Roma Income Generation and Integration Project

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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

C.E.G.A. Foundation
Land program

LAND SOURCE OF INCOME FOUNDATION

AGROINFORMATION CENTER
Human capital development

LAND AND INCOME LLC
Access to assets
PROGRAMME DEVELOPMENT
Third Stage  2010-2013
Land- Source of Income Foundation, America for Bulgaria Foundation

Expansion

LAND SOURCE OF INCOME FOUNDATION

AGROINFORMATION CENTER
Human capital development

LAND AND INCOME LLC
Access to assets
LAND AND INCOME LLC

Access to assets
<table>
<thead>
<tr>
<th>CONDITIONS</th>
<th>LAND</th>
<th>LONG-TERM ASSETS</th>
<th>SHORT-TERM ASSETS</th>
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</thead>
<tbody>
<tr>
<td>Own contribution</td>
<td>(%)</td>
<td>20</td>
<td>30</td>
</tr>
<tr>
<td>Interest</td>
<td>(%)</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Duration</td>
<td>(Years)</td>
<td>Up to 5</td>
<td>Up to 3</td>
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<tr>
<td>Collateral</td>
<td></td>
<td>Land</td>
<td>Land, Promissory note</td>
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</table>
AGROINFORMATION CENTER

Human capital development
CONSULTANCY AND TRAININGS

• ECONOMIC CONSULTANCY
• AGRO CONSULTANCY
• TRAININGS
• ANNUAL MEETINGS
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.
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**

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<td>Spain</td>
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The project contribution to the Land Based Income Generation Programme
NUMBER OF FAMILIES FINANCIALLY SUPPORTED
FINANCIAL SUPPORT PROVIDED (2003-2013) in BG levs

- Long term assets: 55,033
- Short term assets: 50,647
- Land: 120,723
- Non agricultural business: 36,026
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
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 WORSHOP 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 COMMUNITIES
MODEL DEVELOPMENT

Abstract Level: The effects in different environment

Abstract Level Model

Links between the instruments

Adaptation of the model to partners’ organizations

Problems solving

Bringing and adapting the instruments to local level
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

HUMAN CAPITAL
GOAL: Households to acquire knowledge and skills for effective use of assets in the existing socio-economic environment

- Acquiring knowledge and skills for effective business
- Building confidence and trust in the representatives of the isolated community to the current socio-economic system
- Building understanding of the society to the problems of isolated communities and readiness for support (Trust).

ACCESS TO ASSETS
GOAL: Households to accumulate assets

- GOAL: Converting assets into capital

  - Purchase of fixed assets for property accumulation
  - Access to working capital for conducting business
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. Acquiring 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
- Development understanding in the society to the problems faced by the diadvantaged groups
  - Meetings with institutions
  - Initiatives with Local cultural institutions
  - School initiatives
  - National meetings, conferences
  - Participation in international and national events
  - Publications, movies
- Development of trust in people from the diadvantaged groups to the official socio-economic system
  - Adaptation of the current system to meet better the problems faced by the disadvantage groups
  - Youth initiatives
  - Support of people from the diadvantaged groups to access EU funds
  - Annual meeting with participants

ACCESS TO ASSETS
- Skills for profitable business
  - Specialized consultations
  - Specialized trainings
  - Access to information
- Schemes for access to long term assets
  - Own participation
  - Annual interest
  - Payback period
  - Collateral
- Schemes for access to short term assets
  - Own participation
  - Annual interest
  - Payback period - up to one production year
  - Collateral - the own long term assets