

PROJECT TITLE:
**SOCIAL AGRI-ENTREPRENEURSHIP FOR PEOPLE
WITH DISABILITIES IN THE CROSSBORDER AREA
(AGRI-ABILITY)**

DELIVERABLE:
**4.3.1. REPORT ON THE BUSINESS MODELS FOR
AGRICULTURAL ACTIVITIES OF DISABLED
PEOPLE IN THE CROSSBORDER AREA**

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CONTENTS:

1. Analysis and Evaluation of the Current State of Social Entrepreneurship in Agriculture	4
1.1 Introduction	4
1.2 Social Enterprise in Bulgaria	5
1.3 Problems and Prospects of Social Entrepreneurship in Bulgaria.....	5
1.4 Good Practices in Other European Countries	12
2. Identification of Problems and Challenges for the Social Entrepreneurship in Agriculture for People with Disabilities	15
2.1 Problems Identification	22
2.1.1. Resource Provisioning	22
2.1.2. Project Approach Disadvantages	23
2.1.3. Environmental Problems	23
2.1.4. Prejudices and Stereotypes	24
2.1.5. Problems Related to Recruitment of the Relevant Workforce Group	24
2.2 Challenges Identification	25
3. Identification of the Social, Cultural and Legal Needs of People with Disabilities in the Bulgarian Part of the Cross-border Area	25
3.1 Identification of Social Needs	25
3.2 Cultural Challenges for People with Disabilities	31
3.3 Legal Requirements	40

The aim of the AGRI-ABILITY project is to promote the successful and competitive social entrepreneurship of people with disabilities in rural areas. For this purpose, in the framework of the project: (1) the framework and opportunities for activity in the agricultural and agritourism sector will be analyzed, (2) workshops and field exercises will be carried out for the training and development of skills.

4. Business Models for Social Entrepreneurship of People with Disabilities Related to Agriculture	45
4.1.Theoretical Background	45
4.2. Information Integration Theory	46
4.3. Theory of Planned Behavior	46
4.4. Porter's Value Chain Theory	49
4.5. Cluster Theory	50
5. Inferences and Recommendations	52
List of References	56

1. Analysis and Evaluation of the Current State of Social Entrepreneurship in Agriculture

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, V. & Dimitrova, V., 2016).

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, K., 2007: 28).

For the purpose of the present research, the definition for social entrepreneurship summarized by the Defourny and Nyssens 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 dynamic 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, J., & Nyssens, M., 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, C., Defourney, J., & Gregoire, O., 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 people with disabilities. WISEs displace thousands of persons with disabilities 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, C., & Loss, M., 2002).

1.2. Social Enterprise in Bulgaria

As of 2019, there are about 85 non-governmental organizations operating in the Republic of Bulgaria that offer services with high economic risk and do not make profits. In this activity the social enterprises operating on the territory of the Republic of Bulgaria do not differ significantly from other European operating enterprises (Terziev, V. & Arabska, E., 2017). Their main characteristics are:

- the clearly expressed social element is characteristic;
- they are aimed at socially vulnerable groups;
- economic activity is aimed at improving the living standards of these groups.

1.3. Problems and Prospects of Social Entrepreneurship in Bulgaria

According to a study by Slavyanska and Dimitrova (2016), 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. 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.

Slavyanska and Dimitrova (2016) point out that there are a number of positive preconditions that favor the development of social entrepreneurship in Bulgaria:

1. there is a broad concept of social enterprise and the lack of particular legal regulation allows every legal entity to be able to selfdefine as such;
2. the relatively low corporate tax which has a positive effect upon the legal entities;
3. non-profit organizations could carry out business activities under relatively relieved conditions and could have a leading role in providing support for the vulnerable groups.

Factors which hinder the development and sustainability of social enterprises in Bulgaria:

1. unstable business climate;
2. lack of encouraging state policy directed to the social entrepreneurship development;
3. lack of long-term programs fostering the supported and protected employment, not only directed to people with disabilities;
4. limited capacity for funding, starting or operating business activity.

