



Land – Source of Income Foundation

Фондация
„Земята-източник на доходи”

Roma Income Generation and Integration Project

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17-18 June 2014

Decade of Roma Inclusion - Montenegro, Podgorica

A Stage in the Development of Land Based Income Generation Programme

PROGRAMME GOAL

To help poor landless Roma families obtain their own land and earn sustainable living through agriculture.



PROGRAMME DEVELOPMENT

Pilot Phase 1997-2000

C.E.G.A Foundation; Roma Foundation -Plovdiv; Institute for Market Economy

- Micro-credit financial schemes for operating capital
- 75 families from two villages in the Plovdiv Region
- Repaid funds: Chalukovi – 62%;
Boretz – 14%.

First Stage 2000-2003

C.E.G.A Foundation

Development of the main structures

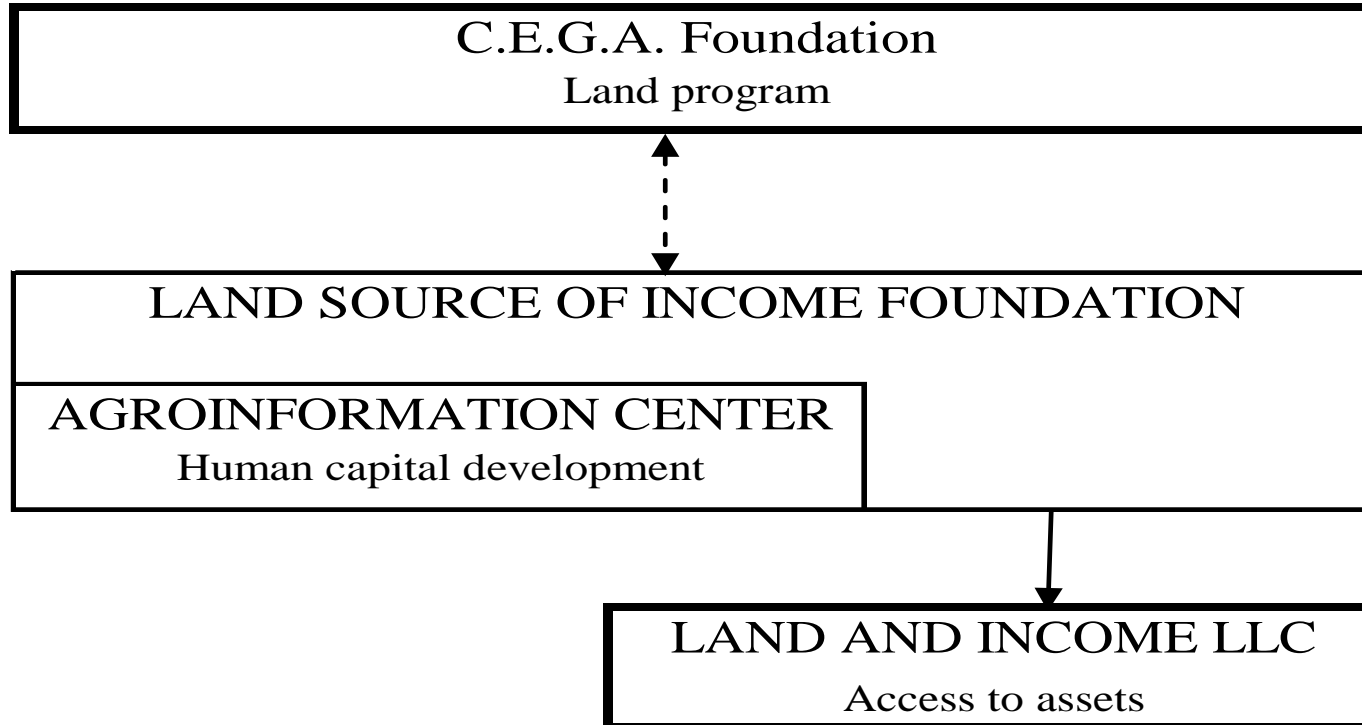
- Financial schemes for LAND, STA, LTA
- Agro-Information Centre and Land LLC

