

DRAFT!!!

WP 4 - Business models for agricultural activities

Business models for agricultural activities. Aims to provide ready-to-use solutions for establishment & operation of social enterprises related to Agriculture in the eligible area. For that purpose LB will organize field labs (see ANNEX II) in which P2 will train disable people in agriculture and improve their skills. P2 will also provide farming guides and solutions for disabled people (translated in Bulgarian by P5). A detailed identification of legal/social/cultural challenges-risks for the operation of this kind of social enterprises in eligible area of Greece and Bulgaria will be performed by P2 and P3. Furthermore, a market analysis for the identification of entrepreneurship opportunities in the agricultural sector of Greece and Bulgaria will be performed by P2 and P5. Finally, business model templates will be developed for social enterprises of the agricultural sector as ready-to-use solutions for the potential entrepreneurs (by LB and translated in Bulgarian by P5).

D4.3.1 Report on the business models for agricultural activities of disabled people in the CB area

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1. Analysis and evaluation of the current state of social entrepreneurship of agricultural activities

1.1. Introduction

Labor integration is an important social and economic issue for every society and therefore a major European and national strategic priority. Employment and social inclusion are considered in close connection with reduction of poverty and increase of quality of life of every society. For this reason it is one of the most important directions of the labor and social policy of the European Union, in the name of which many directives, policies, plans and specific programs exist. In this context, the necessity of searching alternative opportunities for providing employment is underlined, such as the social farming could be, perceived as a form of social entrepreneurship and social innovation in the rural areas (**Slavyanska & Dimitrova, 2016**).

The main economic value of social entrepreneurship is job and employment creation. Although there are no official statistics on the employment rate in social enterprises, according to a Johns Hopkins University study (1998), the share of non-profit enterprises varies from 1 to 7% in different countries (**OECD, 1998**).

Social enterprise provides employment opportunities and job training to its target populations or "people with high barriers to employment such as disabled, homeless, at-risk youth, and ex-offenders (**Alter, 2007**).

For the purpose of the present research, the definition for social entrepreneurship summarized by the EMergence des Entreprises Sociales en Europe EMES is used: "Social enterprises are not-for-profit private organizations providing goods or services directly related to their explicit aim to benefit the community. They rely on a collective dynamics involving various types of stakeholders in their governing bodies, they place a high value on their autonomy and they bear economic risks linked to their activity". (**Defourny and Nyssens, 2008**).

Work integration social enterprises (WISEs) have existed in Europe for nearly 50 years, though many of them have been created during the last two decades in the context of unemployment policies. Despite the fact that they are often linked to such public policies, WISEs are autonomous economic entities whose common aim is the occupational integration, within the social enterprise or elsewhere, of people who are handicapped or disadvantaged in the labor market (**Davister et al, 2004**).

In Europe, WISEs play an important role in promoting social inclusion and employment. WISEs are a specific type of social enterprise and can be divided into three groups: a) private and autonomous enterprises operating on the market, b) where the disadvantaged workers have employee rights under national labor law, and c) whose core mission is the integration through work of disadvantaged people. WISEs displace thousands of disadvantaged persons from the conventional welfare structures in which they were simple objects of assistance, to re-integrate them fully in society by transforming them into producers and generators of value for themselves and for others (**Borzaga and Loss, 2002**).

1.2. Social enterprise in Bulgaria – what is this?

According to unofficial data sources, over 85 non-governmental organizations are already working at the local level on the principles of social entrepreneurship. In most cases, they sell services that involve high economic risk and do not make profits. Typological features of this type of entrepreneurship in Bulgaria do not differ greatly from those of similar enterprises in the rest of Europe:

First - There is a clear social impact - in the main activity on balance between the pursuit of profit and direct support to the social status of certain groups.

Second - There is a defined target group - main persons from socially vulnerable groups - those who need help to equalize their life or social status to that of other members of society.

Third - There is a specific business purpose - is aimed at improving living standards, employment, provision of services and other forms of direct support to overcome social exclusion of the target group. An important feature of all social enterprises is a special symbiosis that carry a priori - between financial viability and ability to have a social impact. So they achieve simultaneous realization of economic, financial and social objectives, which become even greater value and cost to society.

The state, issues and prospects of social farming can be considered both separately and in relation to the problems and prospects of social entrepreneurship and social innovation in rural areas.

1.2.1. Condition, Problems and Prospects of Social Farming in Bulgaria

The state, problems and prospects of social farming can be considered both on their own and in relation to the problems and prospects of social entrepreneurship and social innovation in rural areas.

1.2.2. Problems and prospects of social entrepreneurship

In Europe social enterprises have been known for many years, but they have been developing since 2000 when some EU Member States began to introduce a legal definition and main features of a “social enterprise”. Nowadays, the social entrepreneurship has already proved to be an effective tool to solve the world’s complex social problems through business activities and organizations in many European countries (such as Italy, Belgium, and France etc.). Also the social entrepreneurship is an essential segment of business, and public attitudes towards it increasingly positive and supportive.

1. Despite the lack of specific legal regulation of the social enterprise, in the Republic of Bulgaria there are organizations that develop social entrepreneurship and identify themselves as social enterprises. There are several models of social enterprises that are predominantly developed by non-profit organizations: as employers of people from risky social groups; as providing services (including training and education) to the benefit of such target groups and as performing social activities in the widest sense. There are a number of positive preconditions that favor the development of social entrepreneurship in Bulgaria:
2. The concept of a social enterprise is broad, allowing for flexibility and ability to perform its activities in different forms. Due to the absence of restrictions and a special registration and licensing regime, up to 2018 any economic entity can identify itself as such. This freedom supports the development of business initiatives and allows for more self-regulation in the sector;
3. Corporate tax is 10%, which is a serious relief for business;
4. Non-profit legal entities (NGOs), which by definition have social objectives and often have a leading role in providing support to vulnerable groups, can carry out business activities under relatively mild conditions.

5. At the same time, despite the lack of a restrictive legal framework, there are specific circumstances that hinder the development and sustainability of social enterprises in Bulgaria;
6. While operating on a market-based basis, working with a target group, which is vulnerable in nature, takes time and effort to make the organization compete with other service providers. In recent years, there has been a volatile business climate as a result of the global economic crisis and the volatile political environment;
7. Only recently there is incentive policy on the part of the state to develop social entrepreneurship;
8. The environment for the development of these organizations remains unstable - there is no support for sustainability of activities, especially for small and micro organizations that remain fully dependent on external donor programs that are short-term and often with very different priorities;
9. There are no serious and long-term programs promoting supportive and subsidized employment. If any, they are mainly targeted at people with disabilities, but not other vulnerable/dependable groups;
10. Funding mechanisms for starting up or maintaining the activity are severely limited. For example: bank loans are extremely difficult, with no special relief for certain categories of social enterprises (e.g. NGOs); venture capital financing is scarcely developed, and all investors are looking primarily for return on investment, which is more difficult for the social enterprises or at least takes longer; national grant funding is almost lacking; free toll collection is difficult to provide a strong revenue, especially if services are targeted at specific target groups; financing programs at local (municipal or regional) level are missing.

1.2.3. Cooperatives

In the Law on Cooperatives, governs the activities of cooperatives in the country. On the basis of the Cooperatives Act, cooperatives, regional cooperative unions and cooperative societies are organized in the National Cooperative Unions:

- The Central Cooperative Union consists of consumer cooperatives and consists of 155,000 cooperative members and 10,300 employees, members and employees in 808 cooperatives and 34 regional cooperative unions;

- The National Union of Agricultural Cooperatives consists of agricultural cooperatives for production and services with 903 agricultural cooperatives established in the period 1992-1994 of 240,000 members provide 16,000 permanent jobs;
- The National Union of Producers' Cooperatives is composed of small and medium-sized enterprises for co-production of industrial goods and services with over 20,000 cooperative members; approximately 15,000 people are employed, including 11,000 disabled workers;
- The National Union of Cooperatives for People with Disabilities unites cooperatives of people with disabilities.

Cooperatives usually serve the mutual interests of their members but only cooperatives of people with disabilities can be seen as pursuing a social mission.

1.2.4. Legal forms

Bulgarian social enterprises accept different legal forms of primary cooperatives, associations and foundations carrying out activities generating revenues.

1.2.5. Business models

Business models differ in social enterprises in Bulgaria.

1.2.6. Sources of Income

Although there are no official aggregated and comparable data, the final financial situation of the social enterprises in Bulgaria - judging the review of the literature from this report are weak. The main source of income for most social enterprises is savings, as well as help from friends and family. This is in particular the case of non-profit-generating revenue-generating activities. Cooperatives, on the other hand, usually apply for funding from the Disability Agency and the Operational Programs. The enterprises are able to generate revenue from the provision of paid services, production of goods for sale and participation in auctions announced by the national authorities.

1.2.7. Social consequences

Measuring the social impact of social enterprises in Bulgaria is not yet implemented in practice. However, there are plans for such an assessment in the 2014-2015 Action Plan to support the implementation of the National Social Economic Concept.

The focus of many social enterprises is labour integration and suggests that their main social impact is through disadvantaged groups of people who find work, such as disabled and unemployed. Some social enterprises report different social benefits from their actions. In addition to the full labour integration of disadvantaged people, they are:

- Providing / improving social and health care for disadvantaged people;
- Provision of social and general care;
- Facilitating access to and delivery of education and lifelong learning as well as supporting the social integration and personal achievement of children, youth and other people in need of care.

Employing workers

Apart from volunteer associations / NGOs, social enterprises in Bulgaria rely mainly on paid workers. The most of social enterprises are micro and medium enterprises using a range of 8 to 60 people, both full-time and part-time. Moreover, rarely some reported employment of about 1-5 volunteers. Cooperatives are mostly medium-sized enterprises.

1.2.8. Spheres of activity

The Economic and Social Council determines that the main areas of activity of the social enterprises in Bulgaria are:

- Supply of social services;
- Employment of people with disabilities;
- Factors limiting the start-up and development of a social enterprise
- Mediation in finding unemployed people;
- Provision of health services;
- Activities in the field of education, etc.

NGOs generating income from activities in Bulgaria mainly provide social services for adults or young people and children. One example of such an NGO-social enterprise is the Pia Master Foundation, which is the largest provider of social services for the elderly, disabled and sick people in Sofia. Their services include 24-hour home care, affordable food delivery and

social assistance to people who are unable to afford it on a regular basis. The Foundation also provides training for people performing social services, usually for people with disabilities or the long-term unemployed, as well as training of assistants who would like to work in other EU countries (Germany, Austria, Italy, etc.) One interested party reported that statutory revenue-generating NGOs are unable to provide health services as they have to be registered as a trading company. The main subject of activity of specialized enterprises or cooperatives of people with disabilities is work integration; such enterprises operate primarily in the "light" industry.

There are a number of problems related to funding under Operational Programs:

- mainly finance employment rather than entrepreneurial activity as such;
- accessible to larger organizations that already have a serious available resource; increase dependence on grant funding;
- focus on short-term results (mostly quantitative) and have difficulty assessing a more comprehensive impact;
- almost never foresee funds for organizational and institutional development of organizations, sector and network building; often an own contribution is required.

Problems and perspectives of social innovation in rural areas. A number of factors support innovation in rural areas:

- the diversification of local economies;
- continued need for technological progress in food production;
- the attractiveness of rural areas for free entrepreneurs - higher standards of living and quality of the environment;
- technological advances and market trends encouraging small businesses to locate in rural areas;
- Improving infrastructure and accessibility of rural areas;
- Innovation in the provision of services stemming from the need to provide quality services to the population away from large urban centers;
- growth in eco-production and the eco-innovation sector.

The main obstacles to the development of rural innovation can be identified as:

- the lack of quality broadband infrastructure;
- relatively weak economic base, few businesses, lack of clustering that hinders knowledge transfer, networking and competition;

- the departure of young and highly educated people, which is reflected in the lack of highly skilled workers for knowledge-based agriculture and industry.

Problems and Prospects of Social Farming. Along with these trends favoring or hampering social entrepreneurship and innovation, social farming also has its own specificity.

Above all, in Bulgaria, social farming is in an extremely early stage of development - this phenomenon is almost unknown to Bulgarian society. The main activities in the country include interaction with animals (mainly horses) for children, young people and adults with various health problems, as well as participation in agricultural activities for adults with problems with social behavior and adaptation (prisoners and minority representatives). There are rural / agrarian tourism centers whose activities are oriented towards people of all age groups without specific needs and their aims are mainly recreational. Typically, five types of participants are involved in the implementation of these activities, depending on the type of activity pursued: therapists, instructors, trainers, consultants and farmers ((Slavyanska & Dimitrova, 2016).

Despite the existence of individual initiatives mainly related to the implementation of projects funded under different programs, the social focus of agriculture is still difficult to attract attention. Scarce available information on the opportunities and benefits of social farming is not capable of provoking an important public interest, including interest from researchers or managing authorities. Existing examples are the result of a private initiative without any interference and coordination on the part of the government.

The reasons for the low prevalence of social farming are numerous:

- lack of awareness among institutions, organizations and businesses about the importance and potential of social agriculture;
- lack of adequate government policy focused on stimulating and promoting this type of activity;
- lack of built-up networks and cooperatives in rural areas;
- lack of developed training materials for farmers;
- insufficiently developed rural structures encouraging the implementation of alternative employment patterns and the use of multifunctional farming as a source of income,

At the same time, there is definitely a potential for development of social farming in Bulgaria due to:

- appropriate natural and climatic conditions;

- existing traditions in agricultural production;
- the need for such activities to solve the problems of different social groups with specific needs;
- the existing financial resources to start and develop this type of activity.

1.2.9. Examples from other European countries

In Estonia there is no WISE defined, but such actions are carried out by NGOs and OODs. In 2012, an association of social enterprises was established, with over 30 organizations. There are several foundations where social enterprises can apply for funding to start a business (Raudsaar and Kaseorg, 2013). Recently, social farming has attracted the attention of a growing number of stakeholders. On the one hand, this is the result of a different perception of the role and possible positive effects of agricultural resources on the social, physical and psychological well-being of people. On the other hand, social agriculture represents a new chance for farmers to provide alternative services, to expand and diversify their activities and their role in society.

The broad definition of social farming is that it affects all activities that use agricultural resources to promote (or generate) social services in rural areas. Examples of these services include rehabilitation, therapy, sheltered employment, lifelong learning and other activities contributing to social inclusion (Di Iacovo & O'Connor, 2009).

Social farming includes all activities that use animal and plant resources to promote (or generate) therapy, rehabilitation, social inclusion, education and social services in rural areas. It is closely linked to farms where (small) groups of people can stay and work together with family farmers and social practitioners (Di Iacovo, 2008).

The Estonian Rural Network (NRN) social farming activities are based on the thematic working group of the European Network for Rural Development. The specific objective of the Social Policy Thematic Initiative is to improve the implementation of rural development programs in support of social farming and to provide input for the development of the future programming period at national and European level. The Leader program offers great opportunities to support social agricultural activities as it allows for various investments related to people with disabilities.

For example, in Estonia, the Leader program supports projects such as (Klooren, 2012):

- Furnishing of workplaces for people with disabilities;

- Construction of parking places and sidewalks for a horse therapy center;
- Training;
- Construction of wheelchair entrances.

Social agriculture implies two things - first, diversification of agriculture and, second, social work at communitarian level. In literature, social farming is denoted by different terms – care farming, green care, farming health, etc. Social farming uses agriculture as a therapeutic tool for providing health, social and / or educational services (**Davister et al, 2004; Di Iacovo and O'Connor, 2009; Di Iacovo, 2008; <http://www.pahklack.org/en/index.htm>**).

The more severe the disability is, the lower the participation in the workforce: only 20% of people with severe disabilities compared to 68% for those who do not have a long-term health problem or disability (**Dupré and Karjalainen, 2003**).

More than half of people with disabilities have used their social network (relatives, friends, alliances) to find a job (<http://www.abikasi.ee/> ; <http://www.think.ee/?doc=54>). More than a third have found work on their own initiative: job announcements, direct contacts with employers or start-ups. The Government Insurance Fund for Unemployment and training have had a lesser impact on the employment of people with disabilities (Soo, 2009). Social entrepreneurship and farming are effective ways to reduce unemployment among people with disabilities.

Unlike other European countries, social agriculture in Bulgaria has only recently been discussed. Separate non-governmental organizations have implemented projects that have supported some of the social farming activities.

A new international project for transferring concepts, experiences, skills and training in social farming and eco-social inclusion (INCLUFAR) has begun. The aim of this project is to launch initiatives to implement the principles and ideas of social agriculture and to initiate a discussion on the possibilities, attitudes and ways to develop support mechanisms for agricultural holdings that apply social agriculture. The project will be run by organizations from 7 countries, including Finland, Norway, the Netherlands, Germany and Austria, with 30-40 years of experience in the field of social farming and eco-social inclusion. The experience of the Baltic countries is smaller. "We are a partner who will not transfer experience, but real actions, steps and processes to create and develop social agriculture and eco-social inclusion in Bulgaria according to the processes and needs in the country. This is assessed as a high quality

contribution by the other partners of the INCLUFAR project", announced representatives of the Bulgarian participant in the project - the National Association for Anthroposophical Therapeutic Pedagogy and Social Therapy, based in Varna.

The main objectives of the project are to exchange social competences, programs and forms of social farming and eco-social inclusion among partners and to jointly develop a new program for further training of professionals in the social sphere and other related areas. The final product of the project will be the elaboration of a profile of the profession "Expert on Inclusive Farming and Regional Development", a training manual and a program for it. This profession is an additional qualification for gardeners, farmers, entrepreneurs, managers and all stakeholders who work in the field of inclusive green care.

Project "Social Farming, Social Impact".

The project "Social Farming, Social Impact" is a strategic partnership under the Erasmus Program, coordinated by Growing Rural Enterprise - UK and implemented in Bulgaria in partnership with Citizens Actions for Reach Portal (CARPortal) and the following organizations:

- Bildungshaus Schloss Retzhof (Austria) – an organization specializing in further education, striving to achieve a barrier-free environment;
- Bocalan (Spain) – professional training of animals and companion dogs; animal therapy;
- Confederazione Italiana Agricoltori Toscana (Italy) – an agricultural association with many years of experience in social farming.

