



INTERREG V-A COOPERATION PROGRAMME
GREECE – BULGARIA 2014 – 2020



*No Matter Our Origins,
No Matter Our Size,
No Matter Our Disability,
We All Deserve To Be Treated Right*

SocialCrafts

An introduction to the Project

The Project is co-funded by the European Regional Development Fund and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme

PROJECT TITLE

Handicrafts and social economy: A driver for socially inclusive growth in the CB region

PROGRAMME

INTERREG V-A Cooperation Programme Greece -Bulgaria 2014-2020

PRIORITY AXIS

A Socially Inclusive Cross-Border Area

THEMATIC OBJECTIVE

Promoting social inclusion, combating poverty and any discrimination

INVESTMENT PRIORITY

Providing support for social enterprises

SPECIFIC OBJECTIVE

To expand social entrepreneurship in the CB area

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Partners from Bulgaria

International Initiatives for Cooperation

www.iicbg.org



Regional Center for vocational education training to CCI – Blagoevgrad

www.cci-bl.org



Business Center Maritza

www.bcentermaritza.weebly.com



Partners from Greece

Prefectural Association of People with disabilities of Kavala's Prefecture

www.amea.kavala.gr



National Confederation of Disabled People of Greece, Branch of Northern Greece

www.esamea.gr



Union of Hellenic Chambers of Commerce

www.uhc.gr





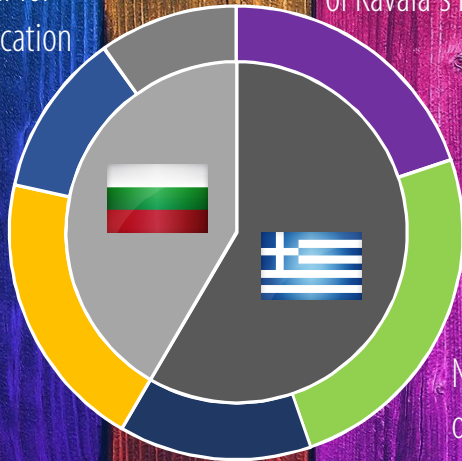
557.166,00

Regional Center for vocational education training to CCI

Business Center Maritza

Prefectural Association of People with disabilities of Kavala's Prefecture

International Initiatives for Cooperation



Union of Hellenic Chambers of Commerce

National Confederation of Disabled People of Greece

Equipment & Tools

Staff Costs

Office & Administration

Travel & Accommodation



24 months



A few words about the Programme

- ▶ Approved by the European Commission on 09/09/2015 by Decision C (2015) 6283
- ▶ Total budget \approx **€130M** (85% ERDF funding and 15% national contribution)
- ▶ **4 Priority Axes** (Competition-Innovation, Sustainability-Climate adaptability, Interconnection, Social Inclusion)
- ▶ Eligibility area: **40.202 km²** and a total population of **2.7 million inhabitants**

4 territorial units at NUTS II level (Regions), 11 territorial units at NUTS III level (Districts)

Expected results

- improved entrepreneurial climate
- better access to key markets and a wider customer base for SMEs
- increased resilience to cross border natural disasters (floods)
- increased tourist traffic in the border area
- reduced travel times and improved traffic safety

A few words about the Programme

11 regions are eligible in the Interreg V-A Greece-Bulgaria

In Greece

Regions (NUTS III) of
Evros, Xanthi, Rodopi,
Drama, Kavala,
Thessaloniki and Serres

In Bulgaria

Regions (NUTS III) of
Blagoevgrad, Haskovo,
Smolyan and Kardzhali



Project Funding

Project Beneficiary	Country	(1) Union support	%	(2) National Co-financing =(a) + (b)	%	National Counterpart Type		(3) Total =(1)+(2)
						(a) National Public Funding	(b) National Private Funding	
LB (P1)	Bulgaria	94.578,23 €	85	16.690,28 €	15	16.690,28 €	0,00 €	111.268,50 €
PB2	Greece	93.653,00 €	85	16.527,00 €	15	16.527,00 €	0,00 €	110.180,00 €
PB3	Bulgaria	55.521,15 €	85	9.797,85 €	15	9.797,85 €	0,00 €	65.319,00 €
PB4	Greece	117.921,35 €	85	20.809,65 €	15	20.809,65 €	0,00 €	138.731,00 €
PB5	Bulgaria	46.792,50 €	85	8.257,50 €	15	8.257,50 €	0,00 €	55.050,00 €
PB6	Greece	65.124,88 €	85	11.492,63 €	15	11.492,63 €	0,00 €	76.617,50 €
TOTALS		473.591,10 €	85	83.574,90 €	15	83.574,90 €	0,00 €	557.166,00 €

