

Education for Deeper Social Integration - EDSI (no. KA2-AE-9/17)

Good practices related to education and integration of vulnerable groups: Bulgaria

1. Empowering Roma women - Better future for Roma people

General information about the good practice (GP)	
GP Title	Empowering Roma women - Better future for Roma people
Country, region and municipality of implementation	Bulgaria, Varna Region, Municipality of Dolni chiflik, Dobrich Region, Municipality of General Toshevo, Municipality of Shabla
Timeframe of good practice (start date, end date unless ongoing)	2006 - ongoing
Level of implementation (local/regional/national/transnational/other)	Regional
Webpage or other online information about the good practice	www.vcci.bg
Name and contact information about the organisation implementing the good practice	<p>Yoanna Ivanova Association "Forum" 10 Topra Hisar Str., Varna forum2006@abv.bg</p> <p>Varna Chamber of Commerce and Industry 135 Primorski Blvd., Varna office@vcci.bg</p> <p>Violeta Dobрева Pchelник, Dolni chiflik v.dobрева@abv.bg</p>
Brief description of the organisation implementing the good practice	Association "Forum" was established in 2006 as a union of individuals and legal entities. The main activities of the organization include training for social inclusion, support of representatives of different minorities in Bulgaria, equal opportunities. Since its inception, "Forum" has implemented numerous projects funded by local, national and international programmes.

Good practice description	
Brief explanation of the good practice	<p>Overall objective – To support Roma young women in line with the EU Plan of Action on Gender Equality and Women's Empowerment in Development.</p> <p>Specific objectives:</p> <ul style="list-style-type: none"> - To avoid discrimination for Roma young women and to raise awareness on issues of racism and xenophobia; - To improve the identification and protection of Roma young women in vulnerable situations; - Empower Roma young women and supporting them in defending their rights; - Increase awareness among the stakeholder and the different actors of public government or civil society of its responsibility in the fight against discrimination based on ethnic and stereotyped behaviours; - Inclusion of Roma young women by reducing poverty and discrimination and enabling them to compete on the labour market and start-up their own businesses through building their skills and capacities and ensuring their economic participation.
Short description of the problem the good practice aims to tackle	<p>The social inclusion is a rather broad concept, which covers the provision of opportunities and resources necessary to secure fully participation in economic, social and cultural life. Social inclusion is reflected in a number of fundamental rights, such as access to education, healthcare, and other social services, non-discrimination as well as employment opportunities and decent housing conditions.</p> <p>Promoting access of Roma young women to quality inclusive education (along with the fight against discrimination) is the key precondition to improving Roma employability and thus to the success of Roma integration.</p> <p>Analyzing the different strategies that can be adopted, attention should be given to the different opportunities that can be created in order to support empowerment of Roma young women. The actors involved in the integration process of Roma women should pay attention to the weak points identified in the project and work on elimination of these weak points and creating more and more opportunities to work with Roma young women (invest in education, implement the national, regional and European strategies, pay more attention to the individual uniqueness).</p> <p>As found in many studies and from direct interviews with potential employers and potential employees among Roma young women, there is a need to act on educational level on all target groups and to raise awareness (change stereotypes) in several important areas: formal process of employment of Roma women which is often misperceived by employers as complicated; productivity level of Roma young women; self confidence of women for potential employment activation; importance and availability of education of Roma young women: call centers, customer support, internet support, administrative tasks and others.</p>
Main objectives of the good practice	<p>Promoting access of Roma young women to quality inclusive education (along with the fight against discrimination) is the key precondition to improving Roma employability and thus to the success of Roma integration.</p> <p>However, the social inclusion is a rather broad concept, which covers the provision of opportunities and resources necessary to secure fully participation in economic, social and cultural life. Social inclusion is reflected in a number of</p>