PROGRAMME DEVELOPMENT

Second Stage 2004-2009

C.E.G.A and Land-Source of Income Foundation

Institutional establishment



PROGRAMME DEVELOPMENT

Third Stage 2010-2013

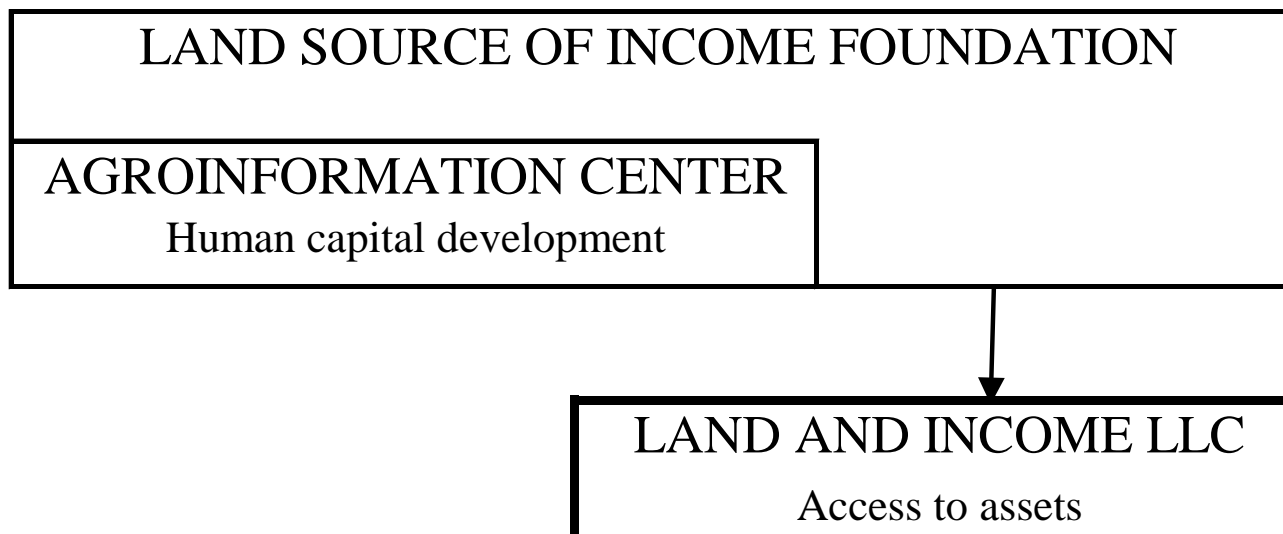
Land- Source of Income Foundation,
America for Bulgaria Foundation



AMERICA FOR BULGARIA
FOUNDATION

Фондация Америка за България

Expansion



LAND AND INCOME LLC

Access to assets

FINANCIAL SERVICES

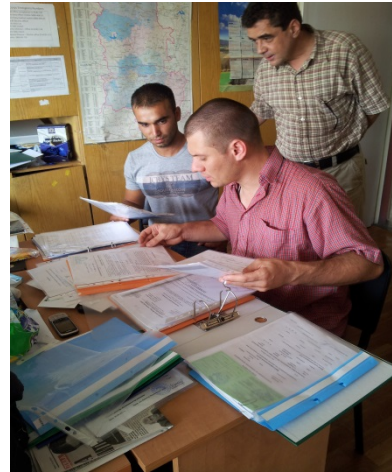
CONDITIONS	LAND	LONG-TERM ASSETS	SHORT-TERM ASSETS
Own contribution (%)	20	30	50
Interest (%)	6	7	7
Duration (Years)	Up to 5	Up to 3	Up to 1
Collateral	Land	Land, Promissory note	Land, Promissory note

