



PROJECT

„Fighting together against prejudices and stereotypes – TCN’s employment and entrepreneurship“, financed under a grant agreement 812108-27/27.05.2019

Final informational meeting with the stakeholders

City of Burgas

June 24, 2022



PRESENTATION OF THE PROJECT

- ***Beneficiary:***
Projecta Foundation

- ***Implementation period:***
27.05.2019 to 27.06.2022
(37 months)



PRESENTATION OF THE PROJECT

Total value of the project:

218 713.88 BGN,

***of which 147 631.90 BGN European
funding,***

***49 210.61 BGN national co-financing
and***

21 871.37 BGN own co-financing



MAIN PROJECT OBJECTIVE

Integration of third-country nationals (TCN's) legally resident in Bulgaria and TCNs' in the procedure for granting international protection in Bulgaria, incl. persons searching international protection (PSIP) / persons, received international protection (PRIP), by implementing multi-component integration measures, compiling different approaches and targeting maximum reach, efficiency and sustainability of the integration process, related to the way of life in Bulgarian society and discovering the opportunities and potential of the TCN's for the realization of personal employment and entrepreneurship projects.



SPECIFIC PROJECT OBJECTIVES

Specific objective 1:

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.



SPECIFIC PROJECT OBJECTIVES

Specific objective 2:

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.



SPECIFIC PROJECT OBJECTIVES

Specific objective 3:

to provide administrative and legal advice on promoting entrepreneurship among newly arrived third-country nationals.



SPECIFIC PROJECT OBJECTIVES

Specific objective 4:

to foster exchanges with the host society (HS)
through joint cultural initiatives consisting in
organizing a joint cultural festival.



SPECIFIC PROJECT OBJECTIVES

Specific objective 5:

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.



SPECIFIC PROJECT OBJECTIVES

Specific objective 6:

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.



SPECIFIC PROJECT OBJECTIVES

Specific objective 7:

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.



TARGET GROUPS OF THE PROJECT

- ✓ 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.



PROJECT ACTIVITIES

Activity 1 – “Activities, related to project organization and management”.



PROJECT ACTIVITIES

Activity 2 –

“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”.



PROJECT ACTIVITIES

Activity 3 –

“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”.



PROJECT ACTIVITIES

Activity 4 –

“Administrative and legal advice on promoting entrepreneurship, incl. women’s entrepreneurship among newly arrived third-country nationals”.



PROJECT ACTIVITIES

Activity 5 –

“Promoting exchanges with the host society through joint cultural initiatives”.



PROJECT ACTIVITIES

Activity 6 –

*“Fighting against prejudices and stereotypes
of the host society regarding the
representatives of the target group”.*



PROJECT ACTIVITIES

Activity 7 –

“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”.



PROJECT ACTIVITIES

Activity 8 – “Information and publicity activities of the Project”.



PROJECT ACTIVITIES

Presentation of the direct work carried out under the project with representatives of the target group - third country nationals



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*KEY RESULTS AND PRODUCTS FROM THE
IMPLEMENTATION OF EACH OF THE PROJECT
ACTIVITIES. INTERRELATION WITH THE RESPECTIVE
SPECIFIC OBJECTIVES OF THE PROJECT*

From ACTIVITY 2 ➡ SPECIFIC OBJECTIVE 1

- 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).



*KEY RESULTS AND PRODUCTS FROM THE
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SPECIFIC OBJECTIVES OF THE PROJECT*

From ACTIVITY 3 ➡ SPECIFIC OBJECTIVE 2

- 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);
- 9 thematic seminars held;
- 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).



*KEY RESULTS AND PRODUCTS FROM THE
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ACTIVITIES. INTERRELATION WITH THE RESPECTIVE
SPECIFIC OBJECTIVES OF THE PROJECT*

From ACTIVITY 4 ➡ SPECIFIC OBJECTIVE 3

- 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;
- 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).



KEY RESULTS AND PRODUCTS FROM THE IMPLEMENTATION OF EACH OF THE PROJECT ACTIVITIES. INTERRELATION WITH THE RESPECTIVE SPECIFIC OBJECTIVES OF THE PROJECT

From ACTIVITY 5 ➡ SPECIFIC OBJECTIVE 4

- ➡ 1 joint initiative - International Cultural Festival "Bridge between the nationalities", Pomorie (June 23, 2022), in which are realized:
- ➡ exchange of experience and good practices and
- ➡ opportunity to present on a potential market the products produced by future and newly established entrepreneurs, incl. women entrepreneurs - TCN's.





*KEY RESULTS AND PRODUCTS FROM THE
IMPLEMENTATION OF EACH OF THE PROJECT
ACTIVITIES. INTERRELATION WITH THE RESPECTIVE
SPECIFIC OBJECTIVES OF THE PROJECT*

From ACTIVITY 6 ➡ SPECIFIC OBJECTIVE 5

- 8 identified good examples of successfully integrated and included in the labour market 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.



*KEY RESULTS AND PRODUCTS FROM THE
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From ACTIVITY 7 ➡ SPECIFIC OBJECTIVE 6

- ➡ 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;
- ➡ 1 developed “Questionnaire on the attitudes of the host society towards the TCN’s”;
- ➡ 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.



*KEY RESULTS AND PRODUCTS FROM THE
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ACTIVITIES. INTERRELATION WITH THE RESPECTIVE
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From ACTIVITY 8 ➡ SPECIFIC OBJECTIVE 7

- ➡ 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.



*BROADCASTING OF THE AUDIO-VISUAL
PRODUCTS CREATED UNDER THE
PROJECT (1 FILM AND 3 TRAILERS)*





PROJECTA FOUNDATION

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