Good practice description	
Good practice description	<p>fundamental rights, such as access to education, healthcare, and other social services, non-discrimination as well as employment opportunities and decent housing conditions.</p> <p>Main objectives:</p> <p>Created know-how hubs and business incubator providing services to Roma young women – one know-how hub and business incubator will be created. At least 200 people will use the services of the hub and business incubator.</p> <p>Conducting workshops for Roma young women, NGOs working with Roma and Public and local authorities - at least 50 Roma young women, 5 NGOs and 10 social workers will participate.</p> <p>Production of Specialized booklet with information about cluster activities will be produced.</p> <p>Will be issued a brochure in the form of a comic book that will present the activities of the one know-how hub and business incubator and opportunities for young Roma women.</p>
Target groups	<p>Target groups:</p> <ul style="list-style-type: none"> - Target group I: Roma young women - without completed education, divorced, victims of domestic violence - Target group II: NGOs working with Roma, Public and local authorities <p>Final beneficiaries:</p> <ul style="list-style-type: none"> - Roma women – at least 50 Roma young women will be trained; - Children – children of young Roma women which will be included in the project activities are indirect beneficiaries; - Public and local authorities.
Measures to involve the target groups	<p>Roma young women as a target group and final beneficiaries need access to quality education, vocational education, opportunity for employment and prevent manifestations of xenophobia and racism.</p> <p>NGOs and professionals working with Roma as a target group need pay more attention to the training of Roma individuals for future work with the Roma Community.</p> <p>Public and local authorities as a target group and final beneficiaries need to assist in the development and implementation of plans and strategies for Roma Inclusion.</p> <p>Some of the Roma young women in the pilot region are already involved in planning of the action at all levels. Final beneficiaries participation is ensured through access to promotion material and dissemination of the project.</p> <p>Roma young women, NGOs working with Roma and Public and local authorities will participate in educational workshops.</p> <p>All groups of final beneficiaries would be able to communicate using the know-how hub and business incubator and participate in consultations..</p> <p>Representatives of the target groups will be involved in the implementation of the activities at the start of the project and will participate in ensuring stability of the achieved results.</p> <p>Final beneficiaries will participate as in the implementation of project activities and the implementation of results.</p>

Good practice description	
Elements of innovation with respect to the regional state of the art or adopted policies	<p>Proposed project activities are also aligned to the objectives of the EIDHR and the pertinent EU policies and human rights guidelines.</p> <p>Furthermore, the right to work and employment is one of the fundamental human rights and preventing the realization of this right is certainly a violation of human rights and discrimination.</p> <p>The results that will be achieved in the implementation of this project will be used as the basis for upgrade of new activities.</p> <p>Created within the project information center will be used as model and a network of such centers will be created throughout the country.</p>
Evidence of success (results achieved)	<p>Trained 165 young Roma, of whom 75 are women.</p> <p>2 regional information centers have been set up to offer services, assistance and training to young Roma and in particular young women.</p> <p>Established in the region two agricultural cooperatives with producer markets run by Roma women and providing jobs for young Roma and in particular women in the rural areas - continue to work since 2006.</p>
Main problems encountered in implementing and description of the measures taken to overcome them	<p>Roma young women as a target group and final beneficiaries need access to quality education, vocational education, opportunity for employment and prevent manifestations of xenophobia and racism.</p> <p>NGOs and professionals working with Roma as a target group need pay more attention to the training of Roma individuals for future work with the Roma Community.</p> <p>Public and local authorities as a target group and final beneficiaries need to assist in the development and implementation of plans and strategies for Roma Inclusion.</p>
How could this intervention be improved	<p>Roma people will need more assistance in different areas such as job search, training and more support towards self-employment. But the bigger issue is around changing behaviours and attitudes from the wider public in each region and the state that can often lead to extreme prejudice and discrimination against Roma.</p> <p>The experience in some countries shows that a graduate recruitment initiative to engage young Roma in public administration is good practice that could be developed and replicated in other places. To build a more solid foundation, the internship should be extended from six months to one year. Such initiatives can challenge and decrease the prejudice and discrimination often displayed by public administration towards Roma employees.</p>

Good practice transferability	
Prerequisites for the adoption / implementation of the good practice (what are the specific elements or conditions that must be present to allow the implementation of the good practice ; Would	<p>Created within the project know-how hub and business incubator will provide information and services to Roma young women in Inclusion by reducing poverty and discrimination, enabling them to compete on the labour market and start-up their own businesses through building their skills and capacities and ensuring their economic participation including the vocational training, business advisory support, and financial assistance to women.</p> <p>In the future the know-how hub and business incubator may develop its own programmes to allocate grants for Roma women to start and develop their own business as Romani design, online selling, bakery etc</p>

**Good practice transferability**

this action work well in another European context? What local / national conditions should be met to allow the transfer?)

