



“ASYLUM, MIGRATION AND
INTEGRATION” FUND



B R O C H U R E

**FOR A FINAL INFORMATIONAL MEETING WITH THE
STAKEHOLDERS**

**within a project BG65AMNP001-2.005-0002 „Fighting
together against prejudices and stereotypes TCN’s
employment and entrepreneurship“**

City of Burgas, June 2022



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PROJECTA FOUNDATION is implementing the project BG65AMNP001-2.005-0002 “Fighting together against prejudices and stereotypes TCN’s employment and entrepreneurship”, financed by “Asylum, Migration and Integration” Fund 2014-2020, procedure for selection of projects for the award of grants: BG65AMNP001-2.005 “Integration and legal migration - measures for enforcement the Action Plan of the EU for the integration of the third countries nationals”, under a grant agreement 812108-27/27.05.2019, with a Responsible authority - THE INTERNATIONAL PROJECTS DEPARTMENT OF THE MINISTRY OF INTERIORS.

Executive summary:

Project **BG65AMNP001-2.005-0002 “Fighting together against prejudices and stereotypes - TCNs' employment and entrepreneurship”**, comprises measures for integration of third-country nationals (TCN’s), including persons seeking international protection / persons who have received international protection (PSIP / PRIP), going beyond providing only their participation in the labour market and the acquisition of the language of the host country. The integration measures covered by the project are related to the way of living in Bulgarian society and to reveal the opportunities and potential of the TCN’s for the realization of personal projects for employment and entrepreneurship, as well as providing administrative and legal consultations on the promotion of entrepreneurship, which is a prerequisite for effective and sustainable integration. In addition, the project includes measures to promote exchanges with the host society through joint cultural initiatives (International Cultural Festival "Bridge between the Nationalities", Pomorie), as well as measures to combat prejudices and stereotypes of the host society by conducting a national campaign for raising the awareness of the host society about the benefits for it of the integration of third-country nationals.

These measures have been implemented through the following **six key activities**:

1. Early evaluation of specific skills, interests and potential for development of personal employment projects, incl. entrepreneurial, of a newly arrived third-country nationals with a view to identifying opportunities / scenarios for inclusion in the labour market.
2. Orientation and targeting of newly arrived TCN’s on skills and interests to engage in various thematic-oriented seminars to acquire new skills and knowledge, applicable to promoting entrepreneurship, with an emphasis on female entrepreneurship among the target group.
3. Administrative and legal advice on promoting entrepreneurship, incl. women's entrepreneurship among newly arrived third-country nationals.
4. Promoting exchanges with the host society through joint cultural initiatives. .
5. Fighting against prejudices and stereotypes of the host society regarding the representatives of the target group.
6. Measuring the impact and change in the perceptions of the viewership and taking into account the results achieved in the fight against prejudices and stereotypes of the host society regarding the representatives of the target group.



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Project objectives:

The main objective of the project is to integrate third-country nationals, legally resident in the Republic of Bulgaria and TCN's who are in international protection procedure in the Republic of Bulgaria, incl. persons seeking international protection / persons who have received international protection, by implementing multi-component integration measures, compiling different approaches and targeting the maximum scope, efficiency and sustainability of the integration process, related to the way of living in Bulgarian society and releasing opportunities and potential of third-country nationals for the implementation of personal employment and entrepreneurship projects. The project is intended through its main objective to go beyond only securing the participation of third-country nationals in the labour market.

At the implementation level, the main objective is addressed through the following **seven specific objectives:**

- ✓ to be carried out an early assessment of the specific skills, interests and potential for the development of personal employment projects, incl. entrepreneurial, of newly arrived third-country nationals to identify the opportunities / scenarios for inclusion in the labour market;
- ✓ to orient and direct the newly arrived third country nationals by skills and interests to participate in various thematic-oriented seminars for the acquisition of new skills and knowledge;
- ✓ to provide administrative and legal advice on promoting entrepreneurship among newly arrived third-country nationals;
- ✓ to foster exchanges with the host society through joint cultural initiatives consisting in organizing a joint cultural festival;
- ✓ to conduct a national campaign to raise awareness of the host society about the benefits to it from the integration of third-country nationals, in the fight against prejudices and stereotypes of the host country regarding third-country nationals;
- ✓ to measure the impact and change in the perceptions of the viewers and to take into account the results of the fight against prejudice and stereotypes;
- ✓ to provide information and publicity of the project in accordance with art. 2 of Delegated Regulation (EU) 1048/2014 and Commission Implementing Regulation (EU) 1049/2014.

The specific objectives of the project listed are in line with the objectives of the **“Action Plan on the Integration of Third-Country Nationals”** the first three specific objectives being in accordance with the objectives envisaged to be achieved through the measures under point 4.1.3. “Integration into the labour market and access to vocational training”, and the next three specific objectives - through the measures under point 4.1.5. “Active Participation and Social Inclusion” by the Plan.