The project duration is from October 1, 2016 to October 1, 2018.

The main objective is to study good practices and gather evidence on the social impact of social farming on different beneficiaries.

2. Identification of Problems and Challenges for the Social Entrepreneurship in Agriculture for People with Disabilities

The definition of employment includes the right to be involved in productive engagement, whereby the right to work is seen as a basic human right. The right to work has also been recognized by the UN with the Universal Declaration of Human Rights.¹ According to Art. 23 and Art. 24, „Every human has the right to work, to freely choose their employment, the right of just and favourable working conditions work as well as protection against unemployment”. In this respect, employment is closely related to poverty reduction and leads to an increase in the quality of life of every society. For this reason, employment has become one of the most important labor and social policy areas of Bulgaria and the European Union, for which there are many laws, directives, policies, measures and specific programs. Beside the well-known simply traditional forms of labour, an important priority nowadays is both the need to look for employment and to provide different opportunities for people with disabilities to enter the labor market. According to Article 27 of the *Convention on the Rights of Persons with Disabilities* (CRDP), which Bulgaria has also ratified, postulates that “States Parties recognize the right of persons with disabilities to work, on an equal basis with others; this includes the right to the opportunity to gain a living by work freely chosen or accepted in a labour market and work environment that is open, inclusive and accessible to persons with disabilities.”²

One of the alternative opportunities for employment for people with disabilities is the social entrepreneurship in the field of agriculture. Through the lens of the social entrepreneurship in the field of agriculture, we can say that the main objective is to seek opportunities for integrating such people so to provide a decent and a more higher standard of living. According to Vyara Slavyanska and Vihra Dimitrova³ „*The lack of employment has a negative impact upon society as it leads to isolation, lack of use of human capital and limitation of individual people’s abilities, which generally has a high social and economic cost*“. This

¹ United Nations Human Rights- Universal Declaration of Human Rights
https://www.ohchr.org/EN/UDHR/Documents/UDHR_Translations/blg.pdf
<https://www.ohchr.org/EN/UDHR/Pages/Language.aspx?LangID=blg>

² CONVENTION on the Rights of Persons with Disabilities, ratified by a law adopted by the 41st National Assembly of the 26.01.2012 as per State gazette, Issue12, 10.02.2012 г. Issued by the Ministry of Labor and Social Policy, as per State Gazette, Issue 37, 15.05.2012, in force since 21.04.2012

³ Vyara Slavyanska and Vihra Dimitrova “SOCIAL FARMING AS AN INSTRUMENT FOR EMPLOYMENT INTEGRATION”, Annual of VAUUR, Vol. IV

means that it is necessary to create conditions for the integration of these people, not for gaining profit, but for the feeling of being useful for themselves and for the society as a whole. Hence, we can say that providing opportunities to incorporate people with disabilities in the labor market through social entrepreneurship is another alternative from the European and national structures with their directives and thus stimulating their integration in agriculture in order to achieve a decent way of life.

The Europe 2020 Strategy adopted in June 2010 by the European Council is a multilateral strategy for sustainable growth and jobs for the next decade aiming to help Europe overcome the worst economic crisis in the world since the 30-ies of the twentieth century.

As an important priority related to disadvantaged people the Europe 2020 Strategy defines the following:

- Inclusive growth: stimulating an economy with high levels of employment leading to social and territorial cohesion.

In order to measure the progress in achieving the objectives of the present strategy, including people with fewer opportunities, two main goals for the European Union are postulated:

- Employment for 75% of the population aged 20-64;
- Reducing the number of people at risk of poverty by 20 million people.

The „*JOINT MEMORANDUM ON SOCIAL INCLUSION*“ was signed between Bulgaria and the European Commission in 2005, stating that people with disabilities in Bulgaria have attitudes and practices inherited from the past when most of them were isolated and received protection and care from their families or from the state.⁴ It should be noted that in the past there were no actual and specific statistics on the number of people with disabilities. The results of the 2001 census show that people with disabilities with a recognized disability group (over 50% disability) in the country are 265,353 people, thus according to the official data of the National Statistical Institute. According to the National Statistical Institute, persons who receive a social disability pension or part of a such a pension are only 244 929 people (with a degree of disability between 71% and 100%), and the number of those who receive different disability pensions and have a degree of disability between 50% and 71% , is 84 756 people, i.e. the total number of the disabled people in the country is not less than 400 000 people⁵.

⁴ JOINT MEMORANDUM ON SOCIAL INCLUSION THE REPUBLIC OF BULGARIA - 2005

⁵ National Strategy to Reduce Poverty and Social Exclusion, 2003.

According to some national NGOs, the actual value of this figure exceeds 700 000 people. According to the National Statistical Institute, in 2016 and according the data of the National Statistical Institute, the number of people with disabilities is approximately 827 000 persons, 29 000 of whom are engaged in are employed in agriculture.

It is also stated that economically active people with disabilities are only about a quarter of the working-age population of this group. Most of them work in protected enterprises and cooperatives, whose number is about 100 across the country. These enterprises are subsidized by the Bulgarian state budget and are exempted from profit tax. Another part of the disabled persons is occupied in the main labor market, in places where employers offer suitable jobs, in accordance with the allowances provided for in the Labor Code; The Employment Promotion Act; The Law on the Protection, Rehabilitation and Social Integration of the Disabled People.

Mariya Kumanova and Nadya Shabani⁶ clarify that, according to unofficial data based on the principles of social entrepreneurship, over 85 non-governmental organizations are working locally. In most cases, they sell services that involve high economic risk and do not make profits. Most of the social enterprises in Bulgaria are currently related to the activities of NGOs.

According to Vladimirova⁷ many studies have shown that there are certain vulnerable groups with very low chances for employment in our country. The reasons for this are different, but in many cases they are related to the existence of barriers and stereotypes (prejudices) for people of different gender, age, ethnicity, race, health status, etc., built for centuries. Regarding people with disabilities. They are perhaps the least used labor potential. Disabilities make them non-competitive candidates, ie. they are not even given the chance to show what they can actually do. The main stereotypes and arguments that employers deliberately or unknowingly represent and protect are related to the fact that: disabled people have health problems and limitations in fulfilling their daily work obligations, making them incomplete workers; there is a need to adapt jobs to different types of disability, ie. costs; lack of education and vocational training (for some disability groups their acquisition is severely difficult for objective and subjective reasons).

⁶ Maria Kumanova and Nadia Shabani „ANALYSIS OF SOCIAL ENTREPRENEURSHIP IN BULGARIA“, Project „Initiative for Innovation in the Social Economy ”, Contract № BG051PO001-7.0.01-0052-C0001 Operational Program “Human Resources Development“ 2007-2013 „SCHEME WITHOUT BORDERS - COMPONENT 1”, The project is funded by the European Social Fund and the Republic of Bulgaria

⁷ Vladimirova, K. 2009. Strategic management of human resources, NBU, p. 380.

Identifying key challenges related to unemployment and high levels of inactivity are one of the main causes of poverty. Promoting access to employment is therefore a key way of overcoming the poverty and social exclusion of disadvantaged people. Despite the decline in unemployment in Bulgaria over the last decade, the challenge is to overcome the limited demand for labor that goes beyond the supply of the labor force. Despite the growth in employment over the last few years, the potential of the private sector for increasing job creation is not fully utilized for disadvantaged people. According to the Joint Memorandum (referred to above in the text), it is clear that the agricultural sector is undergoing restructuring and that labor productivity is rising. The employment policy has undergone development and qualitative improvement in terms of planning, funding, monitoring, etc., but additional measures need to be taken to ensure coordination between social, tax and employment policies in order to offer sufficient incentives to search, accept and retain work. The policy must return people who receive social benefits back to work and lead to more and better jobs. In this respect, more action is needed to reduce informal employment. Special attention is needed to improve the scope and quality of the various existing learning opportunities as well as the conduct of awareness campaigns.

In order to achieve a balance of equal participation in the labor market of the groups at risk of poverty and social exclusion, some political measures have been identified in Bulgaria. For example, to achieve this policy objective and in line with the objectives of the renewed Lisbon Strategy,⁸ Bulgaria has introduced a number of measures to increase employment, including among vulnerable groups on the labor market. The main priority activities that can be implemented include: employment programs for certain categories of disadvantaged, including the integration of people in agriculture by strengthening social entrepreneurship in agriculture. Part of the measures Bulgaria has taken to ensure better integration into the labor market of disadvantaged groups include promoting the launch of independent economic agricultural activity⁹.

⁸ Europe 2020 “A European strategy for smart, sustainable and inclusive growth”

⁹ NATIONAL REPORT ON THE STRATEGIES FOR SOCIAL PROTECTION AND SOCIAL INCLUSION OF THE REPUBLIC OF BULGARIA FOR THE PERIOD 2006-2008

A resolution of the European Parliament¹⁰ states that people with disabilities are at particular risk of social exclusion and poverty and stresses that the poverty rate for disabled people is 70% higher than for people without disabilities; stresses that persons with severe or multiple disabilities are in the most vulnerable situation, calling on the Commission and the Member States to guarantee their rights and take steps to improve the quality of their lives by providing, inter alia, access to practical information on issues of everyday life, including by introducing them to skills-building procedures and services that have an impact on family life. People claim that people with disabilities are discriminated against as compared to other workers and receive lower pay for their work, as pointed out by Stoeva and Kostadinova, 2004¹¹.

The „*National Action Plan for Social Inclusion 2008-2010*“ proposed the multilateral approach that is an integral part of all measures and policies within the framework of social inclusion. An example of this is the integration policy for people with disabilities. The evaluation of the realization showed that the most serious problem, which is not adequately resolved, is related to the accessibility of the environment and the most positive trends are in the field of social services for people with disabilities. There is also a serious change in public attitudes towards people with disabilities as people with different opportunities. It is pointed out that the non-governmental sector is also extremely active. Despite some significant successes in terms of equal opportunities for people with disabilities, the results in the area of employment, raising income and improving the quality of life of people with disabilities are not at the expected level.

It should be pointed out that one of the possibilities for integration of the disadvantaged people is through the so-called social farming. Vyara Slavianska and Vihra Dimitrova claim that this is an instrument of labor integration. They define social farming as a relatively new phenomenon, which is still lacking, as well as a sufficiently comprehensive definition and legislative regulation. They outline some definitions of this specific activity, bearing in mind the following characteristics:

- Is is one of the functions of multifunctional agriculture;

¹⁰ Mobility and integration of people with disabilities, European Parliament resolution of 25 October 2011 on mobility and integration of people with disabilities and the European Disability Strategy 2010-2020. (2010/2272(INI))

¹¹ Bozhana Stoeva and Violeta Kostadinova „People with disabilities and their rights in the European Union “- Bulgaria and its „invisible“ citizens“, Sofia, July 2004, ISBN 954-9828-23-9

- It includes activities related to farms, animals, plants, gardens, forests, parks, etc.;
- It has a multidisciplinary nature;
- It includes cultural, educational, training, etc. activities devoted to people in a difficult situation;

They also argue that the main areas of innovation in rural areas are: renewable energy; rural tourism, economic integration and local partnerships; entrepreneurship; development, food processing and food supply chains. Particularly innovative are the projects related to the use of renewable energy sources and those related to innovation in services (e.g. facilities for the disabled, broadband internet for the more remote settlements, etc.). On the other hand, social entrepreneurship and social innovation (including in rural areas) are subject to significant financial support, which easily justifies identifying them as a European and national priority.

According to Pruteanu et.al.¹² social farming is an innovative way of linking farming practices and social activities / services. The statements of Foti, V. et al.¹³ are in the following direction: „*There is an entrepreneurial nature and a profit (the farm is not a non-profit organization), despite the generation of positive effects on public welfare*“.

The MLSP in Bulgaria, through the updated Employment Strategy of the Republic of Bulgaria 2011-2020, makes clear that: Providing conditions for effective exercise of the right to free choice of employment for people with disabilities in working age and improvement of their quality of life is a key objective of the Long-term Disability Employment Strategy 2011-2020.

The main directions of work include:

- Ensuring of the employment for unemployed persons with permanent disabilities in working age, including through flexible forms of employment, on the primary labor market and on employment programs with a view to overcoming their social exclusion and their full integration into society; diversifying incentives for employers to employ people with disabilities and adapting the work environment to their needs; impact on employers' attitudes and stereotypes regarding the employment of people with disabilities;

¹² Pruteanu, E., L. Furdui, V Șerbu. 2012. Cooperation – the future of peasant farms in Romania, *Quality – Access to Success*, 13 (3): 801-808.

¹³ Foti, V., V. Giudice, M. Rizzo. 2014. Relationship system analysis in social farming: The role of "Sicilian Social Farm Network", *Quality – Access to Success*, 15 (1): 62-68.

- Providing access to financial resources and opportunities for starting an independent business activity;
- Creating prerequisites for independent, independent living for people with disabilities by providing an accessible architectural environment, accessible transport, information and communication, and adaptation to the workplace; specialized labor mediation; provision of aids, devices, devices and medical devices.

All these arguments are another attestation to provide new opportunities for self-integration of people with disabilities. A substantial opportunity to provide financial resources exists through the European funds. In the current programming period (2014-2020), social entrepreneurship in Bulgaria is financed under the Operational Program “Human Resources Development”, Priority Axis 2 “Reducing Poverty and Promoting Social Inclusion”, specifically in the sphere of “Development of Social Entrepreneurship”. The aim of this procedure is to facilitate access to employment and to provide support for the social inclusion of vulnerable groups by creating the appropriate conditions for their professional integration.

In the above-mentioned report made by Slavyanksa and Dimitrova, some of the reasons for the low prevalence of social farming in Bulgaria are presented, amongst which are the following reasons:

- lack of awareness among institutions, organizations and businesses about the importance and potential of social agriculture;
- lack of adequate government policy focused on stimulating and promoting this type of activity;
- lack of built networks and cooperatives in villages areas;
- lack of developed training materials for farmers;
- underdeveloped structures of village’s areas encouraging the implementation of alternative models of employment and using multifunctional farming as a source of income and etc.

In the same time, there is definitely a potential for development of social farming in Bulgaria due to the following resources:

- the appropriate natural and climatic conditions;
- existing traditions in agricultural production;

- the need for comparable activities to solve the problems of different social groups with specific needs;
- existing financial resources to start and develop this type of activity.

In research on New Ideas Consult is indicated that in recent years in the small settlements of some European countries the model of social enterprises, combining limited agricultural production with rural tourism. An example in this case Greece where NGO create social cooperatives from women living in distant villages areas. This type of cooperative provides hotel services - accommodation in the homes of members of the cooperative, feeding the guests with the ecological products produced by the cooperative, making and selling traditional goods sold as souvenirs. Similar cooperatives union having in Germany, Italy, Spain, and many other European countries. On the whole their share is small versus other types of social enterprises. Although this type of activities is not developing in this period the social enterprises in Bulgaria, given the existing natural, geographical and cultural assets, this area is extremely promising, due to is necessary to thoroughly explore the possibilities for its development and to encourage the creation of social cooperation in these areas.

Regardless of these disadvantages, the National Reform Program in 2018, which is part of the Europe 2020 Development Action Plan, sets and implements the following measures to support disadvantaged people:

✧ Operation “Active Inclusion” started in 2016 with 61 contracts signed for a total amount of BGN 19 million. The total number of inactive persons is 3356., and people with disabilities over 18 - 1,120;

✧ Operation “Support for Disabled People” started in 2017. The procedure has been announced with a deadline for submitting project proposals up to 2018 worth 6 million BGN. It is expected that 520 people with disabilities over 18 years old will be included in the operation.

✧ Operation "Equal Chances" started in 2017. In the currently moment is under assessment of the submitted project proposals. Concluding a contract with the candidates approved for financing. The program provides financing of activity of BGN 8 million by 2020. The quota for people with disabilities over 18 is 1200;

✧ Operation "New Chance for Social Inclusion" which started in 2018, with 5 of the submitted project proposals being approved for financing, the rest are still under evaluation.

The operation was announced in June 2018 with BGN 1 million. The quota for people with disabilities over 18 is 250.

In accordance with the approved Indicative Annual Programs in 2018, 54 procedures will be announced at a total amount of BGN 1 452 million (EUR 742.4 million), 11 of which support for smart growth, 17 in support of sustainable growth and 26 for inclusive growth. The planned procedures related to the people in disadvantaged are:

- Support for deinstitutionalization of social services for adults and people with disabilities;
- Improving working conditions by reducing the conditions for discrimination improving the efficiency of the income policy and the employability of Bulgarian citizens, support of social inclusion of people with disabilities and other vulnerable groups;

Based on these strategic documents including laws, strategies, resolutions, memoranda and programs, the following conclusions and summaries can be made:

2.1. Identifying problems

1. Resource provisioning

- Lack of appropriate financing to support for social corporations;
- Lack of resources to start a business - along with financing, there are several components to start a business, which are usually lacking in the majority of new social cooperation's (such as entrepreneurial and social): buildings/land, equipment;
 - Deficiency of management and marketing experience, this is a problem for the this is a problem of social entrepreneurship which by principle invite staff with a different profile for the realization of managerial or marketing positions. As far as the citizen sector is most active in making of social enterprises, the support in this area is becoming a necessity.
 - The need for additional staff, social worker, therapist worker (to teach, assist, support) employed workers in social enterprises for people with disabilities.
 - Equipment for special jobs in the social enterprise for people with disabilities.

2. Disadvantages of the project approach

This is a problem that affects mainly socially dominant enterprises. The motivation of these companies, which are candidates for project funding, is different from that of self-employed

entrepreneurs. It can be said that the latter are more adequately business oriented, while in the former often lack managerial skills and vision for development.

- The project model of financing suffers from a chronic disadvantage of sustainability.

- The project financing pattern suffers from a chronic lack of sustainability.
- Slow, cumbersome procedures for project administration.
- Project funding raises doubts about the existence of corrupt interests that are unrelated to the declared social cause.