Resources needed (Please specify the amount of funding/financial resources used and/or the human resources required to set up and to run the practice)

The activities were supported by GTZ, local and national funds, private investors. The overall costs reached 45 000 EUR.
Human resources: 15 workers and educators.

2. Raising Awareness and Breaking Down Stereotypes in Employment of Persons with Disabilities in Travel Industry

General information about the good practice (GP)	
GP Title	Raising Awareness and Breaking Down Stereotypes in Employment of Persons with Disabilities in Travel Industry
Country, region and municipality of implementation	Bulgaria
Timeframe of good practice (start date, end date unless ongoing)	2018 - ongoing
Level of implementation (local/regional/national/transnational/other)	National
Name and contact information about the organisation implementing the good practice	<p>Regional Cluster "North-East" 23B Tzar Osvoboditel Blvd., Varna rc_ne@mail.bg</p> <p>National Federation of Employers of Disabled People 11 Dondukov Blvd., Sofia</p>
Brief description of the organisation implementing the good practice	<p>Regional Cluster "North - East" was established in 2012 and officially registered in 2014 as a public-private partnership. Members of The Cluster are municipalities, schools and vocational training centers, College of Tourism and Agriculture, University of Economics – Varna, Faculty of Agronomy – Varna Technical University, Varna Chamber of Commerce and Industry, NGOs, companies operating in the fields of industry, trade, tourism and services, agricultural producers and associations of producers, wholesale markets for fresh and processed foods etc.</p> <p>Regional Cluster "North - East" participates in the management of "Friends of Europe" Club, which is a NGO working in the field of children and youth. The main activities of the Club are to offer after-school trainings in the fields of culture, art, European values.</p> <p>Regional Cluster "North-East" represents also a research and development structure – Institute "Balkan and Black Sea Fresh Foods Marketing Initiative" which in 2012 began to function as a institute within the Cluster. A member of the Cluster is also Balkan and Black Sea Business Institute.</p>

Good practice description	
Brief explanation of the good practice (i.e. the activities that have been implemented in order to achieve the objectives of the intervention, such as for example training sessions, events, material published etc.)	<p>Main activities:</p> <p>Cluster activity 1 – Organizing mobile workshops for business owners in tourism sector.</p> <p>Cluster activity 2 – Organizing educational workshops for people with disabilities regarding possibilities of employment in tourism sector.</p> <p>Cluster activity 3 – Production of communicational material in order to track cluster activities and disseminate idea of the project.</p> <p>Estimated results:</p> <p>Breaking down the stereotypes about employing persons with disabilities in tourism sector.</p> <p>Improved knowledge of target groups on employment procedures, skills and benefits of employing persons with disabilities in tourism sector.</p> <p>Introducing labour market opportunities in tourism to persons with disabilities.</p>
Short description of the problem the good practice aims to tackle	<p>The initiative for this Action came from communication with several organizations that are lead by persons with disabilities in the tourism sector as much as from first hand experiences of the cluster members. Definition of the problem: Business owners in tourism don't have enough information about the skills, potential and benefits of employing persons with disabilities and persons with disabilities are giving up in searching for employment and further education.</p>
Main objectives of the good practice	<p>Overall objective: To activate employment of persons with disabilities in the travel industry by changing stereotypes that a person with a disability cannot work in this particular service industry.</p> <p>Specific objective: To create information and know-how hub for potential employers and employees and present real life examples of persons with disabilities employment in travel industry activities.</p>
Target groups	<p>Target group I.: Persons with Disabilities with potential to work in travel industry;</p> <p>Target group II: employers: hotel owners, apartment owners, restaurant owners, travel agencies;</p> <p>Target group III: Travel boards management bodies;</p>
Measures to involve the target groups	<p>Some of persons with disabilities are already involved in planning of the action at all levels. Final beneficiaries participation is ensured through access to promotion material and dissemination of the project. Both the employers in the tourism industry and hearing impaired persons will participate in educational workshops, all groups of final beneficiaries would be able to communicate using the web portal and participate in consultations on the subject of accessibility, making souvenirs and films.</p> <p>TG 1. Disabled persons with potential to work in travel industry Main goal of the project activity is to change perception and stereotypes of travel industry stakeholders; however the natural consequence of this process is an increase of persons with disabilities as real job candidates in travel industry.</p> <p>Persons with disabilities will also benefit from the project directly – many of the activities planned are managed by disabled persons and project plans to engage</p>

