

COUNTERPART INTERNATIONAL, Inc.

Social Enterprise – A Model Supporting Social Economy Development in Bulgaria

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Emerging trends of social innovation and local development"***

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Background

Bulgaria

- A lower middle income country
- Progressing toward long-term macroeconomic stability (4-5% GDP growth)
- Government initiatives to tackle the social exclusion of vulnerable and marginalized groups

Unemployment Rate (in %)

1999	2000	2001	2002	2003	2004
13.8	18.1	17.5	17.4	14.8	14.0

Challenges Ahead

- Tackling deep poverty
- Increasing employment opportunities

Social Enterprise Program in Bulgaria

Counterpart International – Bulgaria Community Fund and Social Enterprise Program 2001

*Socio-economic integration of marginalized groups by providing them with the **employment opportunities** they need to **advance themselves economically**, while ensuring that the social enterprises generate sufficient income to support their social objectives*

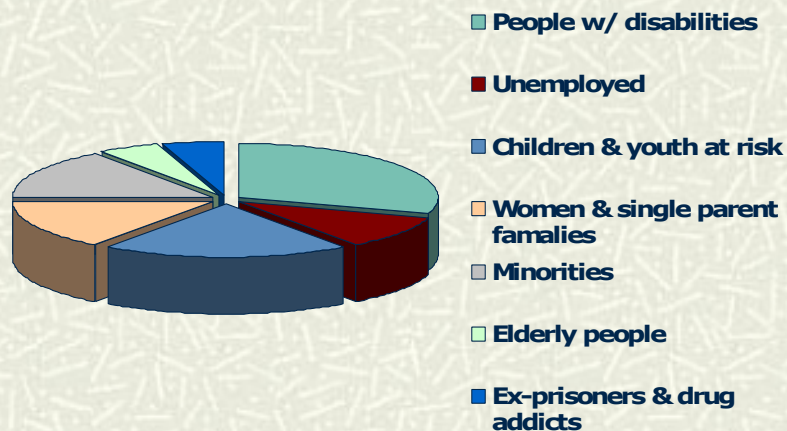
Overall goal: To support the sustainability of NGOs through the creation of viable Social Enterprises

- Boost local economic development
- Leverage resources available outside third sector
- Sustain the third sector
- Help prevent social exclusion (through training programs or by providing employment)

Social Enterprise Program Impact

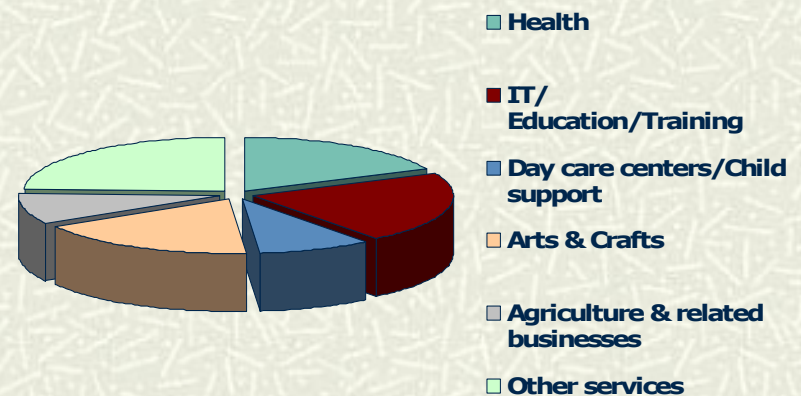
40 Social Enterprises throughout Bulgaria

Social Activities by Target Group



- Employed 75 people; facilitated access to job opportunities for many more
- Provided more than 30 social services to their target groups

Economic Activities by Business Line



- 15 generated income in 2004 (avg. USD 10,000)
- 7 contributed an average of 27% of their income to the associated NGO

Social Enterprise supports social economy development in Lovech region

Lovech

- Mid-small size town (population 65,600)
- Active population – 54%
- Unemployment – 12% (40% of them have few or no qualifications)
- Youth unemployment rate – 28%



Knowledge Association

- Business: Provides educational and training services
- Social Mission: Researches the **educational needs of the marginalized communities** and provides training and educational opportunities to them as a means toward their social integration
- Outcome: In 2004, **1400 people trained** of which **100 used the services for free** and another **140 people received reduced prices**

Workshop for Hope

The story of Violeta and Georgi Ivanov

"For us, even one helping hand means a lot"