3. Environmental problems

- Lack of systematic and purposeful policy at the national level - the entrepreneurs identify a passive and chaotic behavior of the state and the responsible institutions.
- Lack of normative basis. Social enterprises for people with disabilities should have different legal and financial status.
- Problems with the institutions - there is no real understanding of the role of social enterprises, lack of cooperation on the part of the institutions involved.
- Lack of conditions for closer links between institutions (state and municipal) and people with disabilities to raise awareness in the form of awareness raising campaigns (what social farming, legal framework, employment opportunities, funding arrangements) particularly valid in the context of rising EU funding;
- Lack of state support in view of the European directives to which Bulgaria is a party. Social enterprises for people with disabilities must be financially supported by the state so that they can exist as a place for the integration of people working in them. They can not compete with other social enterprises on equal terms because people working in them are still disabled.
- Lack of opportunities to increase agricultural unions for people with disabilities at local level.

4. Mental problems:

- The social stigma (as a problem) - the attitude towards the disabled, the prejudice towards the disabled, respectively to what they produce.

- Prejudices and stereotypes about people with disabilities from their social environment that lead to higher unemployment and lower standard of living;
- Prejudices and stereotypes in the employment of disabled people (still at the level of interviewing) and in providing conditions for the realization of their work;
- Expectations on the part of employers that people with disabilities will not be able to cope with assigned tasks will often be ill, etc.

5. Problems related to recruitment of the relevant workforce group

- The active entrepreneurial enterprises (often the specialized enterprises for people with disabilities) often have problems with finding and training suitable staff - on the one hand, because of their attitude to have higher expectations for the employer to provide them with a job without their country to be motivated to defend their job position with appropriate qualifications and willingness to work. On the other hand, employers from specialized enterprises say that people with disabilities can not be equally working and efficient as people without disabilities.
- Trapped on the provided aid - disabled people who apply for a job have no motivation and give up. The reason is that they receive enough allowances and therefore have no stimulus to work.
- People with disabilities are often discriminated against in comparison to other workers and receive lower pay for their work, therefore social farming is an opportunity to raise incomes.

6. Problems related to the quality of the produced products and the productivity of the workers

- The quality of the product, in the competitive market environment.
- The low productivity of people with disabilities.

2.2 Challenges Identified

1. Lack of a legally regulated legal framework related to the definition of social enterprises in order to properly target the policies in the field - in Bulgaria there is still no legal definition of a "social enterprise", but there is a set of characteristics (in the National Concept for Social Economy) , which are the starting point for identifying the „social enterprise“.

2. The main part of the social enterprises in Bulgaria are aimed at providing different types of services (passive), while social entrepreneurship should be developed towards active engagement of the target groups in the process.

3. Solving problems encountered in the social enterprise activities: construction, administrative activities, personnel, equipment;

4. Providing preferences related to offering products to social enterprises on the market;

5. Regulated interactions with other companies, organizations, administrations;

6. Need for training and motivation of people working in social enterprises and of those who are willing to work in them.

7. The necessity to take key legislative changes in order to turn the measures set in the strategic and political documents into real mechanisms for supporting the social entrepreneurship in Bulgaria as well as the successful development of the social enterprises also requires the establishment of sustainable partnerships between the business, non-profit organizations and the public sector - partnerships in which each of these actors recognizes their role in achieving socially important social goals and is willing to invest resources for that.

8. Existing funding opportunities for activities for people with disabilities, with the main financial resources being provided through EU social funds;

9. There are opportunities in the border regions to develop social entrepreneurship, related to history, culture and traditions, which are a good attestation to increase the employment of people with disabilities;

10. There are appropriate climatic conditions for the development of social entrepreneurship;

11. The local proximity to the Bulgaria-Greece border is an opportunity to use good practices from a country where social farming is highly developed;

12. The integration of disadvantaged people is an opportunity for a better and dignified life.

3. Identification of the social, cultural and legal needs of disabled people with in the Bulgarian are of the cross-border region

3.1. Identification of social needs

Every stage of social development at a global, national or regional level identifies social problems, social groups of different age groups, contradictions and trends that determine the dynamics and quality of the development process. Their vision and nature have to be refined in order to provide an opportunity to adapting to the existing social systems and to the adequacy of the strategic reforms. In this context, it is important to point out that marginalized groups of communities emerge in each society, such as unemployed people, disabled people, drug addicted people, people isolated from the public space. The major task of the social policy is to insure their inclusion in public life is, which is also a purpose and a task of the welfare state.

Challenges for people with disabilities are one of the most important challenges of the contemporary world. They constitute a huge human group for which, however, the necessary social resources have not been made available enough to satisfy their needs. This fact is also true for Bulgaria, despite the existing regulatory framework described in detail in this report.

It is necessary to emphasize the importance of the processes of the social integration (inclusion, cohesion, acceptance of people with disabilities as people on an equal basis with others and with equal enjoyment of all human rights). This also means the inclusion of these people in every sphere of social life: the socio-cultural, the educational and in all branches of material production. It is fair, however, that these processes may take into account not only the individual features, opportunities for realization, but also the physical and mental abilities of people with disabilities, which often limit the dialogue between them and the society. This situation is the occasion for concrete studies and solutions in order to build a common concept and to find effective tools for inclusion of people with disabilities in social practice.

The basis for active inclusion and full participation of people with disabilities in public life is the UN Convention on the Rights of Persons with Disabilities, signed by the European Union. The European Commission's 2010-2012 Strategy for People with Disabilities, adopted in 2010,

is based on the UN Convention on Human Rights. These documents prioritize eight vital areas, namely:

1. Accessibility: ensuring accessibility of goods and services for people with disabilities and promoting the market for aids.

2. Equal participation: ensuring that people with disabilities enjoy all the benefits of EU citizenship; removing obstacles to equal participation in public life and leisure activities; promoting the provision of quality services in communities.

3. Equality: combating discrimination based on disability and promoting equal opportunities.

4. Employment: Significantly increasing the share of people with disabilities working on the open labor market. They account for one-sixth of the total number of people of working age in the EU, but their employment rate is relatively low.

5. Education and training: Promoting inclusive education and lifelong learning for students and students with disabilities. Equal access to quality education and lifelong learning enables people with disabilities to participate fully in public life and improve their quality of life.

6. Social protection: promoting decent living and combating poverty and social exclusion.

7. Healthcare: promoting equal access to health services and related facilities.

8. External action: promoting the rights of people with disabilities in EU enlargement and international development programs.

The social commitment of the society and, in particular, of state institutions to people with disabilities undoubtedly produces a variety of approaches to their personality and living space. These are mainly administrative, medical, socio-cultural, socioeconomic and so on. The administrative approach focuses on administrative provisions relating to the organization and content of life of people with disabilities. The medical approach views people with disabilities as a special part of society that because of their disability can hardly cope with the challenges of the environment and therefore need these group of people primarily be cared for, not active individuals with opportunities social expression. In contrast to the medical approach to people with disabilities, there is a social approach. “The understanding here is that the problems of people with disabilities come not so much from their condition as from the environment that is not hospitable enough to difference; of the barriers in society - both physical (inaccessible urban

transport, sidewalks, stairs, etc.), as well as social (prejudices, stereotypes). The social approach claims that attention should be paid not to disability itself, but to the human resources in general. This implies that this assessment does not concern the qualities of people through the lens of what they know and what they can do. Additionally, beyond purely moral, there are also economic arguments here - it brings more profit to invest in potential by offsetting constraints instead of financing constraints without using the opportunities¹⁴.

Today, the social approach to the life and activities of people with disabilities is an essential part of current social policies on a national and regional scale. It is undisputed that its resources are not exhausted, which is supposed to be the subject of research and analysis in order to operationalize its essential characteristics in every living situation inherent in people with disabilities.

Conceptually, the social approach focuses primarily on identifying the social needs of people with disabilities. There is no doubt, however, that according to age, degree of disability, environment and lifestyle requirements for each disabled person the differences in his needs are also identified. In this sense, the necessity of detailing and specifying the vital needs, which in essence is the task of the authorized bodies.

A challenge for the state and the disabled people themselves is their realization in the labor market by developing independent economic activity. State policy is aimed precisely at providing opportunities for realization, but it is possible after the assessment of the disability through medical expertise and social assessment. The importance of social assessment is that it identifies the needs and opportunities for rehabilitation; training opportunities; opportunities for employment and professional realization; the needs of social services and the opportunities for social inclusion of people with disabilities. The importance of the social assessment is also based on the fact that it draws on an individual plan for the integration of disabled people and for those with permanent disabilities the Law on Integration of People with disabilities¹⁵ gives them the right to benefit from medical and social rehabilitation. In this regard, it should be specified that social rehabilitation is the creation of skills for independent living through rehabilitation of sight, hearing and speech, motor rehabilitation, psychological assistance, provision of social services and other activities.

¹⁴ <https://www.britishcouncil.bg/programmes/society/media-diversity/disabilities>

¹⁵ Law on Integration of People with Disabilities (BG LIPD)

People with disabilities can successfully integrate into the labor market, with their work being done through both an integrated work environment and a specialized work environment. The process of developing and implementing national programs and measures to promote employment providing equal opportunities for people with disabilities to participate in the labor market is permanent. In order to encourage employers, the state policy is geared towards offering different financial incentives, but against the requirement that the workplaces of disabled persons be tailored to their needs. This obligation for employers can in fact be regarded as a right, because according to Art. 21, para. 1 of BG LIPD, they can apply for projects to the Agency for People with Disabilities to allocate funds for both access to the workplace and its adaptation, as well as for its equipment.

Another factor that has a positive effect on the employment of disabled people is that according to Art. 315, para. 1 of the Labor Code, the employer with more than 50 employees is obliged to determine annually jobs suitable for employment of 4 to 10 percent of the total number of employees according to the economic activity. This legal provision is the subject of dissatisfaction on the part of employers this year because it is entirely in favor of the person with disabilities and after his appointment by the employer, he acquires much more rights than all the other employees. The advantage is that the employer is required to notify the Employment Agency's territorial divisions for these jobs, and when the disabled person is to be dismissed, it is necessary to have a pre-authorization of the labor inspectorate on a case-by-case basis.

Despite all the incentives listed, employers may and must change the environment in which the person with disabilities will have the opportunity to realize their employment, but for the accessible urban environment the care is taken by the state. State authorities and local government authorities should organize the construction and construction of urbanized areas for the population, including people with disabilities, under the conditions and by the order specified in the Spatial Development Act. The Ministry of Regional Development and Public Works creates conditions for an accessible living and architectural environment for people with disabilities, taking care of the urbanized territory and its elements; buildings, facilities and their elements; elements for adaptation of existing buildings for public use and their adjacent environment.

The Ministry of Transport takes care of creating conditions for the access of disabled people to transport services by providing accessible public transport; implementation of

technical facilities in the public space and public transport; provision of special conditions for the movement, stopping, parking and staying of vehicles driven by disabled persons or transporting disabled persons, as well as ensuring unhindered access to public transport for disabled people accompanied by guide dogs.

The Minister of Labor and Social Policy, in coordination with the Minister of Health, annually approves lists of devices, devices and facilities for people with disabilities as well as the medical devices that are intended for them.

Last but not least, the role of local self-government in the implementation of the state policy on the rights of people with disabilities should be mentioned. The municipalities, in the framework of their competence, ensure the development of an accessible architectural environment in kindergartens and schools; accessible public passenger transport and special transport services; access of disabled people, along with guide dogs, to public places, as well as conditions and means for social contacts.

The incentives for unemployed persons in the cross-border region are related to the stimulation of the mobility of the unemployed, the entrepreneurship under the Employment Promotion Act. For example, the "Labor Office", Gotse Delchev, for the entrepreneurial activity of unemployed persons with an approved business project for starting a business as a micro enterprise - provides up to BGN 2500.

Employers have financial means to conclude contracts for the use of programs and incentive measures for employment and training under the Employment Promotion Act. For example, in Gotse Delchev, Petrich, employers who open jobs in 2018 receive adult education under Art. For the employers from the municipalities: Bansko, Belitsa, Razlog and Yakoruda, in 2018 the Labor Office Directorate of Razlog has additional financial resources amounting to BGN 2 387 for the encouragement of employers , which reveal jobs and hire unemployed people with permanent disabilities.

State policy on the employment of disabled people as well as the demographic crisis has a favorable effect on the percentage of unemployed people in this category. This trend is evident from data released for the first half of 2018 by the Employment Agency. Registered unemployed persons with disabilities for the first half of 2016 are 16,795, and in 2017 they are 14,135 and in 2018 they are 12 967¹⁶. The positive trend in the decline in the number of

¹⁶ <https://www.az.government.bg/bg/stats/view/3/225/>

registered unemployed persons with disabilities is also due to the socio-cultural state policy as well as the legislative changes in this area.

3.2. Cultural challenges for disabled people

The integration of people with disabilities has different legal, social, and cultural aspects. As they differ from one another, they should also be considered in their entirety, as a person's cultural needs are part of his or her social relationships, whether they are legally regulated or not. For this reason, the cultural needs of people with disabilities must be seen in the context of disability and the environment in which these people have to live. According to the notion of disability, they appear when there is a confrontation between man and environment. Due to this reason, one should exactly define both the type of the given disability and the relevant way for overcoming these limits. One should also revise the kind of the cultural needs of the people with disabilities, as stated:

„Groups of the community of people with disabilities may have a common socio-cultural history. Some groups have a common language, such as American English or Sign Language, or Braille for the blind or even some specific terms they use for disabilities or for themselves. Often, they also have common customs and traditions, such as festive celebration of the awareness and self-esteem of people with disabilities. The culture of disability can recognize and celebrate the lives of people with disabilities, demonstrating that this is not necessarily a tragic state and they should not be underestimated”¹⁷.

Since the cultural problems of people with disabilities are associated with their disabled, they are also bound by their fundamental right to life, including the satisfaction of cultural needs. For example, providing a translation or dance ensemble, various sports activities. Translations of Braille-based Movies and Literatures¹⁸. The provision of all these opportunities

¹⁷ <https://www.coe.int/bg/web/compass/disability-and-disablism>

¹⁸ <https://offnews.bg/kultura/za-parvi-pat-v-balgaria-prozhektiraha-film-za-nezriashti-hora-650910.html>;
<https://bg.linguee.com/%D0%B0%D0%BD%D0%B3%D0%BB%D0%B8%D0%B9%D1%81%D0%BA%D0%B8-%D0%B1%D1%8A%D0%BB%D0%B3%D0%B0%D1%80%D1%81%D0%BA%D0%B8/%D0%BF%D1%80%D0%B5%D0%B2%D0%BE%D0%B4/braille.html>;
https://btvnovinite.bg/114559-Nezryasht_predlaga_bezplaten_prevod_na_azbukata_na_slepите.html;
<http://parasportclub.org/>;
<http://www.haskovo.net/news/208559/khorata-s-uvrezhdaniya-s-kontsert-v-mladezhkiya-poluchikha-podartsi-ot-obshchinata>;
http://www.dancingwheels-bg.org/about_us_bg.html

for cultural activities and respectively the satisfaction of the labor needs of people with disabilities, helps in their socialization and respectively professional realization¹⁹.

As far the cultural needs of people with disabilities are concerned, one can say that they can only be satisfied when an accessible environment is created, as in this way they will be able to communicate in a free manner, regardless of whether they are disabled persons or not. In this way people with disabilities become full members of society and can freely realize their abilities as well as satisfy their cultural needs²⁰.

The Republic of Bulgaria pursues a policy of satisfying the cultural needs of people with disabilities. Subsequent to the strategy for the integration of people with disabilities, covering the period 2008 - 2015, the following statement is given: “The strategy outlines concrete measures necessary to be conducted in order to remove all kinds of social, educational, social, cultural, professional, financial and architectural barriers to social inclusion and to the equal integration of people with disabilities“. In this line of reasoning, further explanations can be made in support of the same view: “The insufficient development of alternative services and care for children with disabilities as well as helping their families affects the number of children raised in social institutions under the system of different ministries. The high degree of institutionalization severely limits the opportunities for good education and inclusion in life, making the situation even worse, and only aggravates the chances of people with disabilities to work in the labor market, and to participate in the economic, social and cultural life of society as well“. To address the problems, an increased communication between central and local authorities is performed, as given below:

“A positive public engagement and attitudes about providing an accessible environment for people with disabilities is obvious in most of the municipalities in the country, there is. Sponsors provide funds for adaptation of buildings, schools, cultural institutions; numerous funds are allocated to municipal budgets for this purpose as well. It is necessary to establish a good coordination between the local authorities and the state administration to gather information on the implementation of measures in making the environment accessible for people with disabilities. In this line, the role of District councils for regional development,

¹⁹ Петров, М. Интеграция на хората с увреждания на пазара на труда. Състояние и тенденции за развитие – Научни трудове на Русенския университет - 2014, том 53, серия 5.1. - 34 – 38.

²⁰ <http://drugi.dokumentite.com/art/osigurqvane-na-dostypna-sreda-za-hora-s-uvrejdaniq/85077>

Municipal authorities and Public councils is very important, since they are the institutions providing the necessary help and assistance“.

In addition, the Ministry of Culture supports **the inclusion of people with disabilities in the spiritual life of our country in several directions**. First, it concerns the scope of efforts that creates conditions for physical access to the buildings of cultural institutions. During the last two years, the Ministry of Culture has signed 32 contracts for the implementation of projects under the Regional Development Operational Program for major repairs and reconstruction of cultural institutes and socialization of cultural monuments with a mandatory condition for providing access for people with disabilities. The main priority for the ministry is the adaptation of arts and culture schools to the educational needs of children with disabilities.

Currently, 45 children with special educational needs are trained in these schools. For 26 of them, resource support is provided. Also, students with special educational needs receive scholarships, including scholarships for children with outstanding talents.

For the successful socio-cultural integration of people with disabilities and for a change in the attitude of society towards them, the Ministry of Culture supports creative projects in the field of amateur art. Among them are the "Spirit of Superpower" festival, which has children's and youth's direction, the performances of the Theater for People with Disabilities of the Association "Buditeli-followers", the Ninth National Holiday of the Special Possibilities of the Blind Deaf, etc. Many of the organizations working to support the cultural integration of people with disabilities are under the patronage of the Ministry of Culture, and in 2011 the first special award of the Ministry for Creative Achievement was given.