AGROINFORMATION CENTER

Human capital development

CONSULTANCY AND TRAININGS

- ECONOMIC CONSULTANCY
- AGRO CONSULTANCY
- TRAININGS
- ANNUAL MEETINGS



PUBLICATIONS

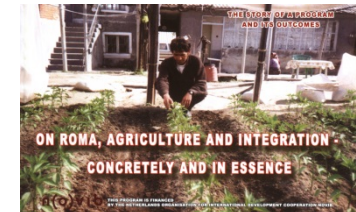
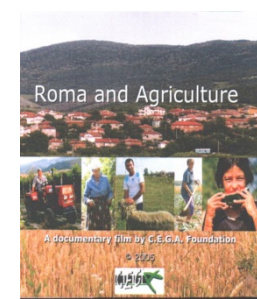
Booklets



Leaflets



Films, brochures



Roma Income Generation and Integration Project Targeting

- 1. The Roma families – to become successful small entrepreneurs so they can support themselves, and possibly employ others.**
- 2. The NGOs – to help disseminate the model in different regions of Bulgaria.**
- 3. The general public in Bulgaria- to challenge its skepticism that Roma people can be good agricultural producers.**

Project Goal and Objectives

To support Roma integration through employment opportunities & entrepreneurial development mainly in rural areas.

1. Demonstrate that the Land Foundation Integrated Model for Entrepreneurial Support can be expanded.
2. Continue growing the current model to support future growth and integration.
3. Support communities & assist in local development
4. Provide examples and information to help change prejudiced attitudes inside and outside of Roma communities.
5. Help develop ways to improve local, regional and national policy to create a more favorable entrepreneurial environment for Roma and other disadvantaged minorities.

Project Activities

- 1. Develop a communications, training and “franchise” programme to expand the Land Foundation success, and help other organizations to implement this model.*
- 2. On-going development of the current model to improve integration & sustainability in the communities the Land Foundation currently supports.*

Project Outcomes - 1

Roma families

- Provided regular agro-technical, economic and legal consultancy to 87 Roma families in the Plovdiv region
- 284 Roma people earning income from the supported initiatives (part and full time)
- Land cultivated by Roma families in the Plovdiv region - 597 decars
- Developed and implemented 3 business plans for “Young farmer” and 1 “Semi-subsistent farm” funded from the RDP of Bulgaria

Project Outcomes - 2

NGOs implementing the model

- *Trained 6 NGOs to implement the model*
- *4 NGOs implementing the model in their regions*
- *Funded 12 income generation initiatives by the partner NGOs in their regions*
- *75 Roma people earning income from the supported initiatives by the partner NGOs in the country (part and full time)*

PARTNER ORGANIZATIONS IN BULGARIA



- INTEGRO Association – town of Razgrad



- FUTURE Foundation - town of Rakitovo



- Association DROM – town of Vidin



- LARGO Association – town of Kjustendil

Project Outcomes - 3

General public and government institutions

- *3 Round table discussion on the challenges that small farmers face in partnership with Plovdiv District Government*
- *Stand on Agra International Exhibition*
- *Promotional Activities – interviews, articles, TV programs, presentations and award ceremonies*
- *28 local initiatives supported*

PARTNERS' ORGANIZATIONS IN Plovdiv region, Bulgaria - 1

Primary schools

- Primary School "Petar Bonev" - Town of Perushtitsa
- Primary school „St..St. Cyril and Methodius” – town of Parvomaj
- Primary school "Georgi S. Rakovski" –village of Boliarci

Vocational schools

- Vocational School of Viticulture and Enology "Hristo Botev" – town of Perushtitsa
- Vocational School of Agriculture "Vasil Levski" - town of Parvomay
- Vocational School "Zlatyu Boyadjiev" - town of Brezovo
- Vocational School of Agriculture - village of Belozem

PRIMARY SCHOOLS

Cinderella



SECONDARY AGRICULTURAL SCHOOLS

Fitness club



Interactive board



Together in school and business



PARTNERS' ORGANIZATIONS IN Plovdiv region, Bulgaria - 2

Cultural centers

- Cultural Center "St.St. Cyril and Methodius " - town of Parvomay
- Cultural Center: "Prosveta-1862" – town of Perustitza
- Cultural Center „Napredak” - village of Ustina NEW
- Cultural Center „ Hristo Botev -1931”- village of Chalakovi