Good practice description	
Elements of innovation with respect to the regional state of the art or adopted policies	<p>and hire disabled person on as many project tasks as possible – these activities are crucial in order to illustrate to wider target audience (travel stakeholders) that persons with disabilities are also equally valuable employees in travel industry.</p> <p>Persons with disabilities represent great potential employees in many segments of travel / touristic value chain service. Their ability to communicate, devote themselves to give support to travellers (via the internet) and their irreplaceable role in disabled travellers service are hidden values that need to be communicated to wider audience in order to give them better starting position in employment possibilities in travel industry in Croatia.</p> <p>TG 2. Employers: hotel owners, apartment owners, restaurant owners, travel agencies</p> <p>There is a great market potential for all travel destinations to attract travellers with disabilities, as they tend to travel as much on average as abled person(s) (around 10% of global tourist population - data available). However, the travel industry stakeholders are either not aware of this potential or they do not know how to adopt their sights into accessible places.</p> <p>Another big stereotype found (among) travel industry stakeholders is that persons with disability do not represent potential for employment in the travel industry that is “intensively communication and service oriented”. This misconception comes from the lack of knowledge about persons with disabilities and their ability to fulfill many service oriented job positions in travel industry.</p> <p>Main concern of this target group is that persons with disabilities are not able to provide valid service and professional level as employees in the travel industry. Furthermore, they are not aware of the potential of global community of disabled travellers – a market segment that needs to be / or is best served in certain segments of tourist service by their peers – persons with disabilities.</p> <p>TG 3. Travel boards management bodies</p> <p>State controlled travel boards represent important segment of the travel industry. It is very important to use their networks in order to support project goals: they must be aware of the needs, potential and helps with further education of the local travel service industry (apartments, restaurants etc.).</p> <p>Travel boards are also potential working places for people with disabilities. Travel boards are not aware of their potential importance in distributing information, supporting awareness and perception of persons with disabilities employment and importance in travel industry value chain. Travel boards members and employees should serve as information network to all local segments of travel industry: small towns and villages, restaurants, apartments. They should also act as aggregation points for local accessible sights or potential adaptation for accessibility.</p>
	<p>The organization of persons with disabilities in the joint team through the Cluster is an element of added value as such because it is an innovation in Bulgaria and points to the existence of good practice in the fight against stereotypes, changes in consciousness, to the development of equal opportunities and empowerment of persons with disabilities.</p> <p>In order to achieve the main goals of the Action, to change the perception and stereotypes of travel industry stakeholders, the Custer is going to organize</p>