Many of the activities for inclusion of people with disabilities in the cultural life of society are initiated and implemented in the network of community centers across the country. The Ministry of Culture supports annually their development so that they can become an attractive center for people, including people with disabilities. The National cultural center of the blind Louis Braille – 1928 is one of the most active centers with a variety of activities, which receives a target subsidy for technical equipment for pre-print preparation and printing of Braille books. Many culture centers have built additional sub-centers working with children with disabilities. Such an example is the culture center “Borba” in the town of Kneja.

The Agency for people with disabilities also supports projects to provide accessible environment and adaptation of cultural, historical and sports sites of international, national and

regional importance, and at the same time by controlling the accessibility requirement. Such funds help the creation of facilities for external access to buildings and institutions, the adaptation of the internal environment and construction and reconstruction of lifting equipment.

Ensuring an accessible environment for people with disabilities is a constant process and it is necessary funds to be provided at national, regional and local level so that the architectural environment can be adopted to the needs of this group of persons. " As can be seen, the state is implementing the cultural policy for people with disabilities through the Ministry of Labor and Social Policy and the Agency for People with Disabilities. Mainly relying on the overall development of legislation.

Goal 7 of the Strategy is „Ensuring Equal Opportunities for Sport, Recreation, Tourism and Participation in Cultural Life, such as: Participation in cultural events and entertainment. Conditions for development and integrated education in the field of science, art, sport of children with disabilities. Creating conditions for the development of talented children with disabilities by encouraging their creative activities and encouraging arts schools and creative alliances of artists, musicians, artists, museums, galleries and cultural institutions to carry out programs with the participation of children with disabilities . Accessibility of artistic works. Opportunity for people with disabilities to create and develop their creative skills. Trained staff of organizations for sports, entertainment, tourism, culture and others for communicating with people with disabilities. Development of projects for art, culture and sports of people with disabilities and their organizations. Provided places for recreation, sports and tourism such as hotels, beaches, sports centers, gymnasiums and other accessible for people with disabilities. Encouraging sports organizations to create opportunities for people with disabilities to participate in sports activities, designed special schemes and sports games. Creation of specialized teams made up of people with disabilities as well as mixed teams of people with and without disabilities. Prepared elite contestants for participation in European, World and Paralympic Games and Special Olympics. Assured bases, coaches and funding. Recognizing sporting achievements of people with disabilities adequately to other athletes. Established system to encourage public and private organizations in the field of culture, sports, entertainment and tourism to undertake regular disability awareness training for their staff as a core activity; Created incentives for public and private media to actively discuss in their

programs the issues of ensuring equal rights and opportunities for people with disabilities and non-discrimination against them“²¹.

Meeting the cultural needs of people with disabilities allows equality and eliminates discrimination. The fact that satisfying the cultural needs of people with disabilities is regulated by the United Nations Convention on the Rights of Persons with Disabilities, which has ratified and where Bulgaria also has a Law on the Integration of People with Disabilities since 2012, which is consistent with the Convention and is subject to the principles and principles: respect for intrinsic dignity, individual autonomy, including freedom of choice and independence; non-discrimination full and effective participation and inclusion in society; Respect for differences and acceptance of people with disabilities as part of human diversity and human race; equal opportunities; accessibility; equality between man and woman; respect for the evolving abilities of children with disabilities, respect for the right of children with disabilities to preserve their identity²².

The state also carries out a special policy for the integration of people with disabilities, which is enshrined in the National Disability Strategy 2016 - 2020, whose priority 6 is devoted to cultural integration. **“The development of physical education and sport for people with disabilities** is regulated by the Physical Education and Sports Act, in accordance with the principles and norms of the European legislation according to which physical education, sport and tourism in pre-school children's institutions, general education, special schools and vocational schools are an integral part of the educational and educational process. They are implemented by programs of the Ministry of Education and Science in coordination with the Ministry of Youth and Sports. Physical education and sport for people with disabilities aim at improving the quality of their lives, their rehabilitation and social integration, providing the necessary conditions for practicing various sports. The Ministry of Youth and Sports supports with the means of training the participation and participation of athletes with disabilities in Paralympic Games, World and European Championships, supports activities of sports organizations related to the adapted physical activity of people with disabilities. Disabled

²¹ Actual version of the Strategy for ensuring equal opportunities for disabled people 2008 – 2015 (Adopted by the Council of Ministers on May 23, 2012)

²² <https://www.lex.bg/bg/laws/ldoc/2135791921>; <https://lex.bg/bg/laws/ldoc/2135491478>; Tyuleogluva, T. National policies for the protection of the rights of people with disabilities (in the context of the UN Convention on the Rights of Persons with Disabilities) - Scientific papers of the University of Rousse, 2015, Vol 54, Issue 7, 177 – 183.

athletes use the state and municipal sports facilities free of charge and do not pay tickets for competitions. The Ministry of Youth and Sports develops, finances and coordinates the implementation of programs for the promotion, improvement, maintenance and improvement of motor skills through practicing physical exercise and sports. The implementation of the program and project financing of the activities of the licensed sports organizations administering sports for people and children with disabilities allows for actions aimed at setting clear parameters for effectiveness, expedience and legality of spending the funds, as well as creating conditions for awareness of the children and the people which they are aimed at.

The right *of access to national and universal cultural values, the right to the development of personal culture*, the freedom of artistic, scientific and technical creativity, the inventive, copyright and related rights shall be protected, recognized and guaranteed by Art. 54 of the Constitution of the Republic of Bulgaria. Accordingly, the Law on Protection and Development of Culture introduces the principles of democratization of cultural policy, freedom of artistic creativity and non-censorship, equal treatment of artists and cultural organizations, promotion of cultural diversity in preserving the unity of national culture, support and training of young talents in the field of culture and development and improvement of education in the arts and culture.

Apart from the indicated in the respective spheres of culture and the arts, the principles of equality, access, democratization and non-discrimination are introduced by the special laws in force such as: Public Libraries Act, Cultural Heritage Act, Chitalishte Act, Patronage Act, copyright and neighboring rights, Law on Administrative Regulation of Production and Trade in Optical Discs, Matrices and Other Media, Containing Sites of Copyright, Right and Related Rights, Law on the Mandatory Deposit of Specimens of Printed and Other Works, the Film Industry Act, the Radio and Television Act and the National Donors Fund „13 centuries of Bulgaria”.

In compliance with the basic principles laid down in the Culture Protection and Development Act, the Ministry of Culture develops targeted programs for financial support of cultural initiatives and creative projects, supports the development of cultural institutes and chitalishte, provides conditions for professional preparation and training of artists and specialists in the field of culture and methodological management of secondary schools of arts and culture, promotes and rewards Bulgarian cultural figures for achievement of high creative results or contribution to the development and promotion of culture, develop regulations to

ensure protection of cultural activities and artists, provide information on participation in international programs. Additional opportunities for equal creative development and education provide the programs of a national fund „Culture”, referred to in Art. 31, para. 2 of the Protection and Development of Culture Act.

On this basis, the Ministry of Culture pursues a consistent policy of integrating people with disabilities into public cultural life as creators of cultural values or consumers of cultural products. Providing an accessible architectural and intellectual environment in the sphere of culture, creating conditions for integrated education of children with special educational needs in arts and culture schools, supporting creative projects of organizations of people with disabilities, and implementation in 2015 of the Concept of Changes in the Legislation for the Application of Art. 30 of the UN Convention on the Rights of Persons with Disabilities. The efforts of the Ministry of Culture are directed at various laws and secondary legislation for their implementation, the introduction of effective mechanisms and practices for ensuring equal opportunities for people with disabilities²³. As is evident, the state seeks to ensure equal rights through changes in legislation in every area of the cultural life of people with disabilities.

Priority 6 in the same strategy is stated as follows: Providing access to sport, recreation, tourism and participation in cultural life, which can guarantee **“the area of access to sport”**, whereby the Ministry of Youth and Sports (MIM) implements programs for the development of sport among people with disabilities who are in compliance with the „National Program for Development of Physical Education and Sport in the Republic of Bulgaria 2013 - 2016” and which are in line with one of the ministry's main priorities, namely to encourage children and youth to drive activity and systematically practice sport as a means of healthy lifestyle, physical and spiritual development.

Within the implementation of the programs, using current best practice in this area, conditions are created for promoting social integration and full adaptation to the public life of individuals and children with disabilities, by creating conditions and opportunities for their involvement in free sports activities, in order to improve their quality of life, their physical and mental ability.

The programs are updated and elaborated annually, creating opportunities for a wider range of people with disabilities and access to sport.

²³ National Strategy for the Integration of People with Disabilities 2016 – 2020.

The Ministry of the Youth and Sports annually funds school games for students from special schools, which are performed by Bulgarian Paralympic Association (BPA) and the Sports Federation of the Deaf in Bulgaria (BDSF). School games for children with impaired hearing, impaired vision, physical disabilities and injuries of the central nervous system give an opportunity for personal expression in sports for children and students with special educational needs, as well as entitlement to a one-year scholarship to gifted children, classified under the Program of measures for gifted children for the calendar year.

Through a project financing, the Ministry of Youth and Sports supports educational training and competition activities carried out by licensed sports organizations, developing sports activities for people with disabilities ²⁴ and the measures envisaged are: "securing the conditions and possibilities of sports clubs in the country to expand the scope of people with disabilities to participate in sports activities to improve their physical abilities; making full use of leisure time and their social integration; providing opportunities, according to disability and health status to obtain initial skills, habits and knowledge for practicing preferred sport; development of social functions and charitable specialized sports organizations and institutions by increasing and diversifying the sports services for people with disabilities; forming a lasting interest among people with disabilities to participate in systematic sports activities and enabling the coaches of sports clubs selection practitioners for Paralympic sports for competition from domestic and international sports calendar; providing the opportunity for inclusion in the conduct of sporting activities of sports professionals with qualifications in adapted physical activity, sport and kinesitherapy adapted for people with disabilities ".

The second part of the same priority is: "the participation of people with disabilities in cultural life, recreation, leisure and sport", which is mentioned in Art. 30 of the Convention on the Rights of People with Disabilities, which is linked to the principle of equality and non-discrimination. This participation can be performed by taking measures to ensure the participation of people with disabilities in cultural life, enabling people with disabilities to develop and utilize their creative, artistic and intellectual potential, not only for their own benefit but also for good of society; guarantees that laws protecting intellectual property rights do not constitute an unreasonable or discriminatory barrier to access by people with disabilities

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National Strategy for Integration of Persons with Disabilities 2016-2020.

to cultural materials; participation of people with disabilities in sporting and recreational activities (ensuring participation, access to services, organization of specific activities, access to facilities and facilities for sports, recreation and leisure). " The measures envisaged are:

Improvement of legislation in the field of culture - implementation of measures envisaged in the concept of art. 30 of the Convention on the Rights of Persons with Disabilities.

Improving the conditions for integrated education in national schools of arts and culture.
Stimulating gifted children with disabilities.

Support for creative projects, related to the appearance and development of creative potential and participation in the cultural life of people with disabilities.

Methodological support of workers in the cultural sector to improve the environment for accessibility for people with disabilities and additional needs in museums and galleries, theaters, libraries and community centers.

Repair and reconstruction of buildings in the area of culture in national and European programs to provide accessible architectural environment ²⁵.

The strategy provides for zoning and exploring exactly necessary cultural needs of people with disabilities in different areas.

The main challenges for the cultural needs of people with disabilities are to remove the obstacles that stand before them, to overcome the difficulties faced to satisfy their cultural needs, in this respect contact with other people, or to overcome physical obstacles. Those problems affect especially true disabled people from the border region between Bulgaria and Greece, given that people there live in small settlements, which lack the necessary infrastructure, the prejudices of the people are stronger than these in the big city, as well as the number itself of people with disabilities is less, which reduces the ability to create groups for assistance and support.

3.3. Identification of social, cultural and legal necessities of / for people with disabilities in the Bulgarian part of the border region.

3.3.1. Legal necessities

According to the Convention on the Rights of Persons with Disabilities *'people with disabilities are people with long-term physical, mental, intellectual or sensory impairments which in interaction with various barriers may hinder their full and effective participation in society on an equal basis with others. "The word "cripple" is removed from the Bulgarian legislation. This facilitates the social integration of people with disabilities and the deletion of the definition of "disabled" by the Bulgarian legislation contributes to the overcoming stereotypical thinking about people with disabilities as people - unable, cripple, unfit. There are nine changes in the law. Thus society would make a positive step towards social inclusion of people with disabilities and their realization as full citizens, and in the presence of a demographic crisis, every measure of inclusion of all people in Bulgaria should be supported and encouraged. The words "person with disabilities" and "persons with disabilities" should be replaced with "disabled person" and "disabled". The Law of Integration of Persons with Disabilities has introduced a legal definition of the term "person with a permanent disability".*

Regulations:

1. Law on Integration of People with Disabilities²⁶

2. Rules for Implementation of the Integration of Persons with Disabilities²⁷

3. Draft Law on Integration of People with Disabilities²⁸

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<https://lex.bg/bg/laws/ldoc/2135491478>

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<https://www.lex.bg/laws/ldoc/2135497213>

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[https://clinica.bg/5588-%D0%97%D0%B0%D0%BA%D0%BE%D0%BD-%D0%B7%D0%B0-%D1%85%D0%BE%D1%80%D0%B0%D1%82%D0%B0-%D1%81-%D1%83%D0%B2%D1%80%D0%B5%D0%B6%D0%B4%D0%B0%D0%BD%D0%B8%D1%8F \)](https://clinica.bg/5588-%D0%97%D0%B0%D0%BA%D0%BE%D0%BD-%D0%B7%D0%B0-%D1%85%D0%BE%D1%80%D0%B0%D1%82%D0%B0-%D1%81-%D1%83%D0%B2%D1%80%D0%B5%D0%B6%D0%B4%D0%B0%D0%BD%D0%B8%D1%8F))

The motives for the new law are that it provides that all measures of support to be carried from one body, to adequately support people with disabilities and enables the state to more effectively organize and coordinate the policy on their inclusion. It also emphasizes that the rights of people with disabilities should be ensured in a manner that respects their human dignity by applying individual approach and assess their needs.

It provides the establishment of a specialized body to prepare individual assessment of the needs of people with disabilities. The body will start working from the beginning of 2021 and will coordinate the work of different institutions.

It will be created a Monitoring Board to ensure protection of the rights of people with disabilities. According to the project there will be two representatives, appointed by the Ombudsman and the Commission for Protection against Discrimination, four representatives of the representative organizations of and for people with disabilities, and one - determined by the Bulgarian Academy of Sciences. To assess the individual needs for independent living, mechanism for providing the type of support will change. The goal is the budget to be spent with greater benefits for the individuals in need.

It is envisaged that all financial aid granted now (social disability pension, allowances for transport, communications, medicine, etc.) to unite into a single monthly payment, which will be tied both to the degree of disability, and to the poverty line. Thus it is ensured that the amount will be indexed each year. The new formula will apply from January 1, 2019 .

Targeted funds for aids and medical devices (hearing device, strollers, car retrofitting, etc.) that have so far disbursed by the Social Assistance Agency, since the beginning of 2020 are transferred now to the Ministry of Health, which is better able to assess quality range of medical devices.

The Law introduces a "quota workforce", which aims to increase the employment of people with disabilities. The project texts remained challenged by the Bulgarian Industrial Association, according to which an employer with 26 to 50 employees is obliged to employ a person with a disability, those with up to 99 workers - two, and an employer with more than 100- 2% of the workforce. If the employer has not fulfilled its quota, he/she will pay each month to the State 30% of the minimum wage. A quota principle is introduced for employing people with disabilities, according to which employers with 20 to 49 workers, should assign at least one person with a disability, with 50 to 99 - two, 100 and more than 100 - four percent of the average composition of employees. If these quotas are not met, the employer pays each month to fund

the Agency for Persons with Disabilities fee of 80 percent of the minimum salary for each non-designated person with a disability. At the same time, it is proposed, the requirements of the Labor Code requiring dismissal of a person with a disability to be agreed in advance with the labor inspectorate should be dropped off. The reason is that the text is an obstacle for the recruitment of such people by the employers²⁹.

1. **National Strategy for Persons with Disabilities 2016-2020**³⁰

The biggest challenge in politics for people with disabilities is ensuring job opportunities and employment of these people in an integrated work environment and providing an adequate support for workers and employers. However, in our country are not sufficient number of adapted jobs for people with disabilities, who may be in a specialized and integrated work environment and application of flexible and alternative methods of support in the workplace for people with disabilities, according to their individual characteristics - age, type and degree of disability, functional capabilities, available capacity for work. The funds, awarded by the Agency for Persons with Disabilities annually can not meet the needs of working people with disabilities. It is necessary to implement more measures to encourage employers to hire people with disabilities. It is difficult to provide an access to transport for the disabled people - water, air, road, and railway. Obviously, the implementation of EU regulations on passenger rights with ambulant difficulties will require more targeted work, time and money. The challenge, which faces our country is the provision of accessible information and communication services, and the preparation for the transposition and the subsequent implementation of the provisions of the Directive of the European Parliament and of the Council on the approximation of laws, regulations and administrative provisions of the Member States in terms of accessibility requirements products and services (European Accessibility Act). Another challenge is the establishment of coordination between different institutions in implementing the mainstreaming approach in policy and the strengthening of municipal and regional authorities. However, there

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[https://www.bgonair.bg/sutreshen-blok/2018-08-22/nov-skandal-sas-zakona-za-horata-s-uvrezhdaniya-zashto-skochi-biznesat\)](https://www.bgonair.bg/sutreshen-blok/2018-08-22/nov-skandal-sas-zakona-za-horata-s-uvrezhdaniya-zashto-skochi-biznesat)

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www.strategy.bg/FileHandler.ashx?fileId=7207

is a prevalent attitude for a piece-work on individual projects in support of people with disabilities, and consequently it is difficult to find solutions for sustainability initiatives.