Cooperatives

The cooperative within the meaning of Bulgarian law is "an association of individuals with variable capital and a variable number of members, who through mutual assistance and trade activities to meet technical economic, social and cultural interests" (Law of Cooperatives: <https://www.lex.bg>). Cooperatives have the legal opportunity to unite in territorial, sectoral, national and other unions, which in turn can form their own unions and federations. This connection can be identified several cooperative unions:

- The Central Cooperative Union (<https://www.cks.bg>) which was established in 1947 and is a union of consumer cooperatives and consists of 115 003 cooperative members and 677 cooperatives and 31 regional cooperative unions;

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- The National Union of Agricultural Cooperatives in Bulgaria (NUAC) was established in 1991 and consists of territorially united agricultural cooperatives that are members of the NUAC (<http://nszkb.com>);
- Cooperative Union National Union of Labor-Production Cooperatives (<http://www.uniontpk.com>) was established in 1995 under another name. The Union is an integral part of the Bulgarian cooperative movement - one of the oldest in Europe, which has long traditions and deep roots in society. The member cooperatives of the Union are united on a territorial basis in 16 Regional Unions, which methodologically and organizationally support the activities of their member cooperatives, assist in solving their problems at the regional level and protect the interests of cooperatives before local authorities;
- The National Union of Cooperatives of People with Disabilities was established in 1992, but with a different name. The initial registration of the legal entity was the National Union of Cooperatives of the Disabled, but in 2015, as a result of legislative changes, the name was changed. The main priority goal of the Union is the development and improvement of the activities of its members to expand the employment opportunities of people with disabilities as a basic form of their integration into society.¹

Legal forms

Given the lack of specific legal regulations until mid-2018 for "social enterprises" in Bulgaria are accepted primary cooperatives, associations and foundations carrying out activities that generate revenue. With the entry into force of the Law on Enterprises of the Social and Solidarity Economy (LESSE)², the social enterprise receives its legal framework and a new basic term "social and solidarity economy" is introduced. According to the provision of art. 5 of the LESSE "subjects of the social and solidarity economy are the cooperatives, non-profit legal entities for the implementation of public benefit activities and social enterprises".

¹ The Statute was amended in 2015, removing the term "cripled" from it, as well as all text intended for people with disabilities, which radically changes the original form and purpose of the national union.

² In force from 02.05.2019, promulgated. SG issue 91 of November 2, 2018, ... add. SG issue 17 of 25 February 2020

Sources of Income

Although there are no official summarized and comparable data, the final financial situation of social enterprises in Bulgaria - judging by the interviewed representatives of this sector and the review of the literature in this report are weak. The main source of income of the interviewed social enterprises are savings, as well as help from friends and family; this is particularly the case for those non-profit-making activities. Cooperatives, on the other hand, usually apply for funding from the Agency for People with Disabilities and from operational programs. Interviewees generate revenue from the provision of paid services, production of goods for sale and participation in tenders announced by national authorities.

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 (<https://www.strategy.bg>). According to the concept under consideration, the main goal of social enterprises is labor integration, as their impact is on people with disabilities, people with disabilities and the unemployed. The interviewed social enterprises report various public benefits from their actions. In addition to the full labor integration of people with disabilities, the following can be added:

- providing / improving social and health care for people with disabilities;
- 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;
- use of paid employees. Apart from voluntary associations / non-governmental organizations (NGOs), social enterprises in Bulgaria rely heavily on paid workers. The social enterprises interviewed are micro and medium-sized enterprises employing 8 to 60 people, both full-time and part-time; only one of them reported the use of about 5 volunteers. Cooperatives are mostly medium-sized enterprises.

Spheres of activity

The Economic and Social Council (<https://esc.bg/>) determines that the main areas of activity of the social enterprises in Bulgaria are:

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- 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.

According to Slavyanska and Dimitrova (2016), 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.

They are also indicated some problems and perspectives of social innovation in rural areas:

- the diversification of local economies;
- continued need for technological progress in food production;
- 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 (Slavyanska & Dimitrova, 2016).

Along with these trends favoring or hampering social entrepreneurship and innovation, social farming also has its own specificity.

According to the authors Slavyanska and Dimitrova (2016) in Bulgaria, social farming is at an extremely early stage of development - this phenomenon is almost unknown to Bulgarian society. The main activities are related to breeding and working 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 minorities 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 entertaining. Therapists, instructors, trainers, consultants and farmers participate on these

activities. 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. The existing examples are a result of private initiative without any interference and coordination on the part of the government.

The reasons for the low prevalence of social farming are numerous (Slavyanska & Dimitrova, 2016):

- 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.

Given all the above negative prerequisites for the development of social farming in the Republic of Bulgaria, some positive ones should be indicated, which can improve the development of social entrepreneurship in Bulgaria. As such, the various state financial incentives for starting social agro-entrepreneurship can be mentioned, which in turn provide employment for people from vulnerable groups and improve their living standards.

1.4. Good Practices in 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, M., & Kaseorg, M., 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, F., & O'Connor, D., 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, F., 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 (Klooren, M., 2012), such as:

- 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, C., Defourney, J., & Gregoire, O., 2004).