Good practice description	
	<p>educational workshops and create promotional material, which will bring added-value elements to the beneficiaries as follows:</p> <ol style="list-style-type: none"> 1. Getting information about potential employment in travel industry for persons with disabilities 2. Getting familiar with the needs of travellers with disabilities 3. Learning about “Universal design” and importance of adapting tourist facilities, such as hotels, restaurants, beaches, etc., for the needs of persons with disabilities and elderly travellers.
Evidence of success (results achieved)	<p>Proposed activities will influence on stereotypes found in main target group – potential employers in travel industry, specifically in the segment of seasonal and service type job offerings and demand. Misperception of employment decision makers in travel industry – that persons with disabilities are not able to provide professional and quality service to end customers and that process of employment of persons with disabilities is complex and/or not economically viable.</p> <p>Expected results of project activities will be measurable according to direct and indirect results: best practice examples that should result in actual employments in the high season for travel industry in Bulgaria (summer period) and long term indirect results in awareness and perception change of potential employers via workshops, presentation and promotional materials planned within project activities. Furthermore, planned activities will engage in the process disabled persons and serve as motivational and informational ground for the wider community of persons with disabilities in Bulgaria.</p>
Main problems encountered in implementing and description of the measures taken to overcome them	No major problems were detected up to this point.
How could this intervention be improved	After completion of part of the activities, an evaluation will be carried out to improve the quality of the project.

Good practice transferability	
Prerequisites for the adoption / implementation of the good practice (what are the specific elements or conditions that must be present to allow the implementation of the good practice ; Would this action work well in another European context? What local / national conditions should be met to allow the transfer?)	Specific focus of this project is the travel and tourism industry – one of the most prominent and economically viable industries in Bulgaria, with large potential for the employment of persons with disabilities due to it's service oriented character, "over the internet" job potential, financial potential and seasonal human resources demand. The tourism industry represents an emerging economical segment both in Bulgaria and globally with high demand of non-traditional job positions that present potential for the employment of persons with disabilities) – both in core business – service to end clients and in complementary "on destination" local activities in leisure, catering, traditional local products and similar.
Resources needed (Please specify the amount of funding/financial resources used and/or the human resources required to set up and to run the practice)	70 000 EUR

3. Happy childhood

General information about the good practice (GP)	
GP Title	Happy childhood
Country, region and municipality of implementation	Bulgaria, Varna District, Municipality of Byala
Timeframe of good practice (start date, end date unless ongoing)	2016 - ongoing
Level of implementation (local/regional/national/transnational/other)	Local
Webpage or other online info about the good practice	www.flagbyala.bg
Name and contact information about the organisation implementing the good practice	Regional Cluster "North-East" 23B Tzar Osvoboditel Blvd., Varna rc_ne@mail.bg
Brief description of the organisation implementing the good practice	<p>Regional Cluster "North - East" was established in 2012 and officially registered in 2014 as a public-private partnership. Members of The Cluster are municipalities, schools and vocational training centers, College of Tourism and Agriculture, University of Economics – Varna, Faculty of Agronomy – Varna Technical University, Varna Chamber of Commerce and Industry, NGOs, companies operating in the fields of industry, trade, tourism and services, agricultural producers and associations of producers, wholesale markets for fresh and processed foods etc.</p> <p>Regional Cluster "North - East" participates in the management of "Friends of Europe" Club, which is a NGO working in the field of children and youth. The main activities of the Club are to offer after-school trainings in the fields of culture, art, European values.</p> <p>Regional Cluster "North-East" represents also a research and development structure – Institute "Balkan and Black Sea Fresh Foods Marketing Initiative" which in 2012 began to function as a institute within the Cluster. A member of the Cluster is also Balkan and Black Sea Business Institute.</p>

Good practice description	
Brief explanation of the good practice (i.e. the activities that have been implemented in	Creation of a day center with therapy room for the continued development of Roma children with mental and physical disabilities - 1 day center with therapy room will be created serving a total of 50 special needs individuals.