Priorities of the strategy:

- Providing an accessible living environment, to transportation and transportation services, to information and communications
- Ensuring equal access including educational environment at all levels and opportunities for lifelong learning
- Ensuring effective access to quality health services
- Providing conditions for employment of people with disabilities
- Providing adequate support for community living
- Providing access to sports, recreation, tourism and participation in cultural life

Priority 4: Providing conditions for employment of people with disabilities

The realization of the labor market of people with disabilities is one of the main tools for their integration in all areas of public life. Employment is linked with the provisions of art. 27 "Work and employment" of the Convention on the Rights of Persons with Disabilities. The main activities under this priority include:

- Providing appropriate forms of training and retraining.

This means that for people with disabilities to participate more actively in the labor market, it is necessary that they be granted access to the education system.

Actions, according to Priority 4

- Analysis of employment opportunities for people with various disabilities.
- Determining the types of activities that people with disabilities can carry out, depending on their disability.
- Preparation and implementation of training programs.
- Construction of training centers.
- Adapting existing centers of adequate training process.
- Providing places for practical training.
- Incentives to employers, who conduct training and retraining courses for people with disabilities.
- Training of employers and employees to work with people with disabilities.

Priority 4.2 - Forms of employment

Implementation of the strategic and operational objectives of the strategy can be achieved by introducing and developing three forms of employment for people with disabilities- **protected employment, supported employment and independent business activity** of people with disabilities, as well as through continued implementation of the planned in the National Plan for employment actions, projects, programs and measures.

Protected employment

Protected employment is suitable for providing jobs for people with severe and complex disabilities, and sheltered workshops are places excluded from the competitive market.

Measures:

- Creating conditions for the introduction of protected employment.
- Developing a mechanism for determining economic sectors for working in protected enterprises.
- Determination of programs to create protected employment within which contracting authorities may reserve contracts (pursuant to Directive 2009/81 / EC of the European Parliament and of the Council of 13 July 2009 .; Directive 2014/24 / EC of the European Parliament and the Council of 26 February 2014 .; Directive 2014/25 / EC of the European Parliament and of the Council of 26 February 2014).
- Determination of programs to create protected employment for people with disabilities via reserved concessions (pursuant to Directive 2014/23 / EC of the European Parliament and of the Council of 26 February 2014 for appointment of concession contracts).
- Developing a system of incentives for municipal administrations to introduce this type of employment.
- Obtaining a of protected employment.
- Introduction of individual approach in determining the type of work for each person with a disability.

Supported Employment

-Specialized enterprises and cooperatives of people with disabilities

Specialized enterprises and cooperatives are equal in the labor market as an essential form of providing permanent employment to the target group. Despite the fact that they enjoy tax preferences and receive state subsidies, the number of employed people with disabilities at these enterprises is constantly decreasing. This fact brings forwards the question of the need to diversify the forms of employment in this aspect, taking into account the interests of all stakeholders in this process.

Measures:

- Analysis of existing examples of supported employment in specialized enterprises and cooperatives of people with disabilities.
- Specifying the rules for the operation of specialized enterprises and cooperatives.
- Creating the conditions for improving the competitiveness of specialized enterprises and cooperatives.
- Developing incentives for employers to specialized enterprises and cooperatives.
- Encouraging employers to take measures to improve accessibility, health and safety and social climate in specialized enterprises and cooperatives.
- Introduction of individual approach in determining the type of work for each person with disability
- Improving the regulatory framework in the field of employment of people with disabilities in specialized enterprises and cooperatives.

Common work environment

Employment in common work environment suggests fastest socialization of people with disabilities, but it is very difficult to apply it in times of crisis. It is, therefore necessary to lay down clear and binding rules on employment of people with disabilities by quotas. The experience of the European countries shows that within the social economics, the so called social enterprises exist and they offer employment and representing innovative practices, Similar enterprises could be developed in Bulgaria.

Measures

- Discussing the possibilities of introducing a quota system for the employment of people with disabilities to all employers from the common working environment, including state and municipal administrations.
- Implementation of employment programs at national and local level to create jobs by providing permanent employment for people with disabilities in the labor market.
- Implementation of incentives for employers to provide more long-term and quality employment.
- Expanding the scope of services, offered by labor offices employers including social enterprises.
- Conducting media campaigns to change the attitudes of employers regarding employment of people with disabilities in the labor market.
- Providing additional incentives for employers hiring people with disabilities.
- Provide additional incentives for employers to adapt the workplace to the needs of people with disabilities.

- Homeworking and distance working (according to the Labor Code)

Homeworking and distance working are very suitable for people of working age with a high degree of reduced capacity. Home-based form of employment for people with disabilities is used in specialized enterprises and cooperatives for people with disabilities since their creation. This form has proven its effectiveness, but unfortunately in recent years is limited due to the lack of appropriate orders and workload of production capacity. Distance working in modern society of rapidly developing information technology is a very promising form of work, especially for people with severe disabilities. On the one hand, these forms are avoided because of architectural barriers, the need for specialized transportation, etc.,

Measures

- Creating conditions for expanding opportunities for homeworking and distance working.
- Developing a mechanism for determining the appropriate economic sectors.

- Developing a system of incentives for employers providing homeworking and distance working.
- Informing the public about home-based and distance form of employment.
- Introduction of individual approach in determining the type of work for each person with disability
- Providing incentives for people with disabilities who can cope with themselves

Independent business activity

Independent business activity should be encouraged, developed and funded by both the state and local authorities. Local government has incentives to promote microenterprises for people with disabilities by facilitating the licenses (permits) and the coordination regimes that are carried out.

Measures:

- Analysis of the current conditions for implementation of independent economic activity by persons with disabilities;
- Develop a flexible system to stimulate entrepreneurship;
- Creating better conditions for people with disabilities to start their own business b
- Creating conditions for expanding launched business.
- **Implementation of projects, programs and measures under the National Action Plan for Employment**
- Implementation of the National Program for employment and training of people with disabilities.
- Implementation of the National Program "Assistants to the people with disabilities" -
- Implementation of the Program "Loan without an interest for people with disabilities"
-
- Implementation of incentives under the Law for Promotion of Employment.

2. **Convention on the Rights of Persons with Disabilities**³¹

The mission of the Convention is primarily to promote, protect and ensure the full and equal enjoyment of all human rights and fundamental freedoms by all persons with disabilities and to promote respect for human dignity. The Convention aims a change in attitudes and approaches to persons with disabilities. They are not regarded as "object" of charity, treatment and social protection, but as subjects with rights, who are capable of claiming those rights and making decisions for their lives, based on their free and informed consent, and be active members of society. Convention gives universal recognition of the dignity of persons with disabilities.

The difficulties of disabled people are actually the result of the interaction between a closed society and individuals. An individual who uses a wheelchair, meets obstacles in finding a job because the urban environment is not sufficiently available to them. Similar is the case, where a person fails to perform daily tasks because they suffers from severe myopia, not wearing glasses.

The Convention was formed based on the basic principles and accordingly the corresponding rights and obligations.

A basic principle here is the full and effective participation and inclusion in society of the people with disabilities. However ensuring that inclusion is among the most important obligations for the Convention Parties. They are obliged to take all legislative, administrative and other measures to enable the enforcement of the rights, guaranteed by the Convention (such as participation in political and cultural life, recreation, sports, etc.);

Another fundamental principle in the field of human rights, acting in full force is the prohibition of discrimination (direct and indirect). To put this principle into practice, important are the reasonable facilitation, made for the benefit of persons with disabilities. Reasonable facilitation is all necessary and appropriate modification and adjustments, not imposing a disproportionate or undue burden to the others, where needed in each case to ensure to the persons with disabilities full and equal basis with others enjoyment or exercise of all human rights and fundamental freedoms;

The principle of accessibility should not be misses. It is a tool for the implementation of all other principles of the Convention. People with disabilities should be given equal access to justice, education, health, rehabilitation, independent living and inclusion in the community,

31 <https://www.mlsp.government.bg/index.php?section=CONTENT&I=283>

freedom of expression and opinion, freedom of access to information, work and employment, adequate standard of living and social protection, participation in political and public life, participation in cultural life, sports, recreation and leisure.

Although, in Bulgaria, there is a Law on the Integration of People with Disabilities, the Convention has more weight as a universally recognized international act.

3. ***Action Plan of the Republic of Bulgaria to implement the Convention on the Rights of Persons with Disabilities (2015-2020)***³²

32 <https://www.mlsp.government.bg/ckfinder/userfiles/files/dokumenti/drugi/Plan%20CRPD%202015%202020.pdf>

4. Good practices in the field of social entrepreneurship

4.1. Practices, researched and submitted by Social Enterprises UK

(www.socialenterprise.org.uk)

4.1.1. Good practice in Italy

In Italy the idea of creating a more favourable environment for the formation and development of consortia and network organizations perceived through targeted political and positive legislative norms. Over the past 30 years, the Italian non-profit sector has developed a strong entrepreneurial and significantly increased their capacity for employment. Similarly, the Italian case is characterized by the development of multiple models, so the “social enterprise” in Italy is very stretchable concept which is in continuous development and covers a number of organizational and legal forms.

The created social cooperatives cooperate very closely with the local authorities and the communities in which they work, by offering social, health care and educational facilities, as well as job opportunities and integration of disadvantaged people (as opposed to by providing custom designed products, for example).

At the same time, the Italian Government has created specific benefits and social cooperative consortiums. Some of them are: access to national funding; tax breaks and other subsidies, as a contribution to the salaries of employees of certain disadvantaged groups.

In addition to this, there are other, more unexpected advantages. One of them, for example, is the improved capacity of the consortia for access to EU funding, in particular from the European Social Fund, thanks to the sharing of administrative duties and expertise to complement the management of complex the process of project financing.

4.1.2. The good practice of the United Kingdom

(www.bigpotential.org.uk/resource/social-investment-guide)

The most common problem that social enterprises in the UK, is access to finance. Permanent social enterprises report that the main barrier to their efforts to break through, to achieve stability and to develop new markets arise from the inability to easily access capital, compared to ordinary businesses.

There is also a political side of the issue, because the State Government acted slowly with the update of the financial regulations and the associated incentives to social investment, given the changing market. The change in the fiscal policy to stimulate social investment has led to a remarkable change in the scale and development of the market of social investments and social sector.

In this connection, the decision has been taken for the development of a strong alternative to traditional investment markets, by supporting the social/impact investments by creating a Central Fund, tax breaks and other incentives.

State support of social investment is reflected in the following areas:

A large public capital

A large public capital (VSS) was opened in April 2012, the UK Coalition Government with unclaimed assets €400 million and €200 million equity from Banks Merlin. This commercial is the first institution of its kind in the world and was created to develop and shape a sustainable market for social investments in the UK. The role of commercial financier VSS is to attract millions more investments in the social sector — more than could have financed itself.

Tax breaks for social investors

Tax breaks for social investors is a new form of tax relief provided by the Government, which will be available for people who make qualified investments in certain specific types of social enterprises.

Investment Fund readiness and contractual

Investment Fund readiness and contractual (ICRF) is a three-year €10 million Fund. He started in 2012 and is created by the Office for civil society, which aims to ensure that social enterprises have the capacity to provide new forms of investments and to compete for contracts and services. It provides grants for social enterprises that have the potential for high growth and have a positive social impact. The Fund shall support the attraction of new investments and/or execution of specific contracts.

Other examples of good practice in the UK are: The Big Issue and the Care and Share Associates (CASA). Represents the first issue of a weekly magazine for entertainment and current events with target group – homeless people (www.bigissue.com; www.bigissue.org.uk; [52](http://www.street-</p></div><div data-bbox=)

papers.org). the second social enterprise, CASA, provides services for seniors and people with disabilities who live in their own homes (www.casaltd.com).

4.1.3. The good practice of Belgium

Although social enterprises in Belgium offer innovative and creative products and radical alternatives to worn business models, there is still a shortage of market demand to support the long-term growth of the sector. Since the idea of a social enterprise is still not reached mass consciousness, users are not aware of the social aspect of their consumption and are not so permanent in spending enough money among the social sector.

One of the obstacles to achieving this goal is the lack of awareness of what it means to practice "social buying" after the framework of public procurement is made, how to find good providers of social products.

Guide to public authorities and organizations that want to buy social, offers practical guidance on how to include social criteria in the treaties, as well as a directory of social enterprises in a number of subsectors and industries.

The responsibility for social entrepreneurship and enterprises in Belgium is divided between regional and national authorities.

Common policy in the field of the social economy largely dependent on regional authorities – Flanders, Wallonia and the Brussels-capital region. There are important differences between the three areas in terms of legislation, the development and condition of the sector:

- Grants and funding is provided in accordance with national legislation. So the sector is strongly influenced by national specific policy, social security and taxation.

On the basis of the results obtained is posted guide on social procurement in Belgium as a printed book from 107 pages through 2013. www.miis.be/sites/default/files/doc/fr_web.pdf and posted on Web portal through 2014. www.guidedesachatsdurables.be/fr/aspects-sociaux .

The guide focuses on existing legal instruments that allow public authorities and public undertakings to use social employment, social integration and inclusion as criteria for the award of public contracts, based on European legislation.

In addition, in 2000 the Flemish Government launched an initiative for the establishment, recognition and subsidization of Start centers or Regional incubation centers.

The objective of these centers is Start to stimulate business initiatives within the social economy. This means to help the future social entrepreneurs for the formation and

implementation of business ideas, to encourage them to employ people with disabilities and to steer them in the application of the principles of sustainable entrepreneurship.

The target group of entrepreneurs Start are centers and future entrepreneurs in the social economy in Flanders (www.vlaanderen.be/werk).

4.2. Practices explored by the Association of South-Western municipalities, Bulgaria (Www.aswm.net)

4.2.1. Poland's Good Practice

In Poland, a law on social cooperatives was adopted on 27 April 2006, which sets the legal framework for social employment initiatives, focusing on the activation and inclusion of marginalised public groups. The law defines the principles that affect the creation and management of a social cooperative (www.actus.free.ngo.pl ; www.ekonomiaspoczna.pl).

4.2.2. The good practice of Portugal

In Portugal, cooperation agreements between the public social security system and the IRF (private social solidarity Institutions) are adopted, which aim at providing basic social support to certain populations (children Adults, people with disabilities, socially disadvantaged families and communities).

These agreements take into account the important place of the private sector for social solidarity in the provision of assistance services, which are in fact the primary responsibility of the State. The Ministry of Labour and Social Security enters into agreements with the private sector in order to provide financial assistance, as well as technical and other material support, so that private enterprises can expand their area of intervention and Improve their services in a way that best meets the social needs of the population (www.seg-social.pt).

4.2.3. Slovakia's Good Practice

The attribution of income tax in Slovakia is a measure to support non-profit organizations based on individual decisions by taxpayers, including natural and legal persons.

There are two main reasons for the introduction of this measure. NGOs are being created and developed on a larger scale since the beginning of the 90 years to complement some state functions and contribute to the development of civil society. In their creation and at the

beginning of their operation, they were massively supported by foreign donors. In the second half of the 90 years, this support was discontinued (www.finance.gov.sk; www.razhodni.sk).

4.2.4. The good practice of France

The projected jobs are a measure that is part of the National social cohesion programme. It aims to facilitate labour market integration of people who face specific social and professional difficulties by offering them a job, as well as actions that allow them to define and implement their professional project.

Employers must belong to the non-profit sector, i.e. to be associations, businesses, local authorities, private and public-private bodies responsible for public service (www.travail.gouv.fr/informations-pratiques/fiches-pratiques/contrats-travail/contrat-accompagnement-dansemploi-995.html).

4.2.5. Austria's Good Practice

The master's programs in social management in Austria are an academic qualification measure for social workers, which affects the knowledge and skills needed to implement management activities in social organizations. These master's programs try to meet the requirements of active social workers in terms of academic certification, as well as to meet the changing needs of qualified staff in social organisations in a quantitative and Quality ratio (www.fh-campuswien.ac.at).

4.2.6. The good practice of Hungary

In July 2003, the Civil Employment Workshop (RGTD) started to operate in Hungary. It is a successful model for cooperation aimed at establishing a framework for civil dialogue in the sector and expanding and enriching the level of communication. Its activities are managed by a president, who is elected by the member organizations. It shall be open to any association meeting the following criteria: a non-profit-making organization aimed at increasing employment, according to its founding documents; there are activities in the field of vocational training or an alternative service on the labor market; it is registered in the National Civil Fund; The subject of activity is approved as a national (www.foglalkoztatás.net).

4.3. Good practices in the field of social entrepreneurship in Bulgaria

European Fair of enterprises and cooperatives from social economy (in the framework of the International Fair Plovdiv)

(<http://www.fair.bg/NR/exeres/4920D401-3672-4E56-BA07-B07DD3DF9964.htm>)

The European fair of social enterprises is the only forum of its kind in Europe, which is part of the European Forum on Social Entrepreneurship. It involves companies, organizations and institutions that present the activities of their members – people with disabilities, such as national organizations and people with disabilities, social enterprises and cooperatives, associations of people with disabilities, social services structures. The fair also presents measures to promote the social economy and discusses a number of opportunities for partnership within the EU. The event has a growing interest in more and more diverse business partners and public actors.

The European fair of social enterprises is organized by the European Commission, the European Confederation of producer Cooperatives and social enterprises (CECOP), the Ministry of Labor and Social Policy and the Agency for people with disabilities, and the official and largest partner is the international Fair Plovdiv. In the framework of the held European fair of Enterprises and cooperatives in the social economy there are over 100 exhibitors from 16 European countries. Among the accompanying events of the Fair are International conference, round Table, reviews of new clothing collections. The main branches of the European Fair of Enterprises and cooperatives in the social economy are sewing enterprises, enterprises producing wood products, enterprises producing plastic products, as well as various products, Produced by people with hearing and speech problems, including some agricultural products. The main objective of the European Fair of Enterprises and cooperatives in the social economy is to promote through an international forum an active public position of members of specialized enterprises and cooperatives of people with disabilities, their achievements in Integration in the social and social life in Bulgaria and in Europe.