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 longterm health problem or disability (Dupré, D., & Karjalainen, A., 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, K. (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 (<http://www.inclufar.eu/en/>). 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 seven countries, including Finland, Norway, the Netherlands, Germany and Austria, with 3040 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" (<https://sofiproject.org/>) 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 (https://www.steiermark.com/en/Plan-your-holiday/Search-bookaccommodation/Bildungshaus-Schloss-Retzhof-hotel-Wagna_ad-26431);
- Bocalan (Spain) – professional training of animals and companion dogs; animal therapy (<https://bocalaninstitute.com>) ;
- Confederazione Italiana Agricoltori Toscana (Italy) – an agricultural association with many years of experience in social farming (<https://www.ciatoscana.eu/home/>).

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 (https://www.ohchr.org/EN/UDHR/Documents/UDHR_Translations/blg.pdf; <https://www.ohchr.org/EN/UDHR/Pages/Language.aspx?LangID=blg>).

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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.”³

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 higher standard of living. According to Vyara Slavyanska and Vihra Dimitrova (2016): „*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 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

³ Конвенция за правата на хората с увреждания, Ратифицирана със закон, приет от 41-ото НС на 26.01.2012 г. - ДВ, бр. 12 от 10.02.2012 г. Издадена от Министерството на труда и социалната политика, обн., ДВ, бр. 37 от 15.05.2012 г., в сила от 21.04.2012 г. In English: 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, Issue 12, 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

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 (<http://publications.europa.eu/resource>) 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 people with disabilities 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. 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 (<https://nsi.bg/bg>). 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 people with disabilities in the country is not less than 400 000 people (National Strategy for Reducing the 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 persons with disabilities 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 People with disabilities.

Mariya Kumanova and Nadya Shabani 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 (https://www.ngobg.info/uf/documents/49/1246analiz_inovacii.pdf). Most of the social enterprises in Bulgaria are currently related to the activities of NGOs.

According to Vladimirova (2009: 380) 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: people with disabilities 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).

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 people with disabilities. 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 people with disabilities. 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 (<https://eurlex.europa.eu/>), 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 activity (<https://www.mlsp.government.bg>).

A resolution of the European Parliament ⁴ states that people with disabilities are at particular risk of social exclusion and poverty and stresses that the poverty rate for people with disabilities 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

⁴ Mobility and integration of people with disabilities. (2011). 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)). <https://eurlex.europa.eu/legal-content/BG/TXT/?uri=CELEX%3A52011IP0453>

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 (2004).

The National Action Plan for Social Inclusion 2008-2010 (<https://www.mlsp.government.bg/sotsialno-vklyuchvane>) 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 shows 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 people with disabilities is through the so-called social farming. Slavianska and Dimitrova (2016) 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 it one of the functions of multifunctional agriculture;
- 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 people with disabilities, 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, Furdui, and Șerbu (2012) social farming is an innovative way of linking farming practices and social activities / services. The statements of Foti, Giudice and Rizzo (2014) 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 Ministry of labour and social policy (MLSP) in Bulgaria, through the updated Employment Strategy of the Republic of Bulgaria 2011-2020 (<https://www.mlsp.government.bg/uploads/1/zakoni/stratzaetost-2013-2020.doc>), 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 (<https://www.strategy.bg/StrategicDocuments/View.aspx?lang=bg-BG&Id=705>). 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;
- 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 selfintegration of people with disabilities. A substantial opportunity to provide financial

resources exist 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.

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 people with disabilities (<https://ec.europa.eu/info/sites/default/files/2018-european-semester-national-reformprogramme-bulgaria-bg.pdf>):

- 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 years were 1,120;
- operation “support for people with disabilities” started in 2017 as the procedure has been announced with a deadline for submitting project proposals up to 2018 worth 6 million BGN and it is expected that 520 people with disabilities over 18 years old will be included in the operation.
- operation “equal chances” started in 2017 as in the currently moment is under assessment of the submitted project proposals which have to end up with 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 for the 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 areas 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.

2.1. Problems Identification

2.1.1. Resource Provisioning

The Report on social enterprises in the Republic of Bulgaria it was pointed out the main problems of different types of social enterprises (www.socialenterprise.bg), which are as follows:

- 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.

2.1.2. Project Approach Disadvantages

The project approach mainly affects enterprises with a dominant social cause, and respectively the motivation is different for applicants for project funding and for entrepreneurs who implement this cause through personal funds. It can be said that the latter are more adequately business-oriented, while the former often lack managerial skills and a vision for development (www.socialenterprise.bg). As disadvantages can be summarized as:

- 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.