Per partner

Country	Co-financing source	(1) Union support	(2) National Co-counterpart =(a) + (b)	Breakdown of the national counterpart		(3) Total =(1)+(2)
				National Public Funding (a)	National Private Funding (b)	
Bulgaria	ERDF	196.891,88 €	34.745,63 €	34.745,63 €	0,00 €	231.637,50 €
Greece	ERDF	276.699,23 €	48.829,28 €	48.829,28 €	0,00 €	325.528,50 €
Total		473.591,10 €	83.574,90 €	83.574,90 €	0,00 €	557.166,00 €

Per country

A few words about the project concept

Today, in response to urbanization and industrialization, many people around the world are interested in and enjoy **handmade objects**

- ▶ that are imbued with the accumulated knowledge and cultural values of the craftspeople and
- ▶ which offer a softer alternative to the numerous 'high tech' items that dominate global consumer culture

In the CB thanks to its rich cultural diversity, numerous expressions of such traditional handicrafts have evolved over the years:

- ▶ tools; clothing and jewellery; costumes and props for festivals and performing arts; storage containers, objects used for storage, transport and shelter; decorative art and ritual objects; musical instruments and household utensils, and toys, both for amusement and education

These, altogether constitute perhaps the most tangible manifestation of the CB area's **intangible cultural heritage**

A few words about the project concept

However, the artisans and artists of the area

- ▶ struggle both for their own survival and for that of their arts
- ▶ usually work alone or in very small groups and have very limited access, if any, to support for better promoting and marketing their products and in general for developing themselves and their activities
- ▶ often come from the so called “vulnerable groups” (roma, disabled, families with many members, poor families, etc.)

KEY POINTS

- i. The field of traditional arts and handicrafts is **attractive and suitable** for several types of vulnerable groups – but needs has to be cultivated
- ii. The CB handicrafts sector needs to be supported for improving its **competitiveness and sustainability**

Project main goal & expected result

To establish a novel, sustainable, cross-border **platform** that will support the development of traditional handicrafts and social enterprises in this field, and encourage the creation of new job opportunities for individuals coming from those groups

Thereby, improving social and labour inclusion for **vulnerable group members** living in the CB area, especially of those most exposed to exclusion

