

Work and Train

Promoting training and inclusion of the disadvantaged groups through work



The **Fourth Steering Committee** meeting took place in Sofia, Bulgaria on 19th and 20th of January 2015. After a presentation about the main scope of activity of the AED Kostinbrod, partner participated in two study visits, visiting two examples of social enterprises.

PROJECT PARTNERS

- Scuola Centrale Formazione (IT)
- Fédération des Initiatives et Actions Sociales – Action Coordonnée de Formation et d’Insertion ASBL (BE)
- Asociación Observatorio de Economía Solidaria (ES)
- Hope in the Community (UK)
- Médialys (FR)
- Agency for Economic Development of Kostinbrod (BG)

SHORT DESCRIPTION OF BULGARIAN CONTEXT

Legal base

In the Bulgarian legislation there is no legal definition of social enterprise, as well as rules governing the status, form and activity of the social enterprises. Social service sector in Bulgaria is governed mainly by Social Assistance Act, which outlines social services with social benefits form the general legal concept of „social assistance”. The law defines the main objectives of social services, namely support for carrying out daily activities and social inclusion. The law also

imposes the basic principles for provision of social services: personal choice of the customer; opportunity to negotiate and liability of the services. There are many different types of social enterprises, which cover a wide range of forms and functions: organizations at the local level, joint organizations such as cooperatives and large companies that operate either at the national or international level. Types (basic) social services:

- Protected home
- Centre for family support
- Monitored home
- Daily center

Beginning of social entrepreneurship in Bulgaria

In 2002 Counterpart Int. - Bulgaria started implementation of a program for creating and supporting social enterprises through funds from the United States Agency for International Development. In the period 2002 - 2006 year was performed an information campaign, aiming to promote the social enterprises as a mechanism for social inclusion, employment of disadvantaged groups and opportunities to increase the capacity of social service providers. Additional, 45 non-profit organizations from 17 communities were selected to participate in trainings and to receive technical assistance and funds to create social enterprises.

Models and structure of social enterprises

in Bulgaria Most popular model of social enterprise is for job creation and workforce development by providing an opportunity to create jobs for disadvantaged people. This model is associated with social enterprise for people with disabilities. Another model is entrepreneurial model where social enterprise is an intermediary between the disadvantaged and the market. In this model, people with disabilities are involved in the production of products and the social enterprise is committed to marketing and distribution. The third model is a direct service model - social enterprise is providing social services to external customers and at the same time is a provider of social services to its members. The payment is regulated through a contract with the municipality or state. Nowadays in Bulgaria 2000 social companies are operating, employing more than 500 thousand people, who are mostly disabled. Up to 30/03/2013, with funds under Operational Programme "Human resources development" were created 77 new social enterprises and 87 existing ones were subsidized. Under the Operational Programme "Human resources development", 3681 people start working in the field of social economy.

PROJECT VISIT - LOZANA LTD.



History

Lozana Ltd. is a trade company 100% owned by Sofia Municipality, working in the field of social integration of the disabled. The company is established under the Law on protection, rehabilitation and social integration of the disabled.

Activities

Main activities of Lozana Ltd. are printing services, production of ropes and

hammocks; hangers and other plastic products, production of cash register rolls; laundry services for the needs of hospitals, care homes, hotels, etc.; social services for transportation of disabled persons.

Objectives and expected evolution

As a trade company, operation to the market equally with other companies, Lozana Ltd. has to deal with the economic factors itself, to ensure business growth, new working places to more disabled and sufficient financial resources to ensure its activity. The company's objectives and expected evolution is mainly related with ensuring sustainable growth, development of new products and services, to employ more disabled people, to spread the idea for social responsibility, for social enterprises through the society.

PROJECT VISIT - PIA MATER FOUNDATION



History

Pia Mater Foundation is a non-profit organization established in 2010. The organization comes with the third wave of non-profits in Bulgaria. Today the question is not "What to do?" but "How to do it?". Pia Mater (lat.) means tender mother. Company's objective is to implement social and healthcare services that encourage individual development without placing restrictions or conditions upon the individuals, as well as to encourage the autonomy of people, who face social or health impediments and have temporary or prolonged need of support and care. Since 2011 Pia Mater In-home care provides social services to elderly and ill people in Sofia, Bulgaria. The organization was established with the start-up help of the Empower United Foundation. The in-home care project was granted the third award in the Empower award competition and 20 000 Euro start-up capital. A year later the organization become a full-fledged social enterprise and continued its activities after the project period as a self-sufficient organization. On the second year of company's activities is introduced The evidence-based

approach in social services provision - Teletask.org. In 2012 Pia Mater introduced two new preventive social services for Bulgaria - Telecare and Active Telecare. In 2013 Pia Mater was licensed as a training centre for aides (caregiver, krankenphleger) and since then they provide regular trainings for caregivers that need professional training before accepting a job proposal for work in the EU. Each trainee is individually mentored by a Pia Mater caregiver. In 2013 Pia Mater completed a small project for capacity building and staff training, funded by the ESF. The foundation is an active participant in working groups, determining social policy in Bulgaria and also we are frequently labelled a social enterprise model, sharing out experience with stakeholders in the social sector. By 2014 Pia Mater provides more than 5 000 hours of care every month and employs more than 50 caregivers.