2.1.3. Environmental Problems

The above-mentioned report (www.socialenterprise.bg) also emphasizes the current state policy regarding the development of the idea of the social enterprise, which is evident with a high degree of passivity. Therefore, there is a lack of a systematic and focused policy at the national level, as well as a lack of legislation that meets modern challenges. Social enterprises for people with disabilities should have different legal and financial status. Passive policy, lack of institutional support and lack of relevant legislation inevitably lead to inefficient administration in terms of the implementation of European policies and poor results in the successful integration of people with disabilities. The specific purpose of social enterprises for people with disabilities should have financial support from the state, as they are not competitive with other social enterprises. Last but not least, the existence of a number of challenges facing agricultural unions for people with disabilities at the local level should also be emphasized.

2.1.4. Prejudices and Stereotypes

Moreover, in the above-mentioned report as main prejudice and stereotypes towards the people with disabilities with mental disorders, the following have been mentioned:

- the social stigma (as a problem) - the attitude towards the people with disabilities, the prejudice towards the people with disabilities, 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 regarding the employment of people with disabilities (beginning with the prospective employment interview) and in providing conditions for the attainment of their employment;
- assumption on the part of employers that people with disabilities will not be able to cope with assigned tasks, will often be ill, etc.

2.1.5. Problems Related to Recruitment of the Relevant Workforce Group

Some of the employment problems are related to the fact that companies have difficulties in finding and training suitable staff, which is most often due to a mismatch between the attitudes of both parties - the employer expects low productivity, efficiency and effectiveness, and the employee expects to be provided with a job without the necessary qualifications. A common phenomenon is the “Aid Trap” - people with disabilities who apply for a job have no motivation and refuse because the benefits they receive are sufficient and therefore have no incentive to work (<http://nfri.bg/?page=forum&lang=bg&forum=4>).

Despite these employing problems, there is also a category of people with disabilities who are motivated to work, but are discriminated against compared to other employees in terms of lower pay.

2.2. Challenges Identification

The challenges facing social enterprises are many and varied. In 2014, Todorova (2014) pointed out the following challenges:

- Lack of a normatively regulated legal framework related to the definition of social enterprises in order to properly direct policies in the field - in Bulgaria there is still no legal definition of social enterprise, but there is a set of characteristics (in the National Concept of Social Economy) starting point for identifying a social enterprise;
- the majority of social enterprises in Bulgaria are focused on providing different types of services (passive), while social entrepreneurship should be developed in the direction of active involvement of target groups in the process;

- problems encountered in the process of activity of social enterprises: material base, administrative activities, personnel, equipment;
- lack of sufficient preferences related to the marketing of social enterprises;
- interactions with other companies, organizations, administrations;
- the need for training and motivation of people working in social enterprises and those who want to work in them.

3. Identification of the Social, Cultural and Legal Needs of People with Disabilities in the Bulgarian Part of the Cross-border Area

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, people with disabilities, drug addicted people, people isolated from the public space. The major task of the social policy is to ensure 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 (<https://ec.europa.eu/social/main.jsp?catId=1138&langId=bg>). The European Commission's 2010-2012 Strategy for People with Disabilities, adopted in 2010, is based on the UN Convention on Human Rights (<https://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2010:0636:FIN:bg:PDF>). 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 as well as social. 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 opportunities“ (<https://www.britishcouncil.bg/programmes/society/media-diversity/disabilities>) .

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 person with disabilities, 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 people with disabilities 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 people with disabilities and for those with permanent disabilities the Law on Integration of People with disabilities (<https://www.lex.bg/laws/ldoc/2135491478>) 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.

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 persons with disabilities 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 people with disabilities 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, 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 person with disabilities 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. According to a report of the Commission on Labor and Social Policy⁵, 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 creates conditions for the access of people with disabilities 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 persons with disabilities or transporting persons with disabilities, as well as ensuring unhindered access to public transport for people with disabilities accompanied by guide dogs (<https://www.lex.bg/bg/laws/ldoc/2137189213>).

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 people with disabilities, along with guide dogs, to public places, as well as conditions and means for social contacts.⁶

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

⁵ Report on: General Bill on People with Disabilities Bill on Integration of People with Disabilities № 302-01-50 / 15.10.2003, submitted by the Council of Ministers and Bill on Equality of People with Disabilities №354-01-103 / 29.10. 2003, submitted by Aneli Chobanova and a group of MPs.

⁶ Report on: General Bill on People with Disabilities Bill on Integration of People with Disabilities № 302-01-50 / 15.10.2003, submitted by the Council of Ministers and Bill on Equality of People with Disabilities №354-01-103 / 29.10. 2003, submitted by Aneli Chobanova and a group of MPs.

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 people with disabilities 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 12 967 (<https://www.az.government.bg/bg/stats/view/3/225/>). The positive trend in the decline in the number of 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 People with Disabilities

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. The approach to each person should be strictly individual, as disabilities are diverse and the challenges they face are different. 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 sociocultural 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“ (<https://www.coe.int/bg/web/compass/disability-and-disablism>).