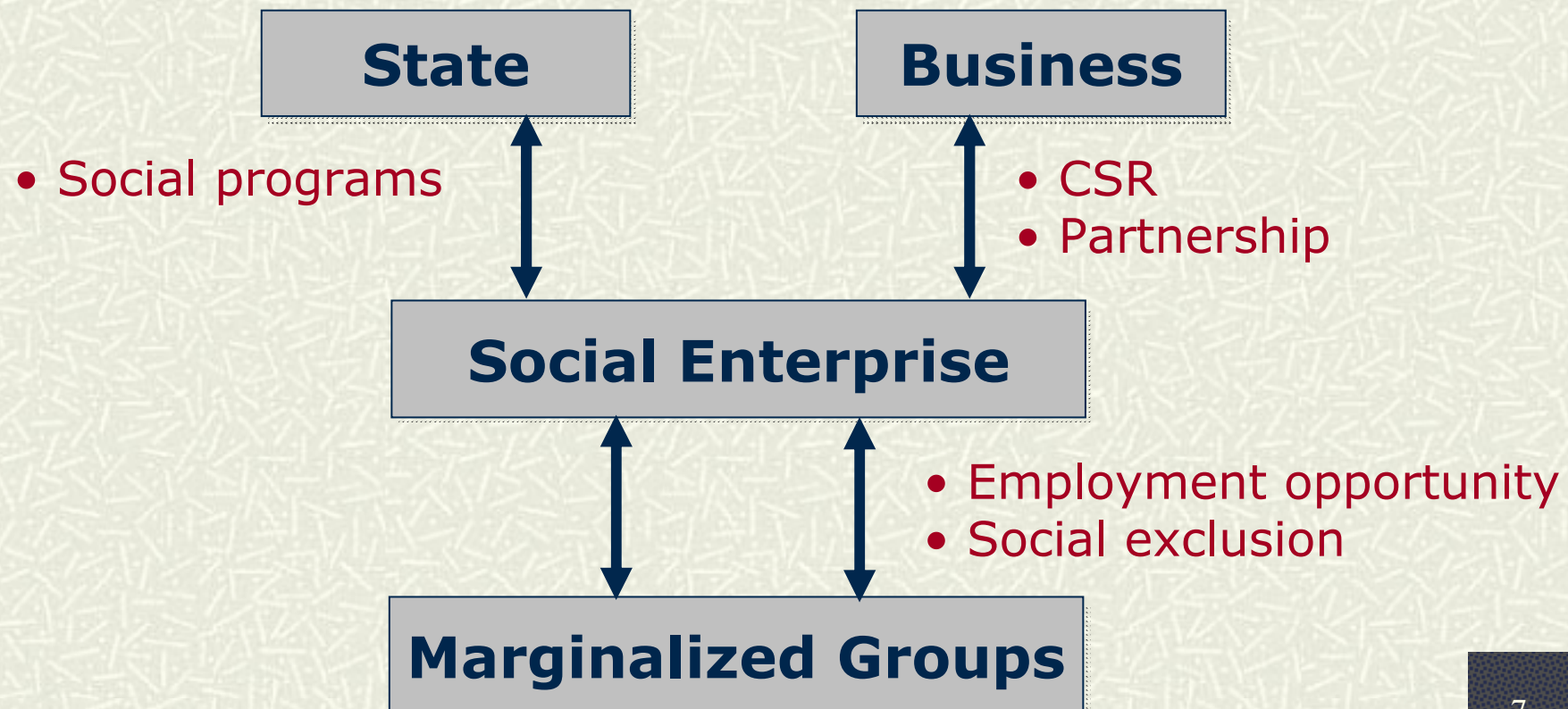
- Violeta and Georgi are both with disabilities and had experienced difficulties in finding appropriate jobs
- At the start of 2004, Violeta signed up for English classes and Georgi started a class in sewing and tailoring

After they finished their training, Violeta and Georgi were employed at a small sewing company in their town ...

... and they are still working for the same company

Social Enterprise way to success

Leveraging resources from both from the public and the private sector allows the social enterprise to achieve important social and economic development goals



Conclusion

It is not sufficient to provide only general business knowledge and technical assistance to Social Enterprises

- Effective partnership with businesses and government plays an important role in fostering the creation and development of social economy organizations
- Support infrastructure
- Promote and replicate the Model

Working toward

- Official recognition – local and national level
- Partnership with the for-profit sector and local authorities
- International and local events participation/networking – popularization and promotion

Thank You!

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