Thus considering, the project “Fighting together against prejudices and stereotypes - TCNs' employment and entrepreneurship” is in line with the objectives of the project selection procedure for grants: BG65AMNP001-2.005 “Integration and legal migration - implementing measures of the EU Action Plan on the Integration of Third-Country Nationals”, under the “Asylum, Migration and Integration” Fund (AMIF), which purpose



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is in line with the objectives of the National Multiannual Program of Bulgaria at AMIF 2014-2020, and has been developed in accordance with the National Strategy for the integration of persons who have received international protection in the Republic of Bulgaria (2014-2020), as well as the Action plan on the integration of third-country nationals of the European Commission of 07.06.2016. In particular, the objectives of the project are consistent with the specific purpose of AMIF in accordance with art. 3, point 2 (b) of Regulation (EU) No 516/2014, namely: *supporting legal migration to Member States in accordance with their economic and social needs while safeguarding the integrity of Member States' immigration systems, and promoting the effective integration of third-country nationals*. The objectives of the project are in accordance with Art. 9 of Regulation (EU) No 516/2014.

Target groups of the project:

The target groups directly affected by the implementation and results of the project include: third-country nationals legally resident in the Republic of Bulgaria and third country nationals in an international protection procedure in the Republic of Bulgaria, incl. persons seeking international protection / persons who have received international protection.

The specific target groups cover the following two categories of third-country nationals:

- ✓ third-country nationals legally residing in the territory of Burgas District in the Republic of Bulgaria and
- ✓ third-country nationals in an international protection procedure in the Republic of Bulgaria, incl. persons seeking international protection / persons who have received international protection.

Taking into account the definition of “Vulnerable persons”, pursuant to Directive 2008/115/EC of the European Parliament and of the Council of 16 December 2008, on common standards and procedures applicable in the Member States for the return of illegally staying third-country nationals, vulnerable people are also directly involved in the project. In particular, the project covers, as part of the above-mentioned two categories of third-country nationals, vulnerable persons belonging to the categories of elderly people and single parents with minor children.

Key results achieved by the project:

- ✓ 1 developed “Card of skills, interests and potential for their development” with provided free, public access through the project website;
- ✓ 26 individual assessments of newly arrived third-country nationals on the specific skills, interests and potential for development of personal employment projects, incl. entrepreneurial, in order to identify opportunities / scenarios for inclusion in the labour market (with 30% overfulfillment above the planned target value of the result);
- ✓ 69 representatives of the target group (TCN's), involved in the project (nearly 2.5 times overfulfillment of the planned target value of the result - 20 people);



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✓ 9 thematic seminars held: *seminar on the topic “I, Chocolatier”; seminar on the topic “In the world of handmade small sweets”; seminar on the topic “Art with sugar dough”; seminar on the topic „Paper decorations“; seminar on the topic “Party paper products”; seminar on the topic “To sell successfully through the social networks”; seminar on the topic “Art manicure”; seminar on the topic “Coloristics in the hair” and seminar on the topic “Knitting”, in which:*

✓ 107 representatives of the target group went through thematic-oriented seminars and acquired new knowledge and skills (with 18.89% overfulfillment of the planned target value of the result);

✓ over 200 provided consultations to newly arrived TCN’s, divided into 2 groups of consultations: Administrative consultations and Legal consultations, within the District of Burgas;

✓ 7 thematic practical seminars held: seminar on the topic “To register a company”; seminar on the topic “Financial management of a microenterprise”; seminar on the topic “To create a successful business model”; seminar on the topic “I-The Leader”; seminar on the topic “Normatively established relations with state and municipal institutions”; seminar on the topic “Successful marketing” and seminar on the topic “Using the benefits of digital media and networks”, in which”

✓ 87 representatives of the target group passed through thematic practical seminars and acquired new knowledge and skills (with 24.29% overfulfillment of the planned target value of the result);

✓ 1 joint initiative - *International Cultural Festival “Bridge between the nationalities”*, Pomorie (June 23, 2022), in which an exchange of experience and good practices have been realized, and an opportunity has been provided to present on a potential market the products produced by the future and newly established entrepreneurs, incl. women entrepreneurs - TCN’s;

✓ 4 audio-visual products created under the project, incl. 1 film and 3 trailers based on stories (realized personal employment projects, including entrepreneurial ones) of identified third-country nationals;

✓ 115 broadcasts of the audio-visual products, in different communication channels, incl. in regional TV media; in 3 digital media; in 2 social networks and in 2 Internet channels;

✓ 1 conducted national campaign to increase the awareness of the host Bulgarian society about the benefits for it from the integration of the citizens of third countries;

✓ 1 conducted neuro-marketing research in a controlled, specialized laboratory environment, through which an innovation was applied in the field of accounting for the impact of audio-visual stimuli on the audience from the project trailers and film, based on modern achievements in the field of neuro- marketing and neuro-cognitive science;

✓ 1 developed “Questionnaire on the attitudes of the host society towards the TCN’s” with provided free, public access through the project website;



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- ✓ 1 developed “Questionnaire on the attitudes of the host society towards the TCN’s” with provided free, public access through the project website;
- ✓ 3 times conducted research of the prejudices and stereotypes of the host society of the Republic of Bulgaria regarding the representatives of the target group of the project;
- ✓ 1 created website dedicated to the project: www.projecta-org.eu;
- ✓ 2 information meetings held in Burgas with stakeholders (opening and closing);
- ✓ 1000 distributed leaflets with information about the project and its activities.

Total value of the project: 218 713.88 BGN - 147 631.90 BGN of them European funding, 49 210.61 BGN national co-financing and 21 871.37 BGN own beneficiary’s co-financing.

Start of the project: 27.05.2019

End of the project: 27.06.2022