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 Literatures (<https://offnews.bg/kultura/za-parvi-pat-v-balgaria-prozhektiraha-film-za-nezriashti-hora.html>; <https://bg.linguee.com>).

The provision of all these opportunities for cultural activities and respectively the satisfaction of the labor needs of people with disabilities, helps in their socialization and respectively professional realization (Петров, М., 2014).

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 persons with disabilities or not. In tis way people with disabilities become full members of society and can freely realize their abilities as well as satisfy their cultural needs (<http://drugi.dokumentite.com/art/osigurqvane-na-dostypna-sreda-za-hora-s-uvrejdaniq/85077>).

The Republic of Bulgaria pursues a policy of satisfying the cultural needs of people with disabilities. Subsequent to the Equal Opportunities Strategy 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“ (<https://www.strategy.bg/FileHandler.ashx?fileId=604>). 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” (Ibid). To address the problems, an increased communication between central and local authorities is performed, for example: “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, Municipal authorities and Public councils is very important, since they are the institutions providing the necessary help and assistance“ (Ibid).

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 (<https://www.strategy.bg/StrategicDocuments/View.aspx?lang=bg-BG&Id=445>). 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 (<https://ahu.mlsp.government.bg/home/>) 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 (Updated Strategy for Providing Equal Opportunities to People with disabilities 2008-2015). 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

The aim of the AGRI-ABILITY project is to promote the successful and competitive social entrepreneurship of people with disabilities in rural areas. For this purpose, in the framework of the project: (1) the framework and opportunities for activity in the agricultural and agritourism sector will be analyzed, (2) workshops and field exercises will be carried out for the training and development of skills.

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“ (Updated Strategy for Providing Equal Opportunities to People with disabilities 2008-2015).

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 identity (www.lex.bg/bg/laws/ldoc/2135791921; <https://lex.bg/bg/laws/ldoc/2135491478>); (Tyuleogluva, T., 2015).

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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 in various sports. According to the abovementioned strategy, 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. Athletes with disabilities use the state and municipal sports facilities free of charge and do not pay tickets for competitions. It is foreseen, 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. Respectively, 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 (National Strategy for Persons with Disabilities 2016-2020, www.mlsp.government.bg/uploads/1/strategia.doc).

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 (<https://www.lex.bg/laws/ldoc/2134664704>).

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 disabilities“ (National Strategy for Persons with Disabilities 2016-2020, www.mlsp.government.bg/uploads/1/strategia.doc). 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 (<https://www.strategy.bg/FileHandler.ashx?fileId=4058>).

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 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 and the measures envisaged are (National Strategy for Persons with Disabilities 2016-2020):

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- 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 club's 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 nondiscrimination. 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 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;

The aim of the AGRI-ABILITY project is to promote the successful and competitive social entrepreneurship of people with disabilities in rural areas. For this purpose, in the framework of the project: (1) the framework and opportunities for activity in the agricultural and agritourism sector will be analyzed, (2) workshops and field exercises will be carried out for the training and development of skills.

- 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.

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 people with disabilities 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. Legal Requirements

According to the Convention on the Rights of People with Disabilities, “people with disabilities are persons with permanent physical, mental, intellectual and sensory impairments who, when interacting with various barriers, could impede their full and effective participation in society on an equal basis with others” (<https://www.lex.bg/bg/laws/ldoc/2135791921>). The Convention marked the beginning of the creation of modern policies and legislation to help the successful integration of people with disabilities. As a result of the European legislation, the Republic of Bulgaria has the obligation to apply 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 regarding accessibility requirements for products and services.

The main purpose of the Convention is, above all, to promote, protect and guarantee the full and equal enjoyment of all human rights and fundamental freedoms by all persons with disabilities and to promote respect for their human dignity. In addition, the Convention aims at a change in attitudes and attitudes towards persons with disabilities. They are not seen as “objects” of charity, treatment and social protection, but as subjects with rights who are able to assert these rights and make decisions about their lives, based on their free and conscious consent, as well as to be active members of society. The Convention gives universal recognition to the dignity of persons with disabilities.

One of the obligations of the States Parties to the Convention is to take all appropriate measures to eliminate discrimination on the grounds of disability by persons, organizations and private undertakings (Article 4, paragraph 1, point (e)). Eradicating discrimination (direct and indirect) against people with disabilities cannot be successful with legislative changes alone. It is necessary to provide opportunities for the realization of the human potential of people with disabilities, which could reveal their usefulness to society.

A major problem for people with disabilities is the lack of an accessible social environment. States Parties undertake to take appropriate measures to ensure for persons with disabilities equal access to the physical living environment, to transport, information and communications, including information and communication systems and technologies, and to all other facilities and services. (Article 9, item 1).

