broader regional or international frameworks.

# CONTACT

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