4.3.1. Social enterprise "workshop of Dreams"

(<https://www.veliko-tarnovo.bg/media/filer/2012/08/10/t2-2.pdf>)

Location: Tzerova Coria, Pcheloshite, protected house in Debelets and the home for adults, town of Veliko Tarnovo, Reg. Veliko Tarnovo

The "Workshop of Dreams" social enterprise arises as a result of the established need of the persons, taken from the specialized institutions and housed in protected dwellings, to participate through appropriate forms of occupational therapy in various forms of social Integration and gain professional realization.

The initiative was initially implemented as a project funded under OPRD in the programming period 2007-2013, but its functioning continues today. In addition, given the main motive – the separation of sheltered workplaces – the social enterprise manages to build capacity for an innovative form of social service to improve adaptability and access to the labour market through its own centre for social Consulting, in 2011 the company was recognised as a national social innovation.

4.4. Realized projects for employment and support for the social inclusion of vulnerable groups by creating appropriate conditions for professional integration in the social economy and agriculture within the scope of the border region Bulgaria-Greece (Bulgarian part)

4.4.1. Example 1-establishment of a social enterprise for culinary tourism, in order to provide hot food for people with disabilities and socially weak in the. Yavornitsa and support the acquisition of a degree of professional qualification or qualification in part of a profession of young people leaving the social homes

Location: Yavornitsa, Petrich Municipality, Reg. Blagoevgrad, Bulgaria

Example No1 presents a good social initiative, which is a newly created social enterprise for culinary tourism and which uses the basis and culinary history of guest House "Orchidea" in Yavornitsa, Bulgaria. Petrich. For the profession "cook" and "waiter-bartender" are trained persons who acquire knowledge in cooking, while also being covered with activities from the field of local agriculture. Cooking and food supply is in the good traditions, combining the best

dishes of three ethnicities in the territory of Yavornitsa-Bulgarians, Turks and Roma. The events are organized **"to cook together"**, which in addition to the appointed persons, in the preparation of the food take part and persons from the social homes on the territory of the municipality of Petrich. In partnership with the municipality there is a place for sale and there is a possibility for visitors to taste the taste of the past, combined with the tastes of our contemporary. 30% of the company's profit is to provide free food for 25 persons-people with disabilities and socially weak in the Yavornitsa. 20% of the profits gained are used to acquire a professional qualification or part of a profession, and trainees are young people leaving social homes. The disadvantaged and other socially excluded persons involved are divided into two groups for the purpose of psychological support and motivation. For each person, an individual work plan is prepared, according to the needs, opportunities and peculiarities, further tailored to the needs of the person from specific support activities. Emphasis is placed on the possibility of development, not on existing deficits. Short and long term goals are planned, depending on the capacity of the person to develop the potential (health, social, emotional, intellectual). For the establishment of a social enterprise for culinary tourism is used the base and culinary history of guest House "Orchidea" in Yavornitsa, Bulgaria. Petrich. "Orchid" complex is located at the foot of "Belasitsa"-an unfamiliar, attractive, located in three countries Bulgaria, Greece, Macedonia. The destination is a destination for the Four Seasons and offers opportunities for tourism for every generation.

4.4.2. Example 2-providing new and effective jobs in "Ekita" Ltd.

Location: Petrich, Petrich Municipality, Reg. Blagoevgrad, Bulgaria

Example NO2 presents a good initiative in the field of social entrepreneurship that is realized in the company "Ekita" Ltd. and provides conditions for sustainable employment, through training and professional realization of unemployed/inactive persons and/or young people up to 29 years in the region of Town of Petrich ". Inactive persons are given employment in positions as machine operators, some of which are linked to agriculture, in particular through training in the servicing of commercial vehicles and tractors. Since the company's scope of activity falls within a sector which is a little attractive for jobseekers and unemployed people and especially for young people, "Ekita" Ltd. provides a chance for social inclusion of

maximum number of applicants. The new jobs are tailored to the needs and company strategy of "Ekita" Ltd. On the one hand, as well as with the requirements of the target group on the other. The company's aspiration to expand its business, increase its customer network, export and production capacity determines the need to increase the number of new staff, including inactive persons. Another reason for hiring new employees is to provide employment to unemployed persons (from risk groups) as a manifestation of social responsibility of the company and the aim to help reduce unemployment among risk groups in the region of Petrich. The good practice is realized thanks to the financial support of the operational program "Human Resources". Ekita Ltd. invests time and resources in hiring inexperienced, unskilled, not proven professionals, helping them to realize professionally in the long term.

4.4.3. Example 3 – "The man weighs in the place" – new opportunities for employment in the region of the town Kresna

Location: Kresna, Kresna Municipality, Reg. Blagoevgrad, Bulgaria

Example NO3 for a good social initiative is opened in "Reimar" Eood, whose main activity is the production of garden products and facings of natural stone. The family enterprise has for years ensured the work area of the town. Kresna as an approach to engagement and support in labour relations and social inclusion. The good practice is with motto "man weighs on the spot" and aims to provide employment and support through social inclusion of vulnerable groups from Blagoevgrad region. In the framework of the initiative the company reveals new work positions, with a focus on the need for production personnel. According to the company's management profile of the target groups, the opportunity for realization is provided to unemployed and inactive persons in category of young people up to 29, adults over 54, persons with lower secondary education and long-term unemployed or inactive Persons. They are engaged in the production of garden furniture, processing of rock-lining materials. The good social initiative combines the creation of jobs in the production plant and the field of auxiliary activities for agriculture in the town of Kresna. The implementation of the activities is consistent with the impact guidelines (pillars) in terms of employment, poverty reduction, social inclusion measures outlined in the text of the OPRD.

4.4.4. Example 4 - new work in Agrocrystal Ltd.

Location: Blagoevgrad, Blagoevgrad Municipality Reg. Blagoevgrad, Bulgaria

The activity of Agrocrystal Ltd. (<http://agrocrystal.bg/index.html>) is in the field of sales of fertilizers for agriculture in the field of the main arable crops, as well as for vegetable growing, fruit-growing, vineyards and other crops. The company has representations on the Bulgarian market as well as in Macedonia and Greece. Through actions initiated under the project "New work in Agrocrystal Ood" the company further directs its efforts towards the social integration of inactive persons (<http://www.e-79.com/news-110320.html>). The project is a good example for improving access to employment and the quality of jobs, whose activity is supported by the financial support of the European Social Fund through the operational Program "Human resources development" in 2015.

4.4.5. Example 5 – "Social entrepreneurship – social and professional integration of people from vulnerable groups in the municipality of Kirkovo"

Location: General Kirkovo, General Kirkovo Municipality, Reg. Kardzhali, Bulgaria

The activities of the social project from example 5 are related to the establishment of the municipal social enterprise in the municipality of Kirkovo, Reg. Kardzhali, which has a pronounced social effect on people from vulnerable social groups (https://www.kirkovo.bg/docs/proekti/Info_zh_izpalnenieto_na_project_Socialno_predpriemachestvo.pdf). The activities through which the social support is carried out are related to landscaping, public works and provision of social services. Alongside the main focus, which combines social services with agricultural activities, the motivation of disadvantaged people is also achieved. A good opportunity for social inclusion is professional training in profession "landscaping worker", specialty "planting and floriculture". An advantage of the social initiative is the improvement of knowledge and skills in order to minimize the sustainable inactivity of disadvantaged people. Guarantee for the social success of the initiative in the field of social entrepreneurship is the expected successful realization of the relevant persons in the labour market, their retention and, above all, increasing their opportunities for professional development. The main economic moment of the social enterprise is to achieve concrete actions

in improving access to employment and overcoming poverty and social exclusion by providing employment in the specific project.

4.4.6. [Example 6 – "Social entrepreneurship without Borders on the territory of the municipality of Belitsa"](#)

Location: Belitsa, Belitsa Municipality, Reg. Blagoevgrad, Bulgaria

Example 6 concerns activities under the project "Social entrepreneurship without Borders on the territory of the municipality of Belitsa", which successfully combines social and professional integration of people from vulnerable groups by promoting social entrepreneurship (<https://obshtinabelitsa.com/novini/nov-odobren-za-finansirane-proekt>). The main inherent aspect of the initiative opens against the backdrop of the added value to society by overcoming the effects of social exclusion and the poverty of disadvantaged people. In addition to trainings, the activities of the project rely on the realization of professional training of inactive persons by profession "landscaping worker", specialty "planting and floriculture" for acquiring first degree of professional qualification. Another main activity is organizing and conducting training-trainings focused on the development of the social competencies with a triple goal: motivating the ambition for independence, self-affirmation and professional growth of the most vulnerable part of society, namely people with special needs.

4.4.7. [Example 7 - "Establishment of a social enterprise in the town of Zlatograd"](#) (region Smolyan, municipality of Zlatofengrad)

Location: Zlatograd, Zlatograd Municipality, Reg. Smolyan, Bulgaria

The social initiative "Establishment of a social enterprise in Zlatograd" provides social inclusion of vulnerable groups and the aim is to continue to be sustainable after the end of the project. The social enterprise functions as a social enterprise through funding under its own project: (<http://www.smolyaninfo.com/2018/08/01/s-zdavat-sotsialno-predpriyatie-v-Zlatograd-2/>). The initiation of a social enterprise is conditioned by high unemployment in the municipality of Zlatograd and the existence of a social problem related to the large number of vulnerable groups without income, at risk of social isolation and poverty. The first sphere of activities of the social enterprise are in the field of services, namely through the separation of

the unit "public laundry with dry cleaning", and the second area of intervention is in the field "development, landscaping and cleaning of green Areas '. The target group of the initiative is disadvantaged people, including unemployed people with permanent disabilities; Long-term unemployed persons, unemployed persons with basic education and without professional qualification, unemployed single parents (adopters) and/or adoptive mothers with children up to 5 years of age. Activities implemented through the social enterprise are entirely for the benefit of disadvantaged people, with a bipolar model (with lighter and heavier physical work) ensuring compliance with horizontal principles for overcoming Discrimination of the target group to receive employment, as well as the necessary psychological support and motivation.

5. A business model for social entrepreneurship of people with disabilities, related to agriculture

5.1. Introduction

Contemporary research shows an increased interest in the importance of factors and their impact on social entrepreneurship activities. In all, it can be seen that the entrepreneur's environment is playing an increasingly important role in entrepreneurial activities than what has been revealed by earlier research. In addition, social entrepreneurs are often associated with strong driving forces seeking independence and taking risks.

This study illustrates how social entrepreneurs in agribusiness can interact with the spatial, social and institutional contexts. The aim of the study is to explore the benefits of value chains, "how three different levels of context interact with rural entrepreneurs in a coordinated network and thus influence the entrepreneurial process. The developed models for building chains to create value chains in the field of agribusiness aim to demonstrate the benefits of multi-territorial territorial integration through social interactions and benefits for cooperation with other members. Moreover, the network has a single way of conveying the message of a viable rural area. Also, entrepreneurs are not competitors but colleagues. They are deeply spatially connected in the area and the site is as important as the business itself. Moreover, since the network was initiated, the area has been restructured and developed to become a tourist destination offering a full experience of nature, history and places of visit. Entrepreneurs are perceived as not directly, but rather indirectly affected by public norms, stereotypes and values. But since they are part of society, they also affect public norms.

The proposals for future research are to explore content aspects in combination with different types of business initiatives in order to gain a broader understanding of entrepreneurial intentions of social entrepreneurs and to conduct a longitudinal study of the same type as entrepreneurship and context are phenomena, which are characterized by complexity and development over time.

Literature overview

According Irina Kostetska , I.Berezyak (2014) to social entrepreneurship, it represents a real mechanism for solving the social problems of society, maintaining its economic and social dimensions the social well-being of a particular territorial community and the state as a whole through occupational therapy, social rehabilitation, introduction of new mechanisms to

address current social problems with the characteristics of social innovation. According to the authors, it can be assumed that social entrepreneurship harmonizes social and commercial interests through the mechanism of involving the representatives of the economically active population for productive labor. According to them, the role of the state, which needs to pay special attention to the development of social entrepreneurship: favorable legal and tax conditions, favorable forms of interaction with civil society organizations, is of particular importance; creating a favorable institutional environment for social enterprises. This will create conditions for the development of this area of activity to strengthen the citizens' initiative will be implemented a factor in the crisis of the socio-economic system, promote a more coherent functioning of the whole socio-economic system.

Semape J. Manyaka (2015) investigate the concept, social entrepreneurship, as a potential lever in economic and social transformation of the poorest-of-the-poor community of Nellmapius township, east of Pretoria, South Africa. The author identified definitions of 'entrepreneurship' and 'social entrepreneurship', and delve into the historical development of the concept 'entrepreneur'. South Africa is in an era where it needs more new venture creation. Hence, he studied a venture formation from the perspective of Schumpeter's theory of ways of forming a new firm.

According European Commission (2013) social entrepreneurship is increasingly challenging the traditional idea of doing business just for the sake of profit, and social enterprises are developing around the world. They find social enterprises contribute to helping keep those people at risk of social exclusion attached to the labour market through the provision of training and work integration activities. They also address the social needs of groups which government agencies find hard to reachq it create all the jobs needed to overcome the jobs crisis. They conclude social enterprise is not a panacea for the social and economic challenges, however, social enterprise is an important contributor to meeting those challenges but the focus of these policies should be on providing enabling environments in which social enterprises can thrive, including actions to promote social entrepreneurship and improve legal and regulatory frameworks, financing, access to markets, business development services and support structures, and training and research.

1. THEORETICAL BACKRAUND

The developed "Business Model for Social Entrepreneurship of People with Disabilities Associated with Agriculture" is constructed on the theories known in economic knowledge, providing frameworks and explaining the structural dependencies and regularities in the formation of complex social models of this magnitude.

This background gives the opportunity to translate into the future processes of the theoretical knowledge and the theoretical thinking in the field of value creation chains and the planned behavior as well as the verification of their adequacy and validity in conditions of unique manifestation and phenomenal character. This test is required and is being challenged to respond to the screaming problems of people with limited opportunities to move, work, and with adequate social life in the present looking for their decision in the future due to the high social cost that society has to pay if not has made sufficient investments and has no clear strategy to solve current problems of the modern development of the regions with predominant development of agriculture.

The main research question, and hence the main tasks to be solved with the developed business model, is to achieve the optimal inclusion of basic factors such as human capital, natural conditions, efforts of public institutions, non-governmental organizations for social inclusion of social a group of people who have individually-identified opportunities and complex needs to meet as a result of lasting changes in health, psychological and socio-economic status.

Proactive behavior of participants in the target group as part of a process to put in place innovative technologies and socio-economic impact environments. Their perception as part of the ethnographic, social and cultural processes they combine with the actions, knowledge and skills of the other social partners is aimed at identifying the complexity of the changes and processes, the necessary culture of behavior to realize the active impact and taking into account the influence of technological change, the so-called "Technological determinism".

The social and technological adaptive processes that accompany the introduction of technology are not only an important element of socio-technological change. This change would only come to its full manifestation if it were taken into account=

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The social and technological adaptation processes that accompany the introduction of technology are not only an important element of socio-technological change. This change would only come to its full effect if the effects of their introduction and active application are also taken into account. For these reasons, the study of change should not only concentrate on the level of the participants in the target group, but also the everyday life, experience and understanding of people are placed in the context of clearly manifested, wider cultural and public levels and connections.

1. ***The Information Integration Theory***, developed by Norman Anderson (1968), in which he explores and 'models the process of integrating man-made information from multiple

sources to make an overall judgment. The theory offers three functions. The evaluation function $V(S)$ is an empirically obtained mapping of stimuli in a range. It is unique to interval transformation ($y = ax + b$). The integration function $r = I\{s_1, s_2, \dots, s_n\}$ is an algebraic function combining the subjective information values. "Cognitive algebra" refers to the class of functions that are used to model the integration process. These can be addition, averaging, weighted averaging, multiplication, etc. The response function $R = M(r)$ is the process by which the internal impression becomes a clear response. "

The theory of information integration differs from other theories, as it is not built on the principle of consistency as balance or coherence, but rather relies on algebraic patterns. The theory is called functional measurement since it can provide validated incentive scale values.

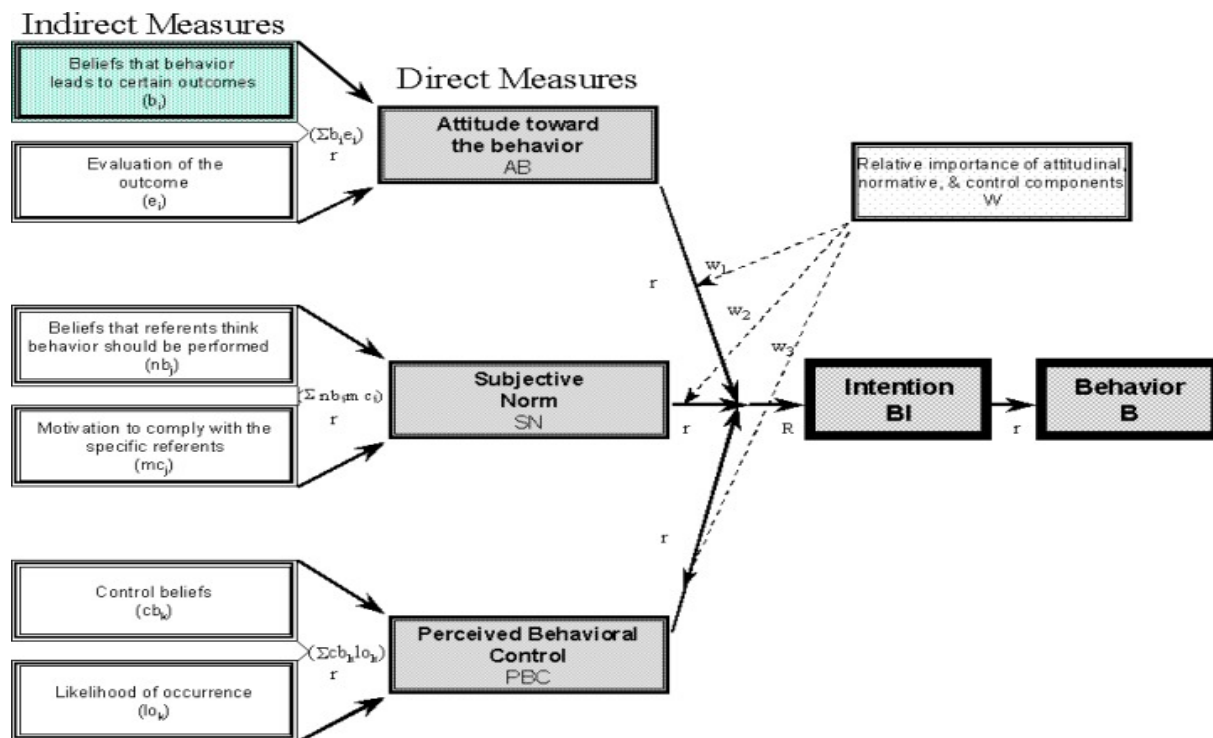
2. Theory of Planned behavior

The theory of planned behavior was developed by Martin Fishbein and Icek Ajzen (1977)² as an improvement on the theory of information integration (Ajzen & Fishbein, (1980)³, Fishbein and Ajzen, (1975)⁴. There are two important changes. Instead of trying to predict attitudes, as well as the theory of information integration (and several others), the reasoned action is explicitly concerned with behavior, but this theory recognizes that there are situations (or factors), which limit influence. For example, if our attitude makes us want to meet but we do not have money, the lack of money will prevent our attitude from getting us to meet, so "Prudent Action" predicts behavior of behavior, a compromise between stopping attitudes prediction and actual behavioral prognosis. As it separates behaviors from behavior, Prudent Action discusses factors that restrict the influence of attitudes (or behaviors) on behavior.