The Convention on the Rights of Persons with Disabilities sets out the basic legal needs of persons with disabilities, for which States parties must take appropriate legislative measures. Some of the needs set out in the convention are: ensuring equality before the law; effective access to justice; protection against exploitation, violence and harassment; freedom of movement and personal mobility; independent living and inclusion in the community; education; healthcare; habilitation and rehabilitation; work and employment; appropriate standard of living and social protection and others. The Convention provides the basic guidelines for establishing a national policy for overcoming the deep social isolation of people with disabilities and ensuring equal opportunities for their participation in the civil, political, economic, social and cultural spheres of public life.

A number of legislative measures have been taken in recent years to transpose the Convention in the Republic of Bulgaria. The National Strategy for People with Disabilities (2016-2020) aims to implement more measures to encourage employers, which in turn will increase the number of employed people with disabilities, which is linked to the creation of an accessible public environment (water, air, road, rail). Among the main priorities of the strategy are:

- providing an accessible living environment, transport and transport services, information and communications;
- ensuring equal access to an inclusive educational environment at all levels and opportunities for lifelong learning;
- ensuring effective access to quality health services;
- providing employment conditions for people with disabilities;
- providing adequate support for living in the community;
- providing access to sports, recreation, tourism and participation in cultural life.

One of the main tools for the integration of people with disabilities in all areas of public life is their realization on the labor market. Employment is related to the provisions of Art. 27 “Work and Employment” of the UN Convention on the Rights of Persons with Disabilities (<https://ahu.mlsp.government.bg/portal/document/306>). The main activities for the implementation of this priority are aimed at providing appropriate forms of qualification and retraining, therefore providing them with access to the education system. After studying the employment opportunities of people with different types of disabilities, the types of activities that can be performed by them according to their disability are determined. The construction of training centers or the adaptation of existing ones to the training of people with disabilities would help to integrate them more effectively into the labor market. Last but not least, employers should be encouraged to conduct training and retraining courses for people with disabilities, as well as to go through training courses to work with them (National Strategy for Persons with Disabilities 2016-2020).

It is necessary to create sheltered employment (for people with severe and complex disabilities), supported employment (through specialized enterprises and cooperatives) and self-employment of people with disabilities. In the case of supported employment, the specialized

enterprises and cooperatives can provide permanent employment to the target group, and for this activity they use tax preferences and receive state subsidies. In order to improve the efficiency of specialized enterprises and cooperatives, the state should create appropriate conditions in order to improve their competitiveness by improving accessibility, health and safety at work and the social climate (item 4.2.1., Item 4.2. 2. from the National Strategy for Integration of People with Disabilities 2016 - 2020).

The strategy in question also mentions employment in a normal work environment, which implies the fastest socialization of people with permanent disabilities, but is the most difficult to implement in times of crisis. For higher efficiency it is necessary to introduce a quota principle in the employment of people with permanent disabilities. European innovation practice is the creation of "social enterprises for employment", which could be developed in Bulgaria. The quota principle could be introduced in both the public and private sectors, but in order to be adopted, incentives, additional incentives for employers should be created in order to adapt the working environment to the needs of people with disabilities and provide more long-term and quality employment (item 4.2.2.2 of the National Strategy for Integration of People with Disabilities 2016 - 2020).

Home-based and remote work are suitable for the employment of people with reduced working capacity. This form of employment can be successfully applied in the abovementioned enterprises for people with disabilities. According to the conclusions of the strategy, this type of work is a very promising form of work, especially suitable for people with severe disabilities. Inevitably, working from a distance on the one hand relieves both the employer and the employee, but reflects negatively on social contacts. It is people with disabilities who need such contact and its lack will slow down their social integration (4.2.2.3. National Strategy for Integration of People with Disabilities 2016 - 2020).

People with disabilities could also develop independent economic activity (4.2.3. Of the National Strategy for Integration of People with Disabilities 2016 - 2020). This opportunity is real and must be encouraged, developed and provided by both the state and local authorities. Micro-enterprises for people with disabilities could receive tax relief and a reduced regime for their activities. This can create better conditions for starting an independent business or expanding it.

As early as 2018, the draft law on people with disabilities envisages the provision of all support measures to be carried out by one body, which will adequately support people with disabilities and enable the state to more effectively organize and coordinate the policy for their inclusion. It also emphasizes that the rights of people with disabilities must be guaranteed in a way that respects their human dignity by applying an individual approach and assessing their needs.