„Indi-Roma97” Foundation-Kuklen

LOCAL CULTURAL CENTERS

- Regional Children dance festival



- Folks dance group



- Roma culture exhibition



CAP Communication awards, Brussels

10.12.2014

Special Prize of the Jury

network/awards/winners-2013/index_en.htm

Countries: Spain

Europska budućnost hrvatskog poljoprivrednika – European Future of Croatian Farmers

Category: Communication to the public
Organisation: Paying Agency for Agriculture, Fisheries and Rural Development
Countries: Croatia

Village Folk – Ljudje Podeželja

Category: Communication to the public
Organisation: RTV Slovenija
Countries: Slovenia

Special prize of the public:

farmsUP! Fostering the emerging agro-entrepreneurial culture through dynamic training solutions

Category: Innovative communication
Organisation: Mitos Emerging Technologies & Services
Countries: Greece

Special prize of the Jury:

Roma Income Generation and Integration

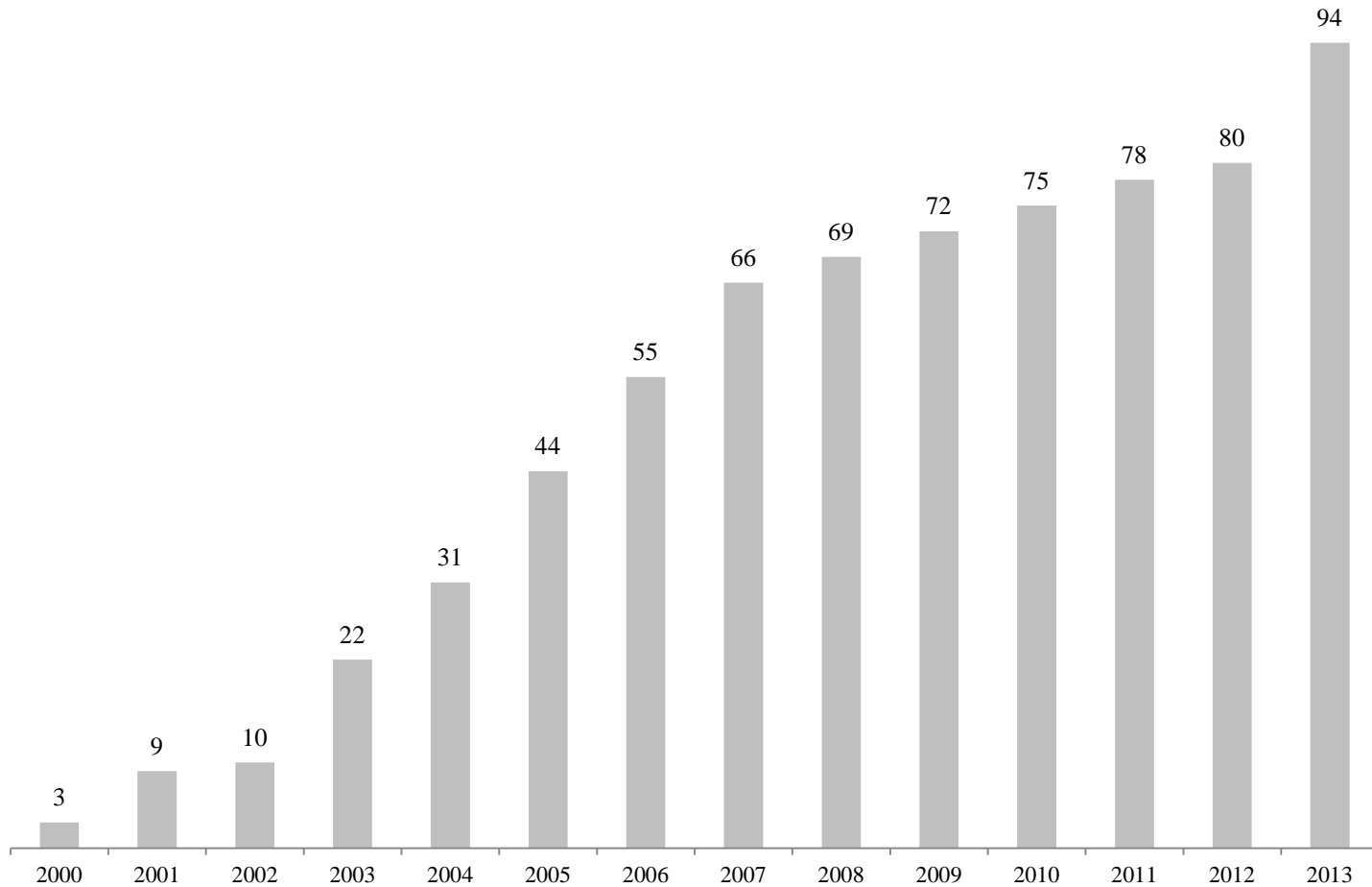
Category: Innovative communication
Organisation: Land Source of Income
Countries: Bulgaria

