STRATEGY FOR CLLD – SUMMARY OF LAG "PAVLIKENI AND POLSKI TRAMBESH" FOR THE PERIOD 2017 – 2020







ЕТ "МИТРА"
град ПАВЛИКЕНИ
ПЕТЯ СТЕФАНОВА

Appendix № 3 to art.. 14, par. 1

1. Description of LAG :

1.1. Data about the municipalities and residence places that are situated on the territory of LAG:

The territory of LAG "Pavlikeni – Polski Trambesh" comprises 35 residence places - 3 towns (Pavlikeni, Polski Trambesh and Byala Cherkva) and 32 villages.

-Municipality of Pavlikeni comprises 20 places of residence – 2 towns (Pavlikeni and Byala Cherkva) and the following villages: Batak, Butovo, Vishovgrad, Varbovka, Gorna Lipnitsa, Dolna Lipnitsa, Dimcha, Daskot, Karaisen, Lesicheri, Mihaltsi, Musina, Nedan, Paskalevets, Patresh, Rositsa, Slomer, Stambolovo.

-Municipality of Polski Trambesh comprises the town of Polski Trambesh and the villages: Varzulitsa, Ivancha, Karantsi, Klimentovo, Kutsina, Maslarevo, Obedinenie, Orlovets, Pavel, Petko Karavelovo, Polski Senovets, Radanovo, Strahilovo, Stefan Stambolovo.

The population of the covered territory in LAG is 35 394 people. The number of the population in the municipality of Pavlikeni is 22099 , and in the municipality of Polski Trambesh is 13295. The population in the towns is 15 644, respectively 9851 people live in Pavlikeni, 1736 people live in Byala Cherkva and 4057 people live in Polski Trambesh. The rest of the population 19 750 people, live in the villages, which is 55.8% of the total population on the territory og LAG. The average population density in the municipality of Pavlikeni is 35,49 people per sq. km. The average population density in the municipality of Polski Trambesh 30,45 per sq. km. In both municipalities the population density (33,41 p/sq.km) is lower than the average values for Veliko tarnovo District (59,23 p/sq. km), for North Central Region (58,1 p/sq.km) and for the country(63,73 p/sq. km.).

1.2. Map of the territory:

The territory of LAG "Pavlikeni – Polski Trambesh" entirely comprises the territories of two neighbouring municipalities. The territory of the LAG is continuous and homogeneous and coincides with the territories of the municipalities of Pavlikeni and Polski Trambesh and is limited by their administrative boundaries. The total territory of LAG "Pavlikeni Polski Trambesh" amounts to 1 059,350 sq. km, which is 23,16 % From Veliko Tarnovo District. Bigger in surface is the territory of the municipality of Pavlikeni (622,690 sq. km). In the North the region boarders the municipality of Levski (Pleven district), municipality of Svishtov (Veliko Tarnovo district), municipality of Byala (Ruse district); in the East it boarders the municipality of Strazhitsa, in the south – the municipalities of Gorna Oryahovitsa and Veliko Tarnovo and in the West – the municipality of Suhindol and the municipality of Letnitsa (Lovech district).

The range of LAG comprises territories which are stated in Appendix 1 of regulation No 22 from 14th December, 2015 and have been identified as a rural region.

ЕТ "МИТРА" град ПАВЛИКЕНИ ПЕТЯ СТЕФАНОВА



2. Description of the process of participation of the community in the developing of the strategy

In the beginning of 2016 the local communities on the territory of the municipalities Pavlikeni and Polski Trmbesh initiated an active long term process of the creation of their own approaches for the development of the territory through implementation of Community Lead Local Development (CLLD) approach. The first step towards that was the creation of local public – private partnership between the two municipalities – Pavlikeni and Polski Trambesh, representatives of the business sector – "Eksotika" EOOD Pavlikeni, and "Integral PT" OOD Polski Trambesh, as well as "Regional Farmers' Union – Pavlikeni" as a representative of the non-profit sector, as the goal was to prepare the application of the territory to apply under sub-measure 19 Community Lead Local Development (CLLD) of PDRR 2014 – 2020.

