

Interreg V-A «Greece-Bulgaria 2014-2020»

# Interreg Greece-Bulgaria



EUROPEAN UNION

## Action Plan for Social Entrepreneurship

European Regional Development Fund

Cross-border Action Plan for the Development and Operation  
of an Executive Mechanism for the Support and Promotion  
of Social Entrepreneurship in the context  
of Social Economy and Social Innovation

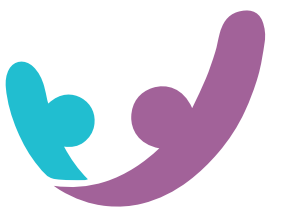


## Purpose of the Project

According to the existing data, Bulgaria already had 501 social enterprises in the intervention area during the submission of the Proposal for the project Action Plan for Social Entrepreneurship. The corresponding enterprises in the Greek intervention area of the project reached only 37. However, the qualitative data for both countries is as follows: low level of social innovation / lack of administrative tools for the development of sales (management and marketing) even in the broader widespread professional skills / unsatisfactory access to information and counseling services for financial tools to support their activities / low level of networking and collaboration, even the if directed to similar services to the same target group / weak to nonexistent networking and synergy across the border, resulting in no exchange of experience in the organization and promotion of similar or complementary social services.

On the basis of these data, the need for organized support of existing and established social enterprises is not satisfied in order to:

- [a]** improve their administrative capacity, promote their services / products to a wider audience, and
- [b]** skills of their members through networking and exchange of experiences with other social enterprises, educational and research centers that are particularly active in the border region.



## Objectives of the project

The overall objective of the project is a measurable strengthening of the social economy and in particular social enterprises in the areas of implementation of the project, which will be expressed by:

- [a]** increasing the number of users of services and products, as well as the turnover of existing social enterprises,
- [b]** the creation of new social enterprises.

## Outputs of the project

The main products of the project are grouped according to the core work packages as follows:

### Products concern the social economy and mainly the following:

- Databases and tools for registering social business features,
- Diagnostic Tools Social Business Needs and
- Tools for monitoring and evaluating the economic and social performance of social enterprises.

### Products related to the business development support structure and mainly related to the following:

- Educational tools and advisory standards,
- Access guides to public procurement, exploitation of financial tools, social franchising, etc.
- Models and networking workshops for existing and under construction social enterprises.

### Products of the pilot applications that mainly concern the following:

- Training and counseling actions for social executives.
- Actions to interconnect the social economy with the education system,
- Actions that highlight the products of social enterprises and the social economy combined with local development initiatives.

### Products resulting from the publicity of the project



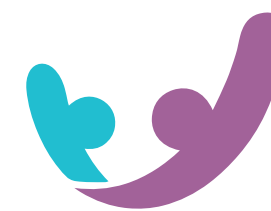
## Expected Outcomes

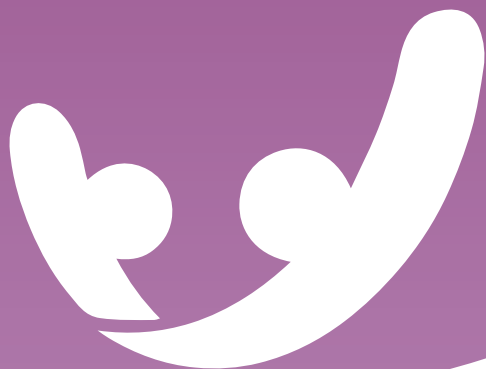
The first expected outcome of the project is to improve the quality of planning and thereby improve the efficiency of policies and measures for the social economy. The services and products of the project are expected to restore the necessary knowledge of the characteristics of social enterprises in the region. The necessity of acquiring this knowledge refers to the Project and is a prerequisite for rational policy development. In this respect, achieving this expected outcome will be an innovation in the sense that it will significantly improve the current level of quality in designing policies for social entrepreneurship by public authorities. The second expected outcome of the project is the overall strengthening of social entrepreneurship and social enterprises, resulting from the services provided by the Social Entrepreneurship Support Structure created through the project as well as the implementation of the pilot applications.

The second expected outcome of the project is the overall strengthening of social entrepreneurship and social enterprises, resulting from the services provided by the Social Entrepreneurship Support Structure will be created through the project as well as the implementation of the pilot applications. These actions will enhance the qualitative characteristics of executives and members of social enterprises, improve their organizational characteristics and ultimately increase employment in social enterprises. Consequently, this result will contribute to achieving the target value of the R0210 result indicator of the **Cooperation Programme «Interreg V-A Greece-Bulgaria 2014-2020»**.

## Partnership

- Region of Central Macedonia (Greece) – LB
- University of Macedonia - Department of Organization and Business Administration - PB2
- Democritus University of Thrace - Department of Economics - Special Research Reserve Account - PB3
- Municipality of Yakoruda – PB4
- Faculty of Arts, South-West University “Neofit Rilski”, Blagoevgrad (Bulgaria) – PB5





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