Last update: 12/02/2014 | Tsg

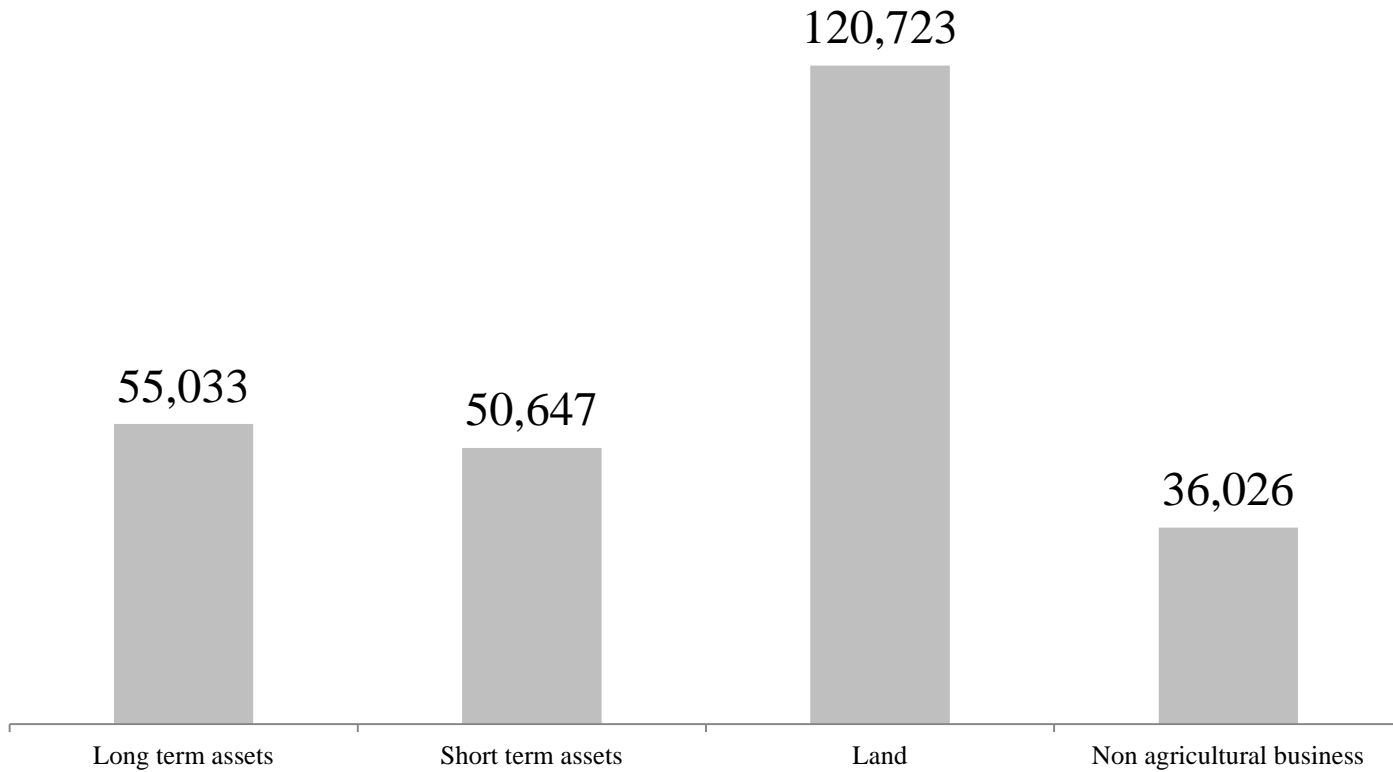


The project contribution to the Land Based Income Generation Programme

NUMBER OF FAMILIES FINANCIALLY SUPPORTED



FINANCIAL SUPPORT PROVIDED (2003-2013) in BG levs



MAIN LESSONS LEARNED

- Fighting poverty through economic empowerment of people requires **long-lasting and continuous efforts**. The short term projects cannot bring sustainable results.
- Financial inclusion of Rome is a complex issue AND needs a complex approach:
 - 1/ resource acquisition
 - 2/ development of capacity for effective and efficient use of the resources.

CONDITIONS FOR SUSTAINABLE ECONOMIC EMPOWERMENT

- Requires the long-term commitment both of the beneficiaries and the organizations managing the programme - ***building trust is important***
- Favourable political environment – an on-going proactive national policy and friendly legislation

DIFFICULTIES AND CHALLENGES THAT OUR PROJECT FACES

- Finding funding - the existing national and EU programmes are short term oriented and focused on results not on impact.
- Operational Challenges – no special treatment of organizations financing social income generation initiatives in Bulgaria

***THANK YOU
FOR THE ATTENTION***

PARTNERS' PROJECTS IN BULGARIA

Фондация "Бъдеще"



