



EUROPEAN UNION



SoSEDEE



INTERNATIONAL
HELLENIC
UNIVERSITY

Gotse Delchev Municipality, in partnership with SOS Children's Villages Alexandroupolis and the Institute of Technology of Eastern Macedonia and Thrace Kavala implements a project

„SUPPORT OF SOCIAL ENTERPRISES AND ENHANCEMENT OF EMPLOYMENT”

The acronym SoSEDEE

financed with contract №B2.9c.01 under INTERREG V-A Greece-Bulgaria
Cross-border Cooperation Program 2014-2020,

Priority Axis 4 „Cross-border area covering the social sphere“,
Thematic objective 9 - Promoting social inclusion, combating poverty and all forms of discrimination,

Investment priority 9c „Providing support for social enterprises“,
Specific objective 9 „Expanding social entrepreneurship in the cross-border region“



COLOR CITY

PARTNERS:

Gotse Delchev municipality - leading partner

SOS Children's Villages Greece

International Hellenic University (IHU), School of Economics and Business,
Department of Management Science and Technology Kavala, Greece

TOTAL PROJECT VALUE: 615 978, 32 €

Gotse Delchev Municipality Participation: 336 017, 97 €

For SOS Children's Villages Greece: 169 521, 40 €

Department of Scientific Management and Technology Kavala,
Hellenic International University, Greece: 110 438, 95 €

FUNDING SOURCES:

European Regional Development Fund: 523 584, 57 € (85%)

National contribution: 92 396, 75 € (15%)

PROJECT IMPLEMENTATION DEADLINE: 34 months

GOTSE DELCHEV MUNICIPALITY HELD A PRESS CONFERENCE FOR THE OFFICIAL OPENING OF THE NEW GREENHOUSE

INFORMATION EVENTS WERE ORGANIZED FOR PROMOTION OF A TRAINING PROGRAM AND ESTABLISHMENT OF A PERMANENT SUPPORT NETWORK

On June 22, 2020, from 11:00 am, the Municipality of Gotse Delchev held a press conference for the official opening of the greenhouse built under the project. The Mayor Mr. Vladimir Moskov expressed special thanks to the team of the municipality, developed and defended the European project and to the company that carried out the construction activities, emphasizing that this is a very important step for the city and the region, enabling people from vulnerable groups (permanently unemployed, people leaving specialized institutions, people with disabilities) on the territory of the Municipality of Gotse Delchev and for acquiring new professional skills.

Mayor Moskov stressed that in addition to flowering public areas in the city and villages of the municipality, the greenhouse has the capacity to offer flowers for personal use and for the needs of companies and citizens in the region. He said that the social enterprise contributes to the creation of a more beautiful and ecological environment for the residents and guests of the municipality.

The Project is funded by 85% from the European Regional Development Fund (ERDF), and by 15% from national funds of Greece and Bulgaria, in the framework of the Cross-border Cooperation Programme (CP) INTERREG V-A Greece-Bulgaria 2014-2020.

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BULLETIN №4



Greetings to those present and Mrs. Emilia Trakhanarova, director of the social enterprise, who also expressed her gratitude for the modern acquisition. She emphasized the modern opportunities that are provided within the greenhouse and expressed confidence in the direction of successful implementation of the social enterprise.

On 22.06.2020, from 14:00, at the gazebo in the city park of Gotse Delchev Municipality, an open-air event was held, during which the main results of the project were summarized - the developed preliminary business plan for the development of social enterprise, the conducted research on the topic „Profile of social entrepreneurship in the cross-border area“, as well as information about the conducted training program for social entrepreneur.

The participants in the event received T-shirts and ceramic cups as a souvenir, as well as information brochures made with the visualization of the cross-border project.

On July 3, 2020, from 11:00 am, in the hall of the Municipal Council, Gotse Delchev, an information event was held to promote the training program for social entrepreneurship. During the meeting, the basic principles of the social economy and the key characteristics of social entrepreneurship were presented.

Attendees had the opportunity to get acquainted with the developed training in the field of social entrepreneurship, which provides in an accessible and understandable way, modern knowledge and development of the necessary skills for more effective development and administration of social enterprises. The training is useful for people who want to maximize the social impact of their actions in accordance with modern challenges and needs of the business environment.

The graduates acquire knowledge and skills with the help of which they can successfully understand the modern concepts and challenges for social entrepreneurship and the social entrepreneur, in the context of the institutional framework of international and national level. The training program provides a base of knowledge and information related to business development and communication on topics such as business opportunity recognition, business model development, market research, business plan preparation, finance, marketing, sales, social impact



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measurement, communication strategies and team management.

On July 3, 2020, from 14:00, in the hall of the Municipal Council, Gotse Delchev, an information event was held to create a network of permanent support with the participation of local and regional representatives of various social institutions. The new social enterprise „Tsveten grad“ was presented during the event. For the successful functioning and implementation of its social mission, the company employs employees on an employment contract, and is provided for use and management of municipal property - a greenhouse and a building with office space, bathroom and warehouse.

The manager of „Tsveten grad“, Mrs. Emilia Trahanarova, presented the organization of work in the social enterprise, emphasizing the opportunities it provides.

She stressed that the greenhouse is modernly equipped, with automated control of temperature, humidity, irrigation, shading. The greenhouse employs people with TEMP and disabilities, and employees of pre-retirement age are hired. They are extremely diligent and 50% of them have already learned to perform their duties successfully, she said.

At this time in the greenhouse are grown violets, apples, various types of geranium and more. The service of maintaining green areas and private individuals is already successfully offered, said the manager of the social enterprise.

Mr. Bashliev from TPK - Blagoevgrad congratulated the team for the successful establishment of the social enterprise and stressed that one of the main functions of social enterprises is labor rehabilitation. He also made special wishes for fruitful work and social support for the representatives of the vulnerable groups from the municipality of Gotse Delchev.



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