The need for an individual approach to people with disabilities received its legal regulation in the Law on People with Disabilities (PWD, in force since January 1, 2019). Through the powers delegated to the Social Assistance Directorates of the Social Assistance Agency, it is possible to prepare an individual needs assessment, which examines the functional difficulties of a person with disabilities related to his health and the presence of barriers to the implementation of daily and other activities, as well as the type of support (Article 20, paragraph 2 of the PWD). Based on the conclusions of the individual needs assessment, monthly financial support and / or targeted aid may be granted.

A Monitoring Council has been set up to carry out the functions of promoting, protecting and monitoring the implementation of the Convention on the Rights of Persons with Disabilities. It carries out its activities in compliance with the principles of protection and guarantee of the rights of people with disabilities; for independence and publicity; for cooperation and interaction with state and local authorities and civil society (Article 11 of the PWD).

The provision of Art. 14 of the PWD regulates the activities of the Supervisory Board, namely to:

- prepares opinions, recommendations and proposals to the responsible institutions for prevention and cessation of violations of the rights of people with disabilities;
- prepares annual reports on the actions taken for the implementation of the Convention on the Rights of People with Disabilities;
- periodically review and evaluate national legislation, practices and draft regulations for compliance with the provisions of the Convention on the Rights of People with Disabilities;

- carries out other activities related to the promotion, protection and monitoring of the implementation of the Convention.

Another need that is met by the legislator is the opportunity for people with disabilities to get a chance to discover their potential in a real work environment. The PWD introduced a “quota” aimed at ensuring the employment of even people with permanent disabilities in a normal work environment. According to this quota, employers with 50 to 99 employees are obliged to employ one person with permanent disabilities, and 100 and more than 100 employees - two percent of the average number of employees (Article 38, paragraph 1).⁷ In this regard, the above-mentioned employers undertake to adapt the workplace to the needs of the person with a disability when hiring him, if necessary, depending on the type and degree of disability. The number of compulsory employees was reduced from those originally set in the draft law, as businesses did not agree with these new obligations. In addition to obligations, the legislator also provides for rights for employers who set up a production unit or sector in which 5 or more people with disabilities work. In these cases, the Agency for People with Disabilities can finance specialized enterprises and cooperatives of people with disabilities under targeted projects and programs. 50 percent of the due insurance contributions for the state social insurance, compulsory health insurance and additional compulsory pension insurance of the employed persons can be reimbursed, as the funds are used for investments, rehabilitation and social integration of people with permanent disabilities and their support staff (Article 50, PWD).

4. Business Models for Social Entrepreneurship of People with Disabilities Related to Agriculture

4.1. Theoretical Background

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.

⁷ The estimated number of employees with disabilities was from 26 to 50 employees, one person with disabilities, from 51 to 99 employees - two, and employers with more than 100 employees - 2% of the list.

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 socioeconomic 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 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.

4.2. Information Integration Theory

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.

4.3. Theory of Planned Behavior

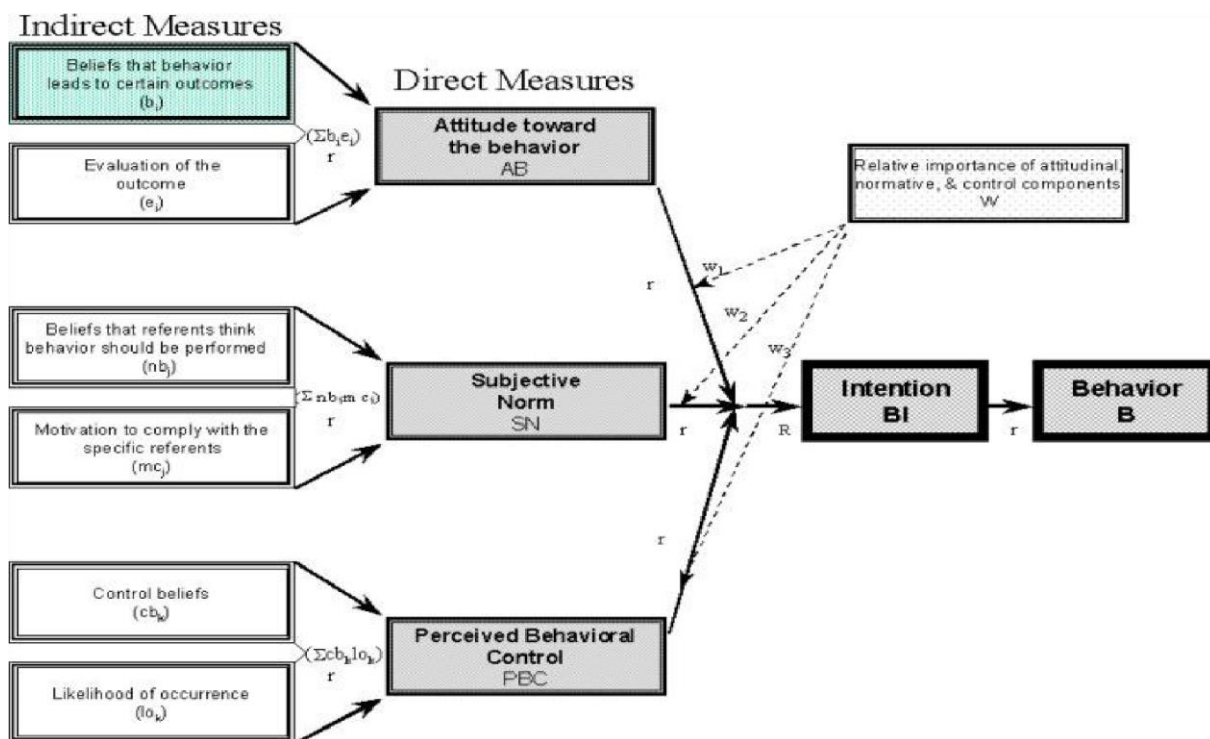
The theory of planned behavior was developed by Martin Fishbein and Icek Ajzen (1977) as an improvement on the theory of information integration. There are two important changes.