Град Ракиово

FAST FOOD STORE IN RAKITOVO



Now





BAKERY IN TOWN OF PAZARDZIK





FORAGE STORE IN RAKITOVO



Before

Now

BEE KEEPING IN THE TOWN OF RAZGRAD



NUTS WORKSHOP IN THE TOWN OF RAZGRAD





LAND AND GREENHOUSE IN TOWN OF VIDIN



CAFE SHOP IN THE TOWN OF KUSTENDIL



HAIRDRESSER SHOP IN TOWN OF KUSTENDIL

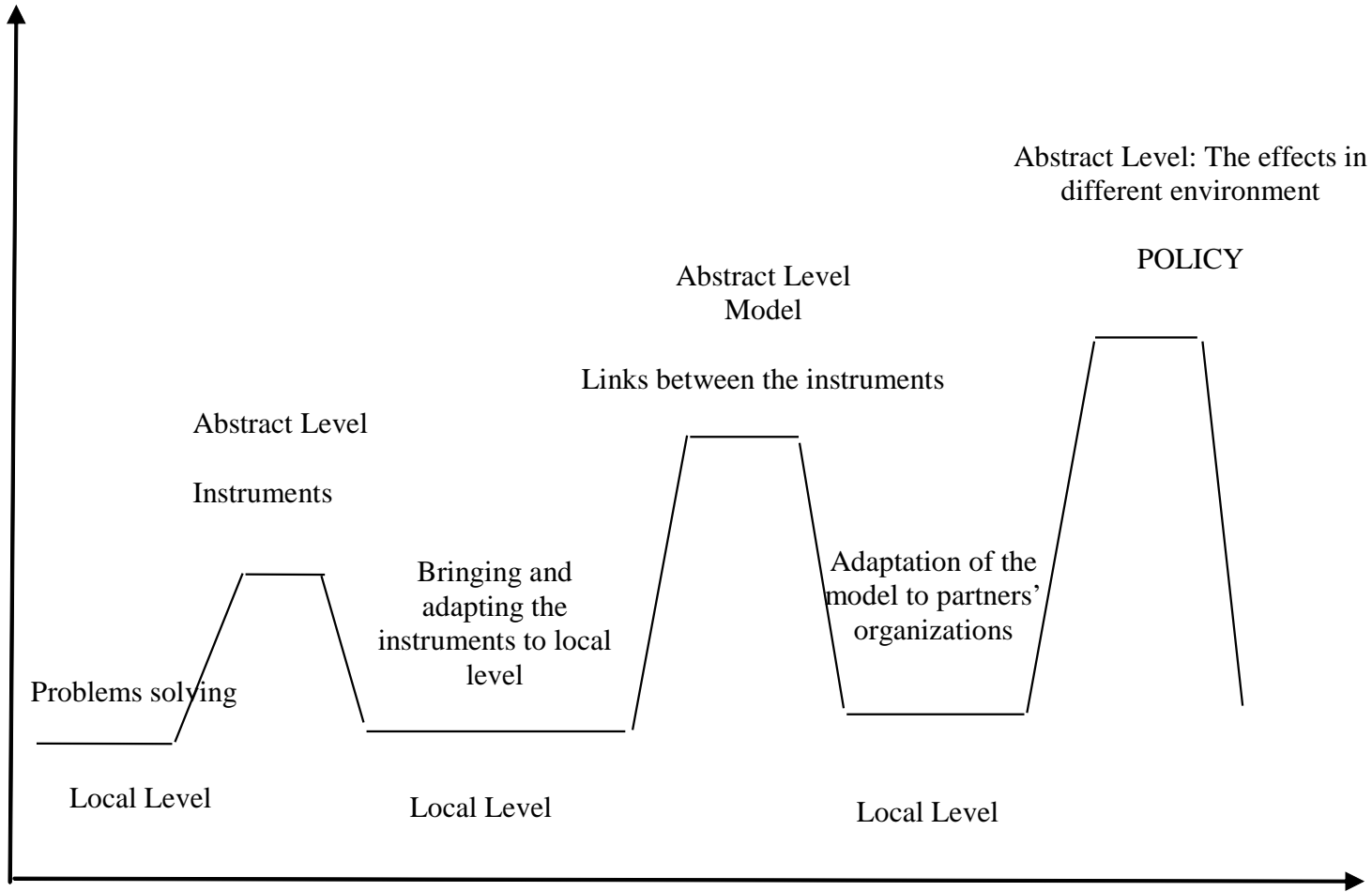


CHERRY GARDEN IN TOWN OF KUSTENDIL



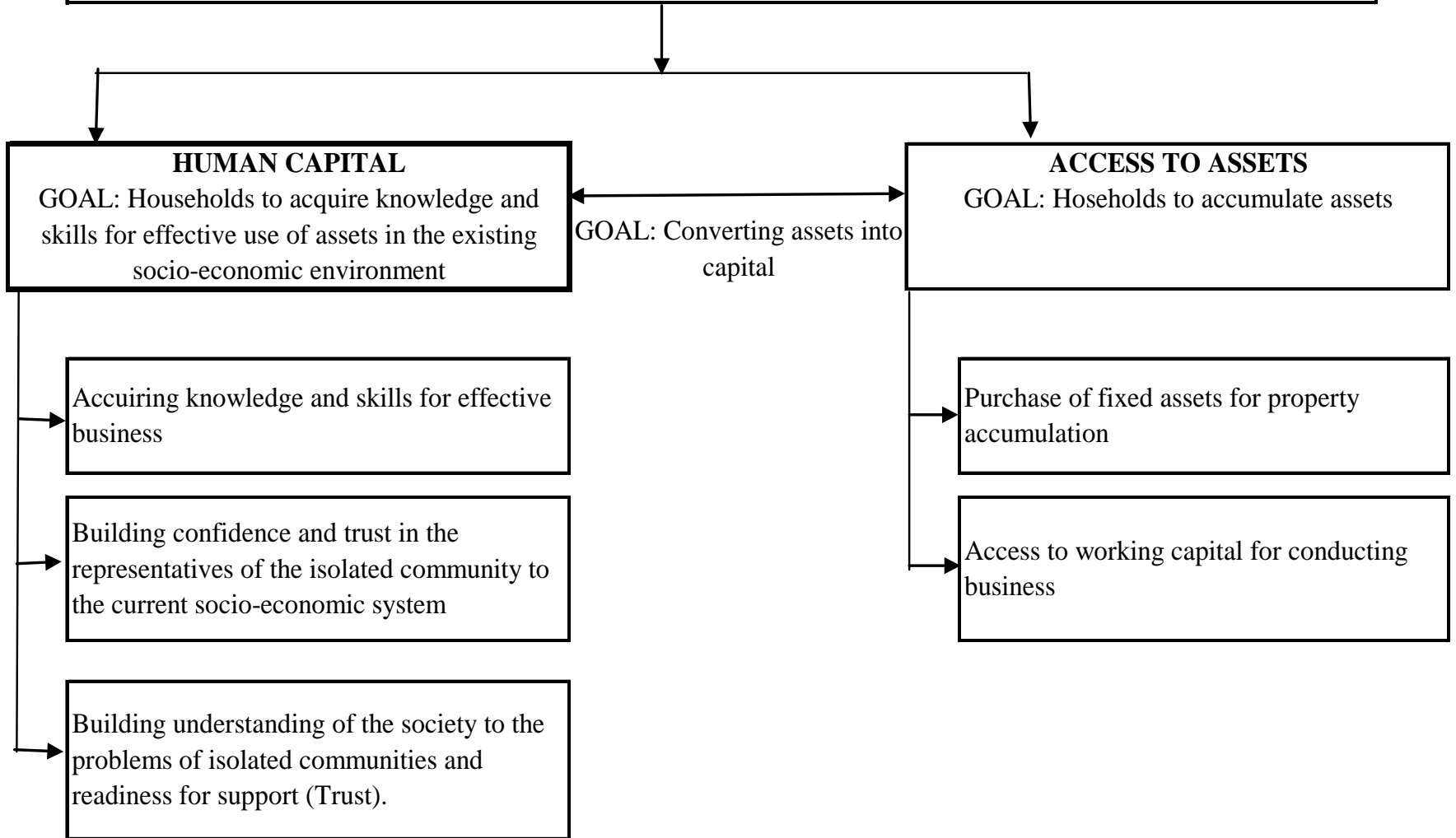
MODEL FOR WORKING WITH ISOLATED COMUNITIES

MODEL DEVELOPMENT



INTEGRATED MODEL FOR SUPPORTING SMALL BUSINESSES IN DISADVANTAGED (ISOLATED) COMMUNITIES

GOAL: Households from isolated communities to become sustainable economic units, integrated into the existing socio-economic system



ORGANISATION MANAGING THE OVERALL MODEL IMPLEMENTATION

