SocialCrafts

An introduction to the Project

The Project is co-funded by the European Regional Development Fund and by national funds of the countries participating in the Interreg V-A “Greece-Bulgaria 2014-2020” Cooperation Programme.
**PROJECT TITLE**
Handicrafts and social economy: A driver for socially inclusive growth in the CB region

**PROGRAMME**
INTERREG V-A Cooperation Programme
Greece - Bulgaria 2014 - 2020

**PRIORITY AXIS**
A Socially Inclusive Cross-Border Area

**THEMATIC OBJECTIVE**
Promoting social inclusion, combating poverty and any discrimination

**INVESTMENT PRIORITY**
Providing support for social enterprises

**SPECIFIC OBJECTIVE**
To expand social entrepreneurship in the CB area

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**Partners from Bulgaria**

- International Initiatives for Cooperation
  - [www.iicbg.org](http://www.iicbg.org)
- Regional Center for vocational education training to CCI – Blagoevgrad
  - [www.cci-bl.org](http://www.cci-bl.org)
- Business Center Maritza
  - [www.bcentermaritza.weebly.com](http://www.bcentermaritza.weebly.com)

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**Partners from Greece**

- Prefectural Association of People with disabilities of Kavala’s Prefecture
  - [www.amea.kavala.gr](http://www.amea.kavala.gr)
- National Confederation of Disabled People of Greece, Branch of Northern Greece
  - [www.esamea.gr](http://www.esamea.gr)
- Union of Hellenic Chambers of Commerce
  - [www.uhc.gr](http://www.uhc.gr)
557,166,00

24 months

Budget distribution

Staff Costs Office & Administration
Travel & Accommodation
External Expertise and Services
Equipment & Tools

International Initiatives for Cooperation
Prefectural Association of People with disabilities of Kavala’s Prefecture
Regional Center for vocational education training to CCI
Business Center Maritza
National Confederation of Disabled People of Greece
Union of Hellenic Chambers of Commerce

Maritza

Union of Hellenic Chambers of Commerce

National Confederation of Disabled People of Greece

Prefectural Association of People with disabilities of Kavala’s Prefecture

Business Center Maritza

International Initiatives for Cooperation

Regiona l Center for vocational education training to CCI

557,166,00

24 months

Budget distribution
A few words about the Programme

- Approved by the European Commission on 09/09/2015 by Decision C (2015) 6283
- Total budget \( \approx €130M \) (85% ERDF funding and 15% national contribution)
- **4 Priority Axes** (Competition-Innovation, Sustainability-Climate adaptability, Interconnection, Social Inclusion)
- Eligibility area: **40.202 km\(^2\)** and a total population of **2.7 million inhabitants**

**Expected results**

- improved entrepreneurial climate
- better access to key markets and a wider customer base for SMEs
- increased resilience to cross border natural disasters (floods)
- increased tourist traffic in the border area
- reduced travel times and improved traffic safety
A few words about the Programme

11 regions are eligible in the Interreg V-A Greece-Bulgaria

In Greece
Regions (NUTS III) of Evros, Xanthi, Rodopi, Drama, Kavala, Thessaloniki and Serres

In Bulgaria
Regions (NUTS III) of Blagoevgrad, Haskovo, Smolyan and Kardzhali
## Project Funding

<table>
<thead>
<tr>
<th>Project Beneficiary</th>
<th>Country</th>
<th>(1) Union support</th>
<th>%</th>
<th>(2) National Co-financing = (a) + (b)</th>
<th>%</th>
<th>National Counterpart Type</th>
<th>(a) National Public Funding</th>
<th>(b) National Private Funding</th>
<th>(3) Total = (1) + (2)</th>
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### Breakdown of the national counterpart

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A few words about the project concept

Today, in response to urbanization and industrialization, many people around the world are interested in and enjoy handmade objects

- that are imbued with the accumulated knowledge and cultural values of the craftspeople and
- which offer a softer alternative to the numerous ‘high tech’ items that dominate global consumer culture

In the CB thanks to its rich cultural diversity, numerous expressions of such traditional handicrafts have evolved over the years:

- tools; clothing and jewellery; costumes and props for festivals and performing arts; storage containers, objects used for storage, transport and shelter; decorative art and ritual objects; musical instruments and household utensils, and toys, both for amusement and education

These, altogether constitute perhaps the most tangible manifestation of the CB area’s intangible cultural heritage
A few words about the project concept

However, the artisans and artists of the area

- strangle both for their own survival and for that of their arts
- usually work alone or in very small groups and have very limited access, if any, to support for better promoting and marketing their products and in general for developing themselves and their activities
- often come from the so called “vulnerable groups” (roma, disabled, families with many members, poor families, etc.)

KEY POINTS

i. The field of traditional arts and handicrafts is attractive and suitable for several types of vulnerable groups — but needs has to be cultivated

ii. The CB handicrafts sector needs to be supported for improving its competitiveness and sustainability
Project main goal & expected result

To establish a novel, sustainable, cross-border platform that will support the development of traditional handicrafts and social enterprises in this field, and encourage the creation of new job opportunities for individuals coming from those groups.

Thereby, improving social and labour inclusion for vulnerable group members living in the CB area, especially of those most exposed to exclusion.
Project objectives

- improve **job access** for vulnerable groups in the area, through innovative practices in the field of social economy
- establish new mechanisms / services, coping with the **poverty, discriminations** and **labour inequalities** through services of personal development, support and comfort, including in rural & isolated areas
- improve the capacity and efficiency of social enterprises and open market at large, especially in reaching and **employing disentangled, isolated and deprived individuals**, such as persons with disabilities, Roma population, etc.
- promote **self-employment, social entrepreneurship** and **digital literacy**
Overview of the Project work packages

1 common vision • 6 interrelated work packages • 22 joint sub-activities

<table>
<thead>
<tr>
<th>WP no</th>
<th>WP Title</th>
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<td>Accessible project website (WCAG 2.0, AA)</td>
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<td>Awareness raising &amp; provision of personal development support</td>
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<td>Promoting self - social entrepreneurship on traditional artisanship</td>
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<td>Employment support center &amp; sustainability plans</td>
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<td>Fostering non-discrimination, inclusive &amp; social spirit among CB artisans</td>
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<td>Observatory and impact assessment monitoring</td>
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<td>Mobile app for Network members (handcraft sellers)</td>
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<td>A5.5</td>
<td>Networking with international organisations, educational institutions, etc.</td>
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<td>International study visits for exchange of good practices</td>
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<td>A6.2</td>
<td>National workshops for municipalities &amp; local authorities</td>
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</table>
Project Management

- Project Steering Committee (PSC)
- Quality Control Group (QCG)

- Local Project / Financial Managers
- Project Manager (PM)
- Horizontal Principles Manager (HPM)
- Information & Publicity Manager (IPM)
- Quality Control Manager (QCM)

- Project Management Board (PMB)

- Technical Coordinator (TC)

- Leaders of Implementation WPs (WP3-WP6)

- MA / JS

- WPL3
- WPL4
- WPL5
- WPL6
Information and Publicity Strategy

The **guiding principles** for shaping the project’s **information and publicity strategy** are:

- ✓ the production of advertising material in formats **accessible for all**
- ✓ **diffusion** throughout the border region and to achieve communication with the direct and indirect beneficiaries within and outside the CB area
- ✓ information and promoting the **active participation** of the public and target groups in project activities through publicity events and sensitization / activation as also through the use of digital channels and tools
- ✓ **cooperation** and use of local / regional media, adjusted to local conditions, to ensure further penetration in local communities and markets

**Communication Plan**