Relatively little is known about the integration of moods of fear-related people and their expectations for stressful events. This study uses information integration theory to study how to integrate the sensitivity of anxiety and events to determine their social anxiety. The authors of the theory conducted three studies - two with university students and one with clinical patients with anxiety, in which participants received multiple scenarios of a socially disturbing event, each representing a different probability of an event from which subjective expectations arose. Independent variables include anxiety sensitivity (low, moderate, high) and expected event frequency (low, medium, high, unlikely). Participants were asked to indicate their anxiety (dependent measure) in any expected state in this 3×4 mixed quasi-experimental design. Results from all three studies indicate that anxiety sensitivity and expected incidence of events

are further integrated to trigger social anxiety. Additional results and their effects on the treatment of anxiety-related disorders are also being discussed.

Fig.№ 1. Relationship between variables in the theory of planned behavior



Source: R. R. Paterson.(2001). "Using the Theory of Planned Behavior as a Framework for the Evaluation of a Professional Development Workshop". Journal of Microbiology & Biology Education.

According to Ajzen, who adds the concept of self-efficacy, we can act effectively and exercise some control over the events that affect our lives, ie it establishes the link with "Theory of Prudent Action." This theory emphasizes the role of perceived behavioral control as an influence on behavioral intentions and actual behavior. The author argues that controlling beliefs are important determinants of behavioral perception and are critical to understanding motivation - the confidence (or lack) of their ability to follow the behavior can be a critical factor in whether they decide to adapt behaviors and accept whether they are successful in their performance. If an individual, for example, thinks you can not refuse smoking, he will probably never try to do so.

3. Porter's Value Chain Theory

The basic organizational theory on which our business model is based is "The Value Chain Theory by Michael Porter. The idea of a value chain is based on a production analysis of economic agents, the idea of seeing a production or service organization functions as a system consisting of subsystems, each of which has inputs, transformation processes, and results. Investments, transformation processes and end products or services include the acquisition and consumption of resources - financial resources, labor costs, materials, equipment, buildings, land, administration and management. How the value chain creates activities depends on the cost share and has a direct impact on profits.

The actively functioning organizations are involved in hundreds, even thousands of activities in the process of transforming incoming resources into products. These activities can be classified as basic or auxiliary activities that all enterprises have to take in some form.

According Michael Porter 'theory (1985) main activities are:

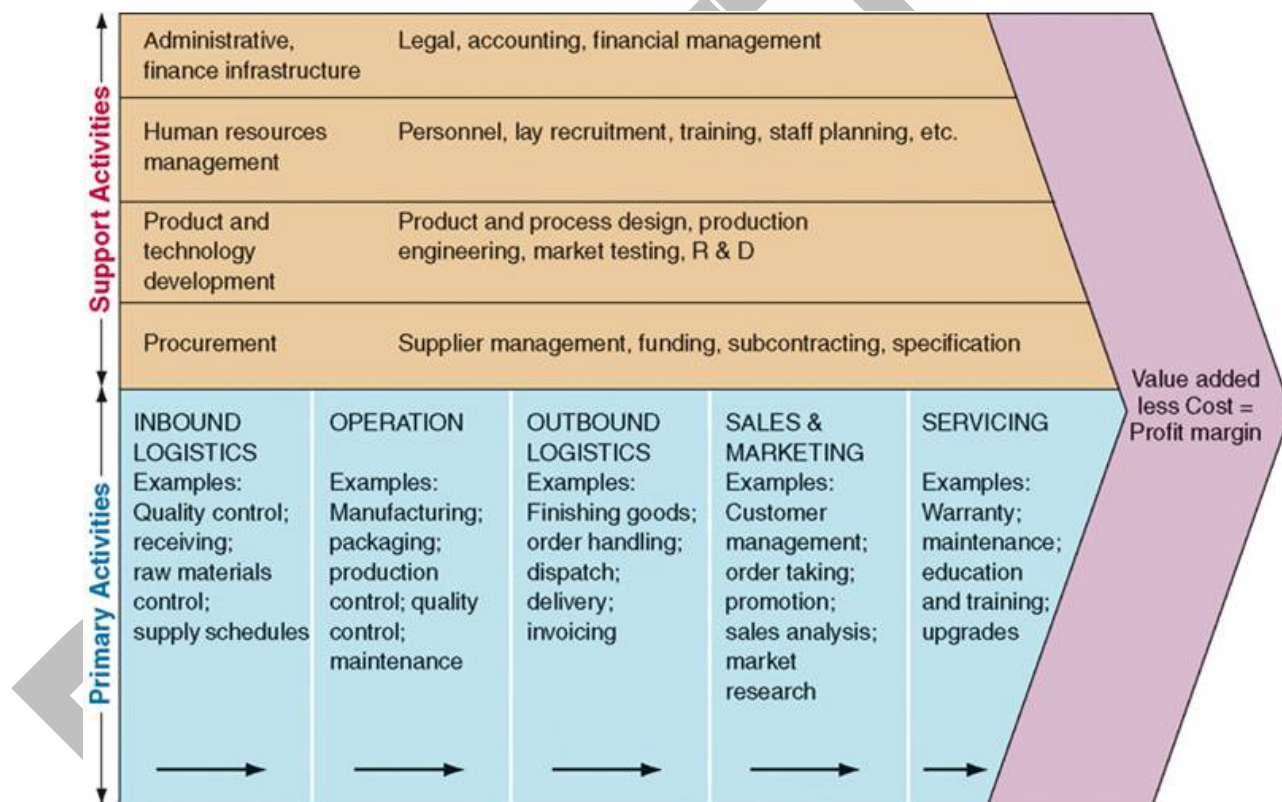
- Inbound logistics - includes connections with suppliers and all activities necessary to obtain, store and distribute materials;
- Operations - all activities necessary for the transformation of raw materials into products (services and products);
- Outbound logistics - includes all activities necessary to collect, store and distribute the produce.
- Marketing and sales - activities to inform buyers about products and services that suggest buyers need to purchase and / or facilitate their purchase.
- Service - includes all activities necessary to keep the product or service for its effective exploitation for the buyer after it is sold and delivered.

Auxiliary or mediating core activities of the companies are:

- Deliveries - the acquisition of resources or assets for the production needs of the company.
- Human Resources Management - consists of all activities related to the study, recruitment, recruitment, training, development, compensation and (if necessary) the release of staff.
- Technological development - refers to the hardware, software, procedures, and technical expertise needed to convert incoming products.
- Technological development - refers to hardware, software, procedures, and technical expertise needed to convert incoming products.

- Administrative infrastructure - serves the needs of the company and unites its various parts, it consists of functions or departments such as accounting, legal, financial, planning, communication and security, quality assurance and general management.
- Human Resources Management: consists of all activities related to recruitment, recruitment, training, development, offsetting and (if necessary) the release or dismissal of staff.
- Public Procurement: the acquisition of goods, services or works from an external external source with a basic principle of the auction beginning.

Graff. № 1 Value cost creation



Source: <http://logisticsglobal.blogspot.com/>

4. Cluster Theory

Over the last two decades, clusters as a form of economic education have gained considerable popularity. The European Commission has assessed their advantage as a competitive structure and periodically promotes a program to finance cluster education in priority sectors. As a result, interest in the role of cluster unions and their location in the global economy has increased over recent decades. Economists agree that clustering and concentration

of industries in specific geographic areas is a key driver of regional and national prosperity. The potential role of governments in facilitating this process has been the subject of increased interest in them in recent years. This promising development leads to high economic costs for authorities to achieve sustainable economic growth and independence even in today's globalized world with increased factor mobility such as human capital, physical capital and information. It turns out that it is more important than ever to be in a highly developed cluster. Governments and firms are trying to coordinate their efforts in cluster initiatives to develop a competitive edge on the global market. Nations and regions concentrate on developing highly specialized skills and knowledge to create a lasting competitive advantage for the economy. In response to the ongoing process of globalization, companies are forced to find a place in well-developed clusters to increase their innovation and productivity.

A sufficient explanation of the phenomenon against the background of merger processes can be found on the basis of a study of the four most widely discussed concepts of cluster theory of Porter (1998)⁶, Sölvell et al. (2003)⁷, Weber (1929)⁸ и Krugman (1991)⁹. Consecutive in its definition of a cluster, which is a "geographically close group of interconnected companies and related institutions in a particular, interconnected and complementary field." This is only the highly synthesized version of the definition. What is the cluster and how it works can be summed up in the following two points:

- (a) Elements constituting a cluster;
- (b) Interconnection for production, growth, innovation and competitiveness.

According to the authors of the cluster structure theory, more providers of specialized investments, specialized infrastructure suppliers, customers, firms in Bulgaria related to skills, technologies or common entrances can be included. Finally, many clusters include government and other institutions - such as universities, standard agencies, think tanks, professional training providers and trade associations - that provide specialized training, education, information, research and technical support.

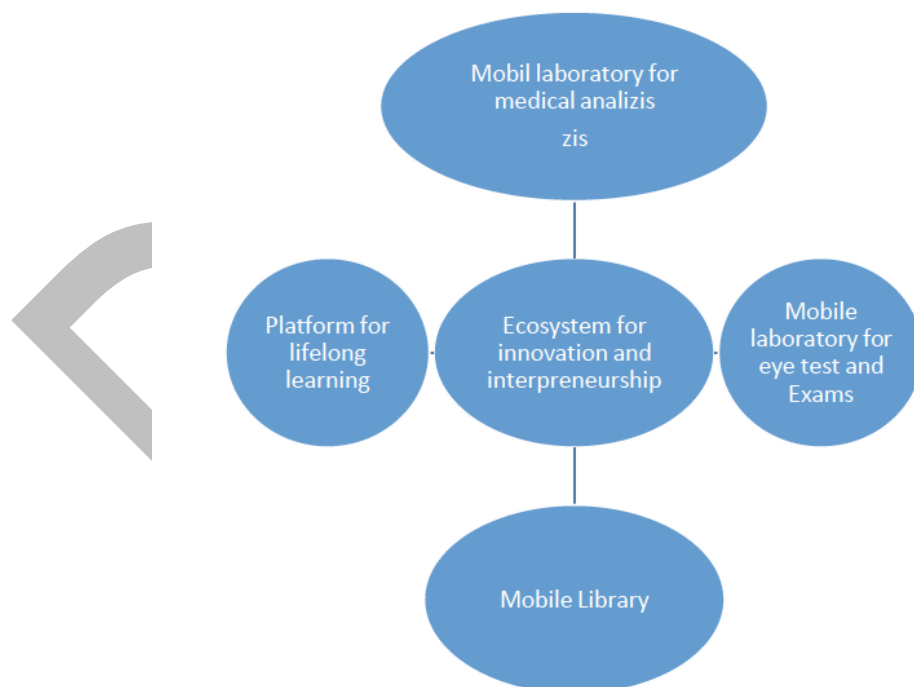
5.2. BUSINESS MODEL FOR SOCIAL ENTREPRENEURSHIP OF PEOPLE WITH DISABILITIES RELATED TO AGRICULTURE IN THE CONTEXT OF EXISTING SCIENTIFIC KNOWLEDGE

The business model for social entrepreneurship of people with disabilities related to agriculture is developed on the basis of the proposed theories and aims at realizing different levels of connectivity of economic activities of people with specific needs of a specific regional structure.

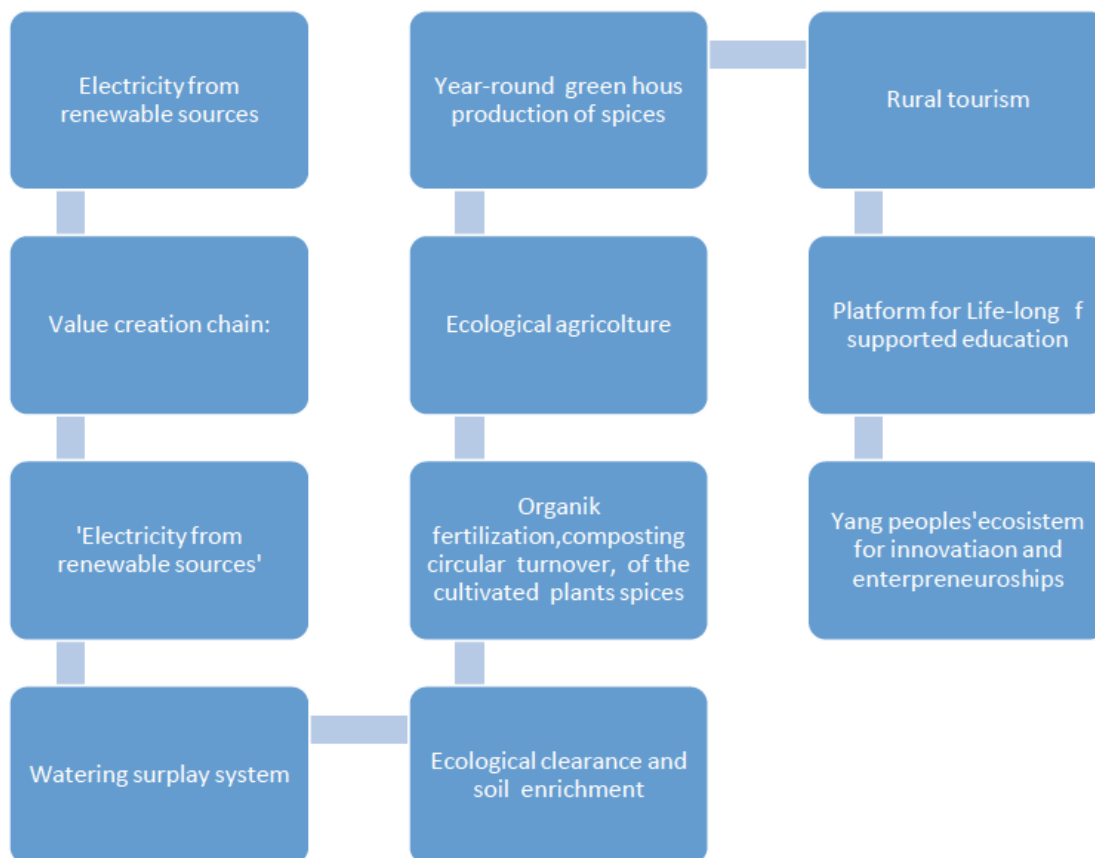
Each of the participating businesses is strictly dependent on the others in the structure to be able to take advantage of the benefits it offers.

In the proposed cluster models and value chain, business representatives, non-governmental organizations, local authorities, volunteers, external stakeholders participate.

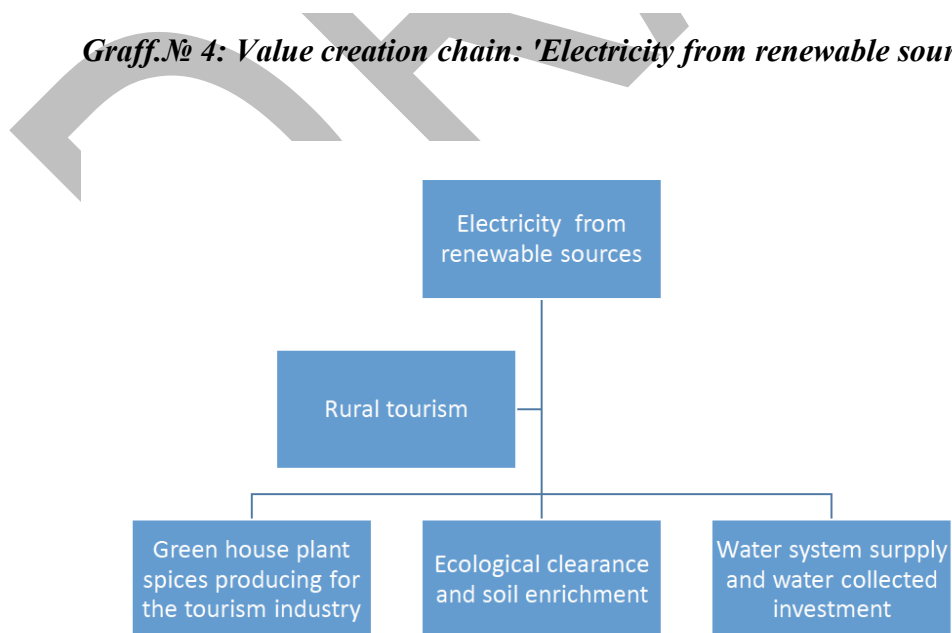
Graff.№ 2: Cluster: Building the Ecosystem for Innovation and Entrepreneurship in the Rural Areas of the Cross-Border Region to Address Unemployment among Young People with Disabilities in a Digital Environment.