TASKS:

1. Model implementation management
2. Building confidence and trust in the representatives of the isolated community to the current socio-economic system
3. Building understanding of the society to the problems of isolated communities and readiness for support (Trust).

STRUCTURE DEVELOPING THE HUMAN CAPITAL

TASKS:

1. Accuring knowledge and skills for effective business

STRUCTURE PROVIDING ACCESS TO ASSETS

TASKS:

1. Purchase of fixed assets for property accumulation
2. Access to working capital for conducting business

INSTRUMENTS

HUMAN CAPITAL DEVELOPMENT

ACCESS TO ASSETS

Development understanding in the society to the problems faced by the diadvantaged groups

Development of trust in people from the diadvantaged groups to the official socio-economic system

Skills for profitable business

Schemes for access to long term assets

Schemes for access to short term assets

Meetings with institutions

Adaptation of the current system to meed better the problems faced by the disadvantage groups

Specialized consultations

Own participation

Own participation

Initiatives with Local cultural institutions

Youth initiatives

Specialized trainings

Annual interest

Annual interest

School initaitves

Support of people from the diadvantaged groups to access EU funds

Access to information

Payback period

Payback period - up to one production year

National meetings, conferences

Annual meeting with participants

Collateral

Collateral - the own long term assets

Participation in international and national events

Publications, movies