Good practice description	
order to achieve the objectives of the intervention, such as for example training sessions, events, material published etc.)	<p>Organizing 8 seminars for teachers, special educators, staff of local authorities, parents of children with mental and physical disabilities, NGOs working with Roma children with mental and physical disabilities, volunteers - increase the capacity for working with Roma children with mental and physical disabilities of 120 participants: teachers from primary, middle high and high schools, kindergartens, parents and youth development professionals from the region. Will be trained 30 teachers, 20 volunteers and 3 parent support groups to work with Roma children with disabilities.</p> <p>Production of communicational material in order to track cluster activities and disseminate idea of the project - Specialized booklet with information about cluster activities will be produced.</p>
Short description of the problem the good practice aims to tackle	<p>The initiative for this Action came from communication between stakeholders as much as from first hand experiences of the cluster members.</p> <p>Roma children generally face exclusion from access to mainstream schools often refused to social and medical services. Roma children with mental and physical disabilities are probably the most vulnerable group of all people with disabilities.</p>
Main objectives of the good practice	<p>Promoting access of Roma children with mental and physical disabilities to quality inclusive education, social and medical services is the key precondition to improving Roma integration.</p> <p>Overall objective - Protection of human rights of Roma children with mental and physical disabilities</p> <p>Specific objectives:</p> <ul style="list-style-type: none"> - Ensuring equal access to education, social and medical care of Roma children with mental and physical disabilities; - Increasing public attention to the exclusion of Roma children with disabilities; - Improving the social environment to create conditions for inclusion of Roma children with disabilities.
Target groups	<p>Target groups:</p> <ul style="list-style-type: none"> - Roma children with mental and physical disabilities; - Parents of children with mental and physical disabilities – all parents of children with mental and physical disabilities from the region; - NGOs working with Roma children with mental and physical disabilities – the staff of NGOs in the region who work with Roma children with mental and physical disabilities; - Public and local authorities in the region and their staff; - Teachers - teachers from primary, middle high and high schools, kindergartens in the region; - Special educators - youth development professionals from the region. <p>Final beneficiaries:</p> <ul style="list-style-type: none"> - Roma children with mental and physical disabilities – at least 50 Roma children with mental and physical disabilities; - Parents of children with mental and physical disabilities – at least 50 Roma families with children with mental and physical disabilities;

Good practice description	
	<ul style="list-style-type: none"> - NGOs working with Roma children with mental and physical disabilities – at least 3 NGOs working with Roma children with mental and physical disabilities in the Region;
Measures to involve the target groups	<p>Some of the Parents of children with mental and physical disabilities and NGOs working with Roma children with mental and physical disabilities in the Region are already involved in planning of the action at all levels. Final beneficiaries participation is ensured through access to promotion material and dissemination of the project.</p> <p>Parents of children with mental and physical disabilities, NGOs working with Roma children with mental and physical disabilities, Public and local authorities, teachers and special educators will participate in educational seminars.</p> <p>All groups of final beneficiaries would be able to communicate using the day center and participate in consultations..</p> <p>Representatives of the target groups will be involved in the implementation of the activities at the start of the project and will participate in ensuring stability of the achieved results.</p> <p>Final beneficiaries will participate as in the implementation of project activities and the implementation of results.</p>
Elements of innovation with respect to the regional state of the art or adopted policies	<p>The organization of Parents of children with mental and physical disabilities, NGOs working with Roma children with mental and physical disabilities, Public and local authorities teachers and special educators is an element of added value as such because it is an innovation in Bulgaria and in the region and points to the existence of good practice in the fight against stereotypes, changes in consciousness, to the development of equal opportunities and empowerment of Roma children with mental and physical disabilities.</p> <p>Specific added-value elements and cross-cutting issues in the proposed project are connected with the creation of stable contacts between public authorities and NGOs working with Roma children with mental and physical disabilities in the Region of Kumanovo, development and implementation of innovative practices such day center with therapy.</p>
Evidence of success (results achieved)	<p>The results that will be achieved in the implementation of this project will be used as the basis for upgrade of new activities.</p> <p>Created within the project day center with therapy room will be used as a model and a network of such centers will be created throughout the country.</p> <p>Developed training programmes will also be innovative pilot model and in the future will be implemented in other regions of the country, and in different countries as well.</p> <p>Proposed project activities are also aligned to the objectives of the EIDHR and the pertinent EU policies and human rights guidelines.</p>