Project objectives

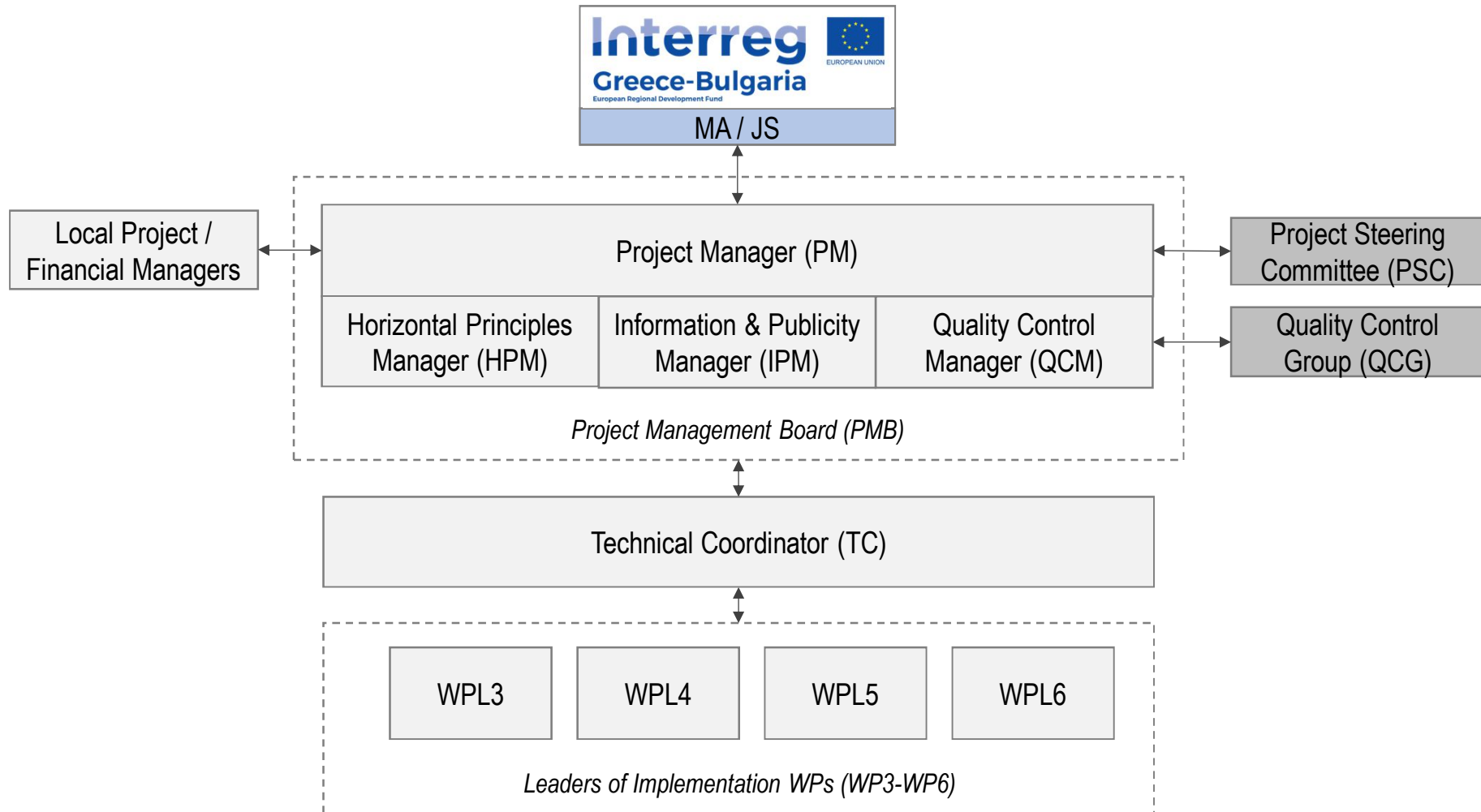
- ▶ improve **job access** for vulnerable groups in the area, through innovative practices in the field of social economy
- ▶ establish new mechanisms / services, coping with the **poverty**, **discriminations** and **labour inequalities** through services of personal development, support and comfort, including in rural & isolated areas
- ▶ improve the capacity and efficiency of social enterprises and open market at large, especially in reaching and **employing disentangled, isolated and deprived individuals**, such as persons with disabilities, Roma population, etc.
- ▶ promote **self-employment, social entrepreneurship** and **digital literacy**

Overview of the Project work packages

1 common vision • 6 interrelated work packages • 22 joint sub-activities

WP no	WP Title	Start	End	Cost
WP 1	Project Management & Coordination	01/11/2017	31/10/2019	59.991,90 €
WP 2	Communication & Dissemination	01/11/2017	31/10/2019	28.342,00 €
WP 3	Capacity building among vulnerable groups	01/01/2018	31/10/2019	183.674,50 €
WP 4	Capacity building among CB artisans	01/11/2017	31/10/2019	131.902,60 €
WP 5	Technology: Innovation & Institutional Strengthening	01/01/2018	31/10/2019	126.330,00 €
WP 6	Initiatives beyond the CB area and abroad	01/11/2017	31/10/2019	26.925,00 €
Total		01/11/2017	31/10/2019	557.166,00 €

Project Management



Information and Publicity Strategy

The **guiding principles** for shaping the project's **information and publicity strategy** are:

- ✓ the production of advertising material in formats accessible for all
- ✓ diffusion throughout the border region and to achieve communication with the direct and indirect beneficiaries within and outside the CB area
- ✓ information and promoting the active participation of the public and target groups in project activities through publicity events and sensitization / activation as also through the use of digital channels and tools
- ✓ cooperation and use of local / regional media, adjusted to local conditions, to ensure further penetration in local communities and markets



Communication Plan