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 quasiexperimental 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.

Figure 1. Relationship between Variables in the Theory of Planned Behavior



Source: Paterson, R. R. (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 Fishbein & Ajzen (1977), 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.

4.4. 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:

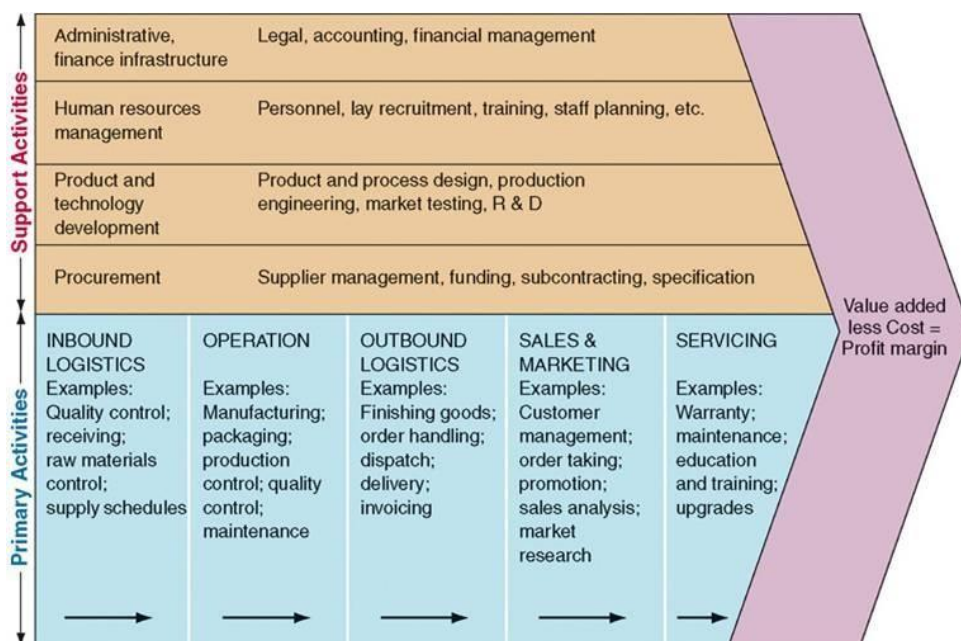
- inbound logistics - includes connections with suppliers and all activities necessary to obtain, store and distribute materials;
- operations - all activities necessary for the transformation of raw materials into products (services and products);
- outbound logistics - includes all activities necessary 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.

The aim of the AGRI-ABILITY project is to promote the successful and competitive social entrepreneurship of people with disabilities in rural areas. For this purpose, in the framework of the project: (1) the framework and opportunities for activity in the agricultural and agritourism sector will be analyzed, (2) workshops and field exercises will be carried out for the training and development of skills.

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;
- 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;
- public procurement: the acquisition of goods, services or works from an external external source with a basic principle of the auction beginning.

Figure 2. Value Cost Creation



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

4.5. 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), Sölvell, Ö., Lindquist, G., & Ketels, C. (2003), Weber (1929) and Krugman (1991). 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:

- elements constituting a cluster;
- 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. 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.

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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The aim of the AGRI-ABILITY project is to promote the successful and competitive social entrepreneurship of people with disabilities in rural areas. For this purpose, in the framework of the project: (1) the framework and opportunities for activity in the agricultural and agritourism sector will be analyzed, (2) workshops and field exercises will be carried out for the training and development of skills.

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