Good practice description	
Main problems encountered in implementing and description of the measures taken to overcome them	Not any till now
How could this intervention be improved	<p>Roma children with mental and physical disabilities as a target group and final beneficiaries need equal access to quality education, social and medical services and prevent manifestations of xenophobia and racism.</p> <p>Parents of children with mental and physical disabilities as a target group and final beneficiaries need to be assist in raising children with disabilities.</p> <p>NGOs working with Roma children with mental and physical disabilities need to pay more attention to the inclusion of Roma children with mental and physical disabilities and to work for equal access to education, social and medical services these children.</p> <p>Public and local authorities in the region and their staff need to assist in the development and implementation of plans and strategies for the Inclusion of Roma children with mental and physical disabilities.</p> <p>Teachers and special educators need to be trained to work with Roma children with mental and physical disabilities.</p>

Good practice transferability	
Prerequisites for the adoption / implementation of the good practice (what are the specific elements or conditions that must be present to allow the implementation of the good practice ; Would this action work well in another European context? What local / national conditions should be met to allow the transfer?)	<p>Created within the project day center with therapy room will provide services to Roma children with mental and physical disabilities and their parents in equal access to education, social and medical services. Developed training programmes will be tailored for the needs of the Roma children with mental and physical disabilities and their parents.</p> <p>Both can be implemented in any other European region.</p>
Resources needed (Please specify the amount of funding/financial resources used and/or the human resources required to set up and to run the practice)	55 000 EUR



4. Let's work together!

General information about the good practice (GP)	
GP Title	Let's work together!
Country, region and municipality of implementation	Bulgaria, Varna Region
Timeframe of good practice (start date, end date unless ongoing)	2017 - ongoing
Level of implementation (local/regional/national/transnational/other)	Regional
Webpage or other online info about the good practice	www.cne.com
Name and contact information about the organisation implementing the good practice	Regional Cluster "North-East" 23B Tzar Osvoboditel Blvd., Varna rc_ne@mail.bg
Brief description of the organisation implementing the good practice	<p>Regional Cluster "North - East" was established in 2012 and officially registered in 2014 as a public-private partnership. Members of The Cluster are municipalities, schools and vocational training centers, College of Tourism and Agriculture, University of Economics – Varna, Faculty of Agronomy – Varna Technical University, Varna Chamber of Commerce and Industry, NGOs, companies operating in the fields of industry, trade, tourism and services, agricultural producers and associations of producers, wholesale markets for fresh and processed foods etc.</p> <p>Regional Cluster "North - East" participates in the management of "Friends of Europe" Club, which is a NGO working in the field of children and youth. The main activities of the Club are to offer after-school trainings in the fields of culture, art, European values.</p> <p>Regional Cluster "North-East" represents also a research and development structure – Institute "Balkan and Black Sea Fresh Foods Marketing Initiative" which in 2012 began to function as a institute within the Cluster. A member of the Cluster is also Balkan and Black Sea Business Institute.</p>

Good practice description	
Brief explanation of the good practice (i.e. the activities that have been implemented in order to achieve the objectives of the intervention, such as for example training sessions, events, material published etc.)	<p>Main activities:</p> <p>Creation of information center providing services to Roma in finding employment, participation in training, settling administrative matters – one information center will be created. At least 200 people will use the services of the information center</p> <p>Developing programmes for basic and vocational training - at least seven programs for basic and vocational training.</p> <p>Conducting trainings for Roma, professionals, employers and existing staff - at least 30 young Roma, 30 Roma women, 30 long-term unemployed and 15 potential migrants will be trained and certified. At least 7 professionals will be trained.</p> <p>Development of programmes for work at home - At least 25 persons employed at the end of the project. This activity is specifically targeted to young Roma women who look after their children at home or who have difficulty attending regular work. Also can be used for the production of articles directly related to the typical Roma crafts.</p> <p>Establishment of joint committees to support the work of public and local authorities - participation of professionals and representatives of the Roma community.</p> <p>Created one employers network - bringing together potential employers in the region. Develop a charter for equality in the workplace and conduct training of employees in order to prevent acts of racism and xenophobia.</p>
Short description of the problem the good practice aims to tackle	<p>Roma are at a higher risk of being unemployed or employed in the informal sector: Less than one third of Roma have paid employment, Roma involvement in the informal sector is on average four or more times more common than for non Roma. These facts raise the important issue about the participation of the Roma in the Bulgarian labour market, which could reduce the poverty rate in this social group.</p> <p>Limited access to paid employment is not only critical for Roma individuals, it is also a drain on national, regional and local economies. A huge loss of productivity results from not finding ways to release the skills in this untapped labour force to contribute to economic growth. Therefore greater investment is required in educational support, skill development and other employability measures to improve the position of Roma in the labour market.</p>
Main objectives of the good practice	<p>Overall objective:</p> <p>Facilitating integration and supporting Roma accessing the labour market</p> <p>Specific objectives:</p> <ul style="list-style-type: none"> - To avoid discrimination for Roma population in the labour market and to raise awareness on issues of racism and xenophobia; - To improve the identification and protection of Roma population in vulnerable situations in the workplace; - To promote the expansion of employment opportunities for Roma population and promote training activities for trainers, social workers and mediators; - Empower vulnerable groups of the population, by ethnicity suffer employment discrimination, supporting them in defending their rights;