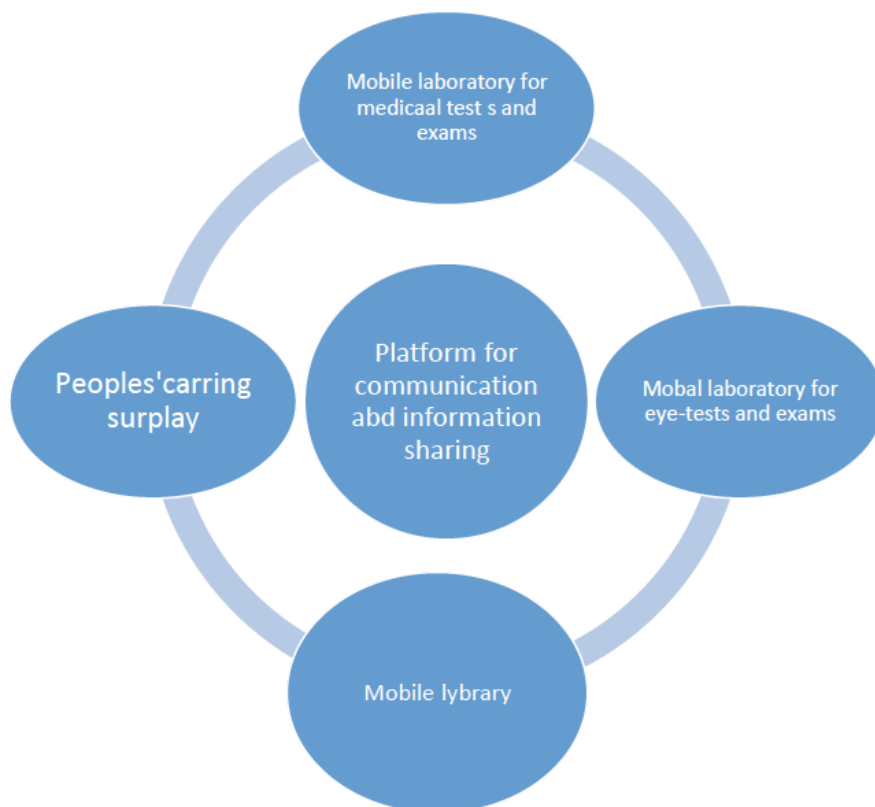
Graff. № 3: Value creation chain: 'Electricity from renewable sources'



Graff.№ 4: Value creation chain: 'Electricity from renewable sources'



Gfaff. № 5 :Cluster “Peoples'carring”



Social entrepreneurship is one of the forms of joint business in the social sphere between business and the individual involvement of stakeholders with the regulatory intervention of the state.

Social entrepreneurship as an opportunity for business initiative speaks and works for our regret with the establishment of the market of liberal ideas for the organization of market relations, for the withdrawal of the state from activities that are important for the preservation of the human factor. The neglect and forgetfulness of the role of the "welfare state", however, has proved its negative impact, and proof of this is the increased inequality, the huge number of people in need who have no access to public resources to meet basic needs.

The development and growth of social entrepreneurship, the models we have proposed in this business case in the hope that the proposed solutions will be properly adopted and assessed.

5.3. Value chains in agricultural production

PURPOSE: Creating a supportive environment for social enterprises and social innovation, promoting self-employment, integrating business and social activities

1.	MAIN PARTNERS	
		<p>Solid and democratic participation of legitimate participants (<i>In accordance with Theory of Planned Behavior they have a desire to live in rural areas, to contribute to the local community, as well as a certain level of autonomy and self-decision</i>) based on a consensus on the nature of collectively identified needs and the willingness to respond by combining social and entrepreneurial activity with the participation of:</p> <ol style="list-style-type: none"> 1. Non-governmental organizations, 2. Cooperatives, 3. Individual members, 4. Households, 5. Volunteers <p>In order to increase the organizational capacity to build a sustainable model of investment and reinvestment for social, environmental, public benefit, owning or having access to alternative sources of funding.</p> <p>The partners in the chain of value creation implement production, processing, distribution of finished products, health services and care services to mobilize resources and to limit and minimize potential risks.</p> <p>Joining efforts to implement pilot initiatives with demonstration effect.</p>
2.	MAIN ACTIVITIES	
		<p>The value creation chain has the task of reducing marketing costs and providing access to information for the purpose of producing goods and services for sale. For this purpose, a platform is created to connect the participators in the value chain. Ensures realization of idea, verification of claim, price formation, identification of distribution channels, establishment and maintenance of customer relations.</p>

		<p>In the chain value creation in agricultural production can be incorporated companies with activity:</p> <ol style="list-style-type: none"> 1. Production of electricity from renewable sources; 2. Building a water supply management system and investing in collector facilities; 3. Environmental clean-up, mulching and soil enrichment activities, organic fertilization, composting, circular turnover of the cultivated plant species; 4. Organic farming - growing of berries, herbs, processing, storage and distribution; 5. Rural tourism - accommodation, subsistence, inclusion in the activities of the companies proposed above; 6. Greenhouse spice cultivation for tourist sites and complexes 7. Delivery of health services - Mobile office for examination, supply and distribution of glasses and aids for people with individual needs 8. Supply of Health Services - Mobile Lab for Medical Research 9. Development, maintenance and maintenance of a platform for communication and information exchange. 10. Wholesale trade in food products. 11. Improving the quality of human resources through the provision of lifelong learning and education to long-term unemployed and people with disabilities to engage through the acquisition of concrete practical skills 12. Providing care services; 13. Building the Ecosystem for Innovation and Entrepreneurship in the Rural Areas of the Cross-Border Region to Address Unemployment among Young People with Disabilities in a Digital Environment.
3.	MAIN RESOURCES	
		<p>Cross-financing - the prices for the realization of the produced goods and services out of the participants in the system are doubled.</p> <p>Co-operatives and non-governmental associations use the income earned by the social enterprise to subsidize members' services related to crop improvement, sustainable agriculture, seed purchase, veterinary products for livestock farming, and farm loans.</p> <p>Development and implementation of alternative funding sources:</p> <ol style="list-style-type: none"> 1. Leasing - payment of monthly subscription installments until the lease is completed, after which the leased asset becomes the property of the user.

		<p>2. Cradoufning - recruitment of voluntary contributions for the purpose of realizing a specific business initiative</p> <p>3. Equity contributions and dividend policy of cooperatives.</p> <p>4. Sale of shares.</p> <p>The value creation chain unites:</p> <p>1. Physical capital - buildings, machinery, vehicles, land, specialized equipment.</p> <p>2. Intellectual capital - knowledge, practical habits, creative and thinking abilities of people, their moral values, the culture of labor.</p> <p>3. Organizational capital - procedures, technologies, management systems, technical and software, organizational structures, patents, brands, culture of the organization, relationships between the participants in the chain. The organizational capital is the company's organizational capabilities to meet the needs of the chain and market participants.</p>
4.	VALUE OF THE IDEA	
		<p>Technological and social change - providing new jobs in the regions with declining populations, using modern technologies, providing access to and providing specialized services, enhancing living status, improving working capacity, strengthening communication contacts to expand access and minimizing potential risks.</p> <p>Realization of therapy through training and employment, social rehabilitation improving the quality of human capital. Offering products and services is provided within the value chain. It is possible to incorporate into external chains by signing contracts with retail chains for the realization of specialized, original goods with significant market demand (eg IKEA, restaurants and fast food chains for their needs of flowers, fresh spices and mushrooms). The ideas that will be implemented contain an innovative element, realized through the system of contacting, the way of implementation, satisfying specific individual needs but a profitable way guaranteeing usability and access.</p>
5.	CUSTOMER RELATIONS	
		<p>Some of the links in the system are traditional - ecological soil treatment, organic farming, distribution and input into the production</p>

		<p>of ecological products, but also the goal is to include new consumers in the chain.</p> <p>The realization of the links between the units in the chain is carried out by means of production - factoring conditions for production (land, water resources, alternative sources of electricity, transport infrastructure) marketing (distribution channels), information channels, organization of information campaigns, digital networks (internet, social networks), automated access to market information based on already established commercial and other contacts.</p>
6.	<i>DISTRIBUTION CHANNELS</i>	
		<p>It is implemented through production, processing and marketing chains to create value and connect small businesses with large, and thus access to, external markets. Value-added social enterprises are selling information on the local and export markets for the types of agricultural products, including buyers and producers, prices, export duties, transport conditions, environmental and fertilizer regulations, storage conditions, and so on.</p> <p>In addition to retail outlets, products are sold through non-governmental organizations and non-profit organizations that train their members to fairly pricing, and then maintain a margin for each sale to support the sustainable pursuit of their social activities. Insufficient infrastructure and uneven geographic distribution increase the costs of small scale operators to reach large user networks due to logistical problems. Difficulties may be encountered in transporting perishable and specific goods.</p> <p>The participants in the value chain are ensuring the sustainability of their business by organizing after-sales customer support through use and usage training, warranty conditions, ongoing maintenance, spare parts delivery, consultancy.</p>
7.	<i>CONSUMER SEGMENT</i>	
		<p>The use of technologies by which enterprises in the chain to enrich their customer group by accessing customer data to collect, analyze and predict future trends, and highlight the opportunities for business development that is geared to meeting specific consumer needs.</p> <p>Cooperation of the participants in the chain which provide quality input and processing facilities, support capacity building of farmers and ensure that market customer relationships are the most successful.</p>

		<p>Creating a revenue-generating model to collectively harness small farmers in order to benefit from economies of scale while ensuring that they regularly receive and systematically guarantee fair pricing of agricultural products.</p> <p>Social entrepreneurs are at the heart of the process of developing practical innovations for turning people with disabilities from the low income social group into consumers, producers and wealth creators, with the idea that social and environmental consciousness has a good business sense. This value chain aims at "business-social" convergence between the private sector and social entrepreneurs that will generate an impact on the overall development of rural areas.</p> <p>Each entrepreneurial initiative is implemented in one of the following markets:</p> <ol style="list-style-type: none"> 1. Wide market - for mass consumer goods such as electricity, bread and bakery products, meat and meat products, water and more. 2. Market niche - for a particular user group - medical services to people with reduced mobility, provision of care services, training of young people to acquire digital skills; 3. Segmented market - grouping by users that have similar characteristics needs, health capabilities and requirements, preferences, geographic distribution 4. A differentiated market - a risk management tool, by avoiding concentrating on the production of a product, service, and / or offering it on only one limited market. 5. Multi-platform platform - a platform for the realization of links and exchange of information on the principle of block technology.
8.	FEATURES OF THE PRICE STRUCTURE	
		<p>The main objective of the pricing policy is to seek the optimum between the social mission and the efficiency of the entrepreneurial activity. The creation of affordable products is synonymous with the creation of low-cost products with guaranteed basic functions. However, the social enterprises involved in the chain focus on developing innovative pricing and payment solutions for full functional products and services. Sliding tax and price fares or special discounts for people with limited funds or new payment models (leasing, subscription payments, natural exchange) are used.</p> <p>Pricing policy includes:</p>

		<ul style="list-style-type: none"> - identifying and optimizing fixed costs for each particular business; - which of the costs most significantly determine the price and the possibility of substitution; - the most expensive stages of the production process. <p>1. Price-based business structure of production costs, function of price, orientation towards low-priced niches</p> <p>2. Value-based business-focused value creation - luxury consumption based on premium proposal.</p> <p>Policies:</p> <p>1. Economics of scale</p> <p>2. Austerity policy from the scope - expanding opportunities</p> <p>The first price is the fair trade price; then it is necessary to form a margin for each sale to support social activity.</p>
9.	REVENUE FLOWS	
		<p>Revenue flow parameters are a function of the price that cost participants are willing to pay for. This price is compared to the massively commercially used in similar regions at the moment of setting up the social enterprise.</p> <p>Forms of payment are important - cashless postpaid payments are preferred to not transfer significant cash.</p> <p>Analysis of the place of each revenue stream in the total revenue of the enterprise.</p> <p>Types of revenue streams and factor conditions affecting the revenue flow parameters:</p> <ol style="list-style-type: none"> 1. Sale of assets that are directly used in production activities. 2. Cost of use, rent or lease - as the initial step of introducing new production. 3. License fees - access to electricity transmission and water transmission network. 4. Brokerage costs - for use of a distribution network. 5. Advertising costs - advertising costs in electronic media, printed and other types of publications.

6. Inferences and Recommendations

Today the social approach to life and activities of people with disabilities is an important part of the current social policies on a national and regional scale.

Social entrepreneurship in the field of rural tourism is crucial and should be a national strategic priority because it provides employment for society segments that are permanently unemployed, for people with disabilities, homeless people, young people in risk and women discriminated by gender indication. It is an alternative opportunity for providing employment to people with disabilities. Entrepreneurship from the aspect of agriculture is seen as an opportunity for the integration of people with disabilities and ensuring their decent and higher standard of life.

Despite the lack of legal order, Bulgarian practice shows that there are organisations developing social entrepreneurship and they recognize themselves as social enterprises.

There is a number of prerequisites that favour the development of social entrepreneurship in Bulgaria:

- An extension in the term of interpretation providing flexibility and opportunity for the development of this activity in various forms;
- Tax concessions for the legal entities dealing with social entrepreneurship;
- Non-profit organisations also have social functions, often having a leading role in providing support for the vulnerable groups under relatively relieved conditions;

Along with the opportunities, we find a number of barriers hindering the social entrepreneurship development as follows:

- The target group being worked with is considered vulnerable by nature. It requires time and additional efforts for the organisation to succeed in catching up with the other producers/ service providers;
- There is no fostering state policy supporting the social entrepreneurship development;
- Unsteady market situation – a lack of support for the activity sustainability. This has a direct influence upon the small business which depends on external sponsor programs that are short-term and with completely different priorities;
- There are no long-term programs fostering the supported and protected employment.

The present do not comprise all of the vulnerable groups;

- We see a highly limited access to funding social entrepreneurship because the risky funding has almost not been developed and entrepreneurs are looking for investment return. National grant funding is almost absent.

In view of reaching a balance for equal participation in labour market for the groups in risk there are some measures planned in Bulgaria complying with the goals of the Lisbon Strategy. The basic priority activities that can be implemented are directed toward employment programs for certain categories with disabilities including integration of people in the agriculture through strengthening social entrepreneurship. A challenge for the country and the people with disabilities themselves is their labour development on the labour market through exact fulfillment of individual economic activity. Today the social approach to life and the activities of people with disabilities is an essential part of the current social policies on a national and regional scale.

The focus should also be set toward *social innovations* programs in rural regions. A variety of factors are encouraging including:

- Local economies diversification;
- Continuing need of technological advance in food production;
- Social regions attractiveness for freelance entrepreneurs;
- Trends encouraging small businesses to become located in rural regions;
- Efforts in infrastructure and rural regions accessibility improvement;
- Serious interest in ecological production and ecological innovation sector and more.

We shouldn't underestimate the obstacles the rural regions innovations are faced with:

- Lack of good infrastructure for wide access;
- Comparatively weak economic foundation, a small number of businesses and shortage of clustering hindering the knowledge transfer, network construction and social enterprises competitiveness;
- Lack of highly qualified staff and young people migration from rural regions.

Social farming is another opportunity for creating employment for people with disabilities. In Bulgaria there is a potential for social entrepreneurship development for the suitable natural and climatic conditions; the existing traditions in agricultural production; the need of such activities for solving problems of various public groups with specific necessities;

the presence of funds for the start and development of this type of activities. Nevertheless, social farming is at a very early stage of development and is almost unknown. The reasons for this can be found in the following trends:

- Lack of awareness of the institutions, organisations and businesses about the significance and capacity of social farming;
- Lack of an adequate state policy for fostering and popularization of social farming;
- Shortage of built-in networks and cooperation in rural regions;
- Underdeveloped structures of rural regions encouraging the application of alternative employment models and the use of multifunctional agriculture as a source of income for the vulnerable groups and more.

Employment policy experiences development and quality improvement in terms of planning, financing, monitoring and more but additional measures should be taken to ensure coordination of the social and tax policy and the employment policy for implying enough stimuli for seeking, hiring and retention at work as well as providing opportunities for people with disabilities. The policy should send the people on social support back to work as well as ensure more and better jobs. In this regard more activities are needed to lower the informal employment. Special attention should be paid to range enhancement and quality of various existing training opportunities as well as holding popular campaigns.

The main trends of work according of the MLSPo in creating jobs and employment for people with disabilities consist of:

- Providing employment of jobless people with permanent disabilities but being able to work including flexible forms of employment at the original labour market and through employment programs in order to overcome their social exclusion and complete integration in the society, diversification of employers' stimuli for hiring people with disabilities and environment adaptation to their needs, impact on the employers' attitudes and stereotypes concerning recruiting people with disabilities;
- Providing access to funds and opportunities for starting independent economic activity;
- Creating prerequisites for independent life of people with disabilities through approachable architectural environment, transport, information and communication as well as

customization of working place, specialized labour mediation, supporting devices and medical products.

Surveys show that over the last years in some of the European small settlements, the social entrepreneurship model has been adopted and implemented combining limited agricultural production and rural tourism. In this regard, in Bulgaria according to the action plan of Europe 2020 Development Strategy, there is a number of measures and operations supporting people with disabilities, such as Active Involvement, Support for People with Disabilities, Equal Chances, and New Chance for Social Inclusion.

The analysis and evaluation of social entrepreneurship state related to agriculture, show some unsolved problems whose answers entirely depend on the precise identification of the problems and challenges for social entrepreneurship in agriculture, identification of social, cultural and legal necessities of people with disabilities and looking for adequate solutions and measures satisfying the specific needs of these people. The work in this direction shouldn't be a product of self-initiative and human attitude to this public segment but it is necessary that state support be sought and foreign experience and good practices of social entrepreneurship be applied.

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