Activities

Main services, provided by PIA Mater are: health and social care for elders; Food delivery for elders; Shared house services for accommodation for elders; Teleassisting; Child care; Training services

Objectives and expected evolution

1. To support the independent living of people with specific social and healthcare needs through empowerment;
2. To promote the culture of responsibility, competence and tolerance among young people;
3. To help protection of human rights, including gender equality;
4. To foster volunteer work as a form of social solidarity.

Methodology

Each caregivers pass training course before accepting the job. The trainings are as follow:

- Introductory practical training for professions nurse, social assistant, etc.
- Evening courses for occupations in the social and health sector: social and health assistant, paramedic, foster parent;
- Short training and certification course to gain practical skills to care for the elderly and children;
- Theoretical trainings.

Agency for Economic Development Kostinbrod (AEDK) was found in November 2005 by business and local authority in the region of Kostinbrod. The agency is experienced in business relations and services and especially in surveys over the business environment and development priorities, capacity building trainings and seminars for representatives of SMEs for advancement of their skills and knowledge in EU standards and requirements, partnership building, Project Cycle Management (PCM), business planning and finance,

know-how transfer, legal affairs, marketing and Public Private Partnerships (PPP). As non-governmental organization, AEDK has a regional scope of intervention and acts on the territory of Sofia District and Sofia - city. AEDK has a diverse team of professionals in project management, coordination of trans-regional activities, experts in the field of social and economic development, professionals in management, marketing and human resources development consulting.

SUMMARY

This project wants to demonstrate the necessity of a new approach to provide employment and personal development opportunities for those with multiple problems (unemployment, school failure, judiciary problems, drug addiction, poverty, etc.). Conventional methodologies, particularly during a time of greater economic and social hardship, are inadequate as being insufficiently flexible or innovative. The economic crisis has accentuated the exclusion of disadvantaged groups and has enlarged the number who fall into these categories, but at the same time, public resources for inclusion and training programmes are decreasing. For these groups, social integration enterprises represent mostly the only opportunity to regain active participation into society. 6 mobilities will be organized; a catalogue of “successful models” of integration schemes as well as recommendations and guidelines to animate the political debate at the local, regional and even national level will be the main expected results.

TARGETS OF THE PROJECTS

The 6 NGOs applying for this project are active in the social enterprises field and inclusion activities. They would like to take now their expertise a step further by reflecting together on how to improve the existing systems, to create sustainable financing structures and better operating mechanisms for these enterprises. In fact, while the demand for training and integration programmes increases as numbers of people who are excluded or risk to be excluded from the labour market increases public resources for the training and for inclusion activities continue to decrease. As a consequence, partners aim to enhance innovative approaches in the training, closer to the market requirements and standards, even though new forms of Enterprises with strong pedagogical dimensions with the aim of contributing to finance education and training especially for those most exposed to marginalization. In each mobility the host partner is responsible for organizing a programme of 2 – 2½ full days of work (2 nights). This programme should include visits to social enterprises and other organizations, seminars or

workshops, which are inspiring to all the partners. These activities should promote the encounter between people (people from the target groups, professionals and visitors) and permit direct knowledge of how projects are being implemented. Best practices as well as challenges and difficulties should be addressed. After the visits, a minimum of ½ a day of debate should be promoted in order to contrast experiences among the partners and reach a collective sense of what has been seen.

PROGRAMME

Day 1: 19/01/2015

9:30 Meeting at the hotel for departure to Factory LOZANA
10:00 – 11:30 Visit at Factory LOZANA / PIA Mater, presentation of their activity and tour
12:00 / 13:00 Lunch
13:30 - 15:00 Visit at PIA Mater, presentation of their activity and tour
15:30 Return to the hotel and group discussion
19:30 Dinner

Day 2: 20/01/2015

9:30 Meeting at the hotel for departure to the office of AED Kostinbrod
10:00 – 10:30 Presentation of AED Kostinbrod
10:30 – 12:30 Work in 2 groups:

1. Guests on the mobility questionnaire
2. Partner of the project on:
 - comments and suggestions on the catalogue of good practices, collected during the 2 years of project;
 - discussion on the realization of the recommendations;
 - Italian meeting (04-05-06/03/2015);
 - session of SWOT analysis and compiling of the evaluation questionnaires;
 - working phase questionnaire.

12:30 - 14:00 Lunch
14:00 – 15:30 City tour

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