Good practice description	
	<ul style="list-style-type: none"> - Increase awareness among the stakeholder and the different actors of public government or civil society of its responsibility in the fight against discrimination based on ethnic and stereotyped behaviours; - To provide services related to more assistance in areas such as job search, first work experience and on-the-job training and more support towards self-employment.
Target groups	<p>Target groups - Employers, Existing staff of potential employers, Roma people, NGOs working with Roma, Public and local authorities, Potential migrants, Long-term unemployed.</p> <p>Final beneficiaries - Employers, Young Roma, Roma women, Potential migrants, Long-term unemployed, Public and local authorities.</p>
Measures to involve the target groups	<p>Representatives of the target groups will be involved in the implementation of the activities at the start of the project and will participate in ensuring stability of the achieved results.</p> <p>Final beneficiaries will participate as in the implementation of project activities and the implementation of results.</p>
Elements of innovation with respect to the regional state of the art or adopted policies	<p>Created within the project information center will provide information and services to Roma in search of work, including in training, solving administrative problems.</p> <p>Developed training programmes will be tailored for the needs both of the Roma people and regional economic.</p> <p>The programmes for home workers will be especially created for Roma women who have difficulty attending regular work due to various problems.</p> <p>The elaborated Charter for equality in the workplace will be innovative pilot model conduct to the establishment of equality and good atmosphere in the workplace..</p>
Evidence of success (results achieved)	<p>Created one information center providing services to Roma in finding employment, participation in training, settling administrative matters;</p> <p>Developed at least seven programs for basic and vocational training; Trained and certificated at least 30 young Roma, 30 Roma women, 30 long-term unemployed and 15 potential migrants;</p> <p>At least 200 people using the services of the information center;</p> <p>At least 25 persons employed at the end of the project;</p> <p>At least 7 professionals trained;</p> <p>Created one employers network.</p>
How could this intervention be improved	<p>Potential migrants as a target group and final beneficiaries need to be given the opportunity not to leave their homelands.</p> <p>Long-term unemployed Roma as a target group and final beneficiaries need obtain further training and opportunities for participation in the labour market.</p>

Good practice transferability	
<p>Prerequisites for the adoption / implementation of the good practice (what are the specific elements or conditions that must be present to allow the implementation of the good practice ; Would this action work well in another European context? What local / national conditions should be met to allow the transfer?)</p>	<p>The results that will be achieved in the implementation of this project will be used as the basis for upgrade of new activities.</p> <p>Created within the project information center will be used as model and a network of such centers will be created throughout the country.</p> <p>Developed training programmes, programmes for home workers, the elaborated Charter for equality in the workplace will also be innovative pilot models and in the future will be implemented in other regions of the country, and in different countries as well.</p>
<p>Resources needed (Please specify the amount of funding/financial resources used and/or the human resources required to set up and to run the practice)</p>	<p>105 000 EUR</p>