LAG "Pavlikeni – Polski Trambesh" was established in January 2017 as a result of the implementation of activities under contract No RD-50-106/17.08.2016 r. under sub-measure 19.1 „Help for preparatory activities", measure 19 „Community Lead Local Development " of the Programme for Development of the Rural Regions 2014 – 2020. A capacity for implementation of the CLLD approach on the territory of the municipalities Pavlikeni and Polski Trambesh has been created on the territory of the LAG since 2016, a Strategy for the Led by the community led local development was developed together with all interested parties and representatives of local community; a large range of informative activities have been carried out, administrative capacity was created. The active participation and engagement of the interested parties on the LAG territory has been sustained for more than a year through current information and inclusion of the local population in the process of the strategy development. The association contributes to the realization of the local needs and initiatives following the principles of CAP of EU and other financing programs for the development of the territory in the spheres of: Improvement of the quality of life and diversification of the economic activities in the rural regions through development of services for the business, providing employment opportunities, complete and harmonious development of people especially in the villages and the small towns; contributes for the generating and the realization of new ideas through mobilizing own resources, work with young people, promotion of social inclusion and poverty reduction; implementation of integrated approach to the environment through preservation and protection of the environment and encouraging the resource

effectiveness, including activities towards risk prevention and management and the use of the potential of the cultural heritage; focusing on the innovations through their implementation in practice.

The implementation of the activities of Sub-measure 19.1 "Help for preliminary activities" of Measure 19 "Community led local development" of RDP 2014 – 2020 started the process of active informing of the local community concerning the implementation of the CLLD approach , identifying of the interested parties, forming and establishing of a Local Activity Group, research and analysis of the common territory for implementation of the CLLD approach and development of a Strategy for the community led local development.

Twenty information and consulting events for the preparation of the Strategy for the Community led local development were carried out in the process of creation of community active participation on the territory of the two municipalities.

Groups / sectors of interested people who participated in the development of the strategy:

In the sense of the CLLD approach " Interested party" is a group of people with common interest and capacity , connected with the development of the CLLD strategy, including as potential recipients of financial help and future users of the results of its implementation.

A wide range of interested people living on the territory of LAG took part in the development of the present strategy.

Since the strategies for CLLD are developed and the projects are for chosen by the local group and the local interested parties, the process is run by the energy and the demonstrated initiative by the local interested parties, including the young people.

The interested parties and the potential beneficiaries and users of the results of its implementations are:

- Group of agricultural producers, including co-operations;
- The group of the private business e represented mainly by local microenterprises for production of goods, trade, services and processing / food industry.
- The group of the public bodies is represented by the local authorities – Municipality of Pavlikeni, Municipality of Polski Trambesh, different directorates, social institutions and organizations.
-The group of the nonprofit sector working in the sphere of culture, education and informational activity.
- The group of the nonprofit sector working in the sphere of social services and vulnerable groups (minorities, disabled people).
- The group of the nonprofit sector working in the sphere of ecology, youth activities, sport and citizen development.
-The group is represented by organizations working with disabled people on the territories of both municipalities, as well as by social services providers.
-The group of the minorities on the LAG territory is represented by a formal Roma organization. The LAG developed database of interested parties/ groups with which it continues to have active communication concerning the follow – up intentions of the sides of the CLLD Strategy. The interested sides presented over 30 ideas and intentions for the present CLLD Strategy. The interested sides have made a commitment to participate into the implementation of the CLLD Strategy and through their representatives to protect the interest of their sector, as well as to facilitate the successful implementation of the Strategy. Representatives of the interested sides participate in the General Assembly of the local group.

3. Description of the situation in the region by the moment of application:

Within the sense of regulation 22 from 14 December 2015 - § 1, p.4 of the Additional provisions of the Regulation "Interested party" is a group of people with common interest and capacity connected to the implementation of the CLLD Strategy, including the potential beneficiaries of financial assistance and the users of results of its implementation.

ЕТ "МИТРА" град ПАВЛИКЕНИ ПЕТЯ СТЕФАНОВА

The groups of Interested people were defined as a result of the performed research and analysis on the CLLD territory through collection of information from the available public sources and interviewing different representatives the local community. At the informational meetings, events and conferences that took place and the follow-up informal meetings with participants also contributed to the process of defining the interested parties.

Taking into account the opportunities that the Community Led Local Development approach , namely the development and the implementation of integrated multi- sectional strategies for local development, the interest of the interested parties / people to the following programs eligible for implementation through CLLD - OP - RDP 2014 - 2020, OP HRD 2014 - 2020 And OP SESG 2014-2020.

Identified groups of interested parties on ОИдентифицирани групи заинтересовани лица по RDP 2014 – 2020г.:

- Micro-enterprises, in this number craftsmen, service providers, representatives of the small business from the LAG's territory (companies with various activities, including photocopying services, cosmetics and hairdressing, passenger and freight transport, Production of spare parts for vehicles, pharmacy, retailing – in the sphere of the household goods, pharmacy, etc.; hotels and other similar accommodation places; assembly of household furniture, production of profile products made of aluminum and plastic elements for windows and doors, printing house for small volume of printed materials.
- Farmers, including cooperatives growing wheat, maize, barley and sunflower. Vegetable and fruit growing, growing of oil crops, nuts, berries and fruit is going to be revived; stock breeders – bee-keeping and production of honey, a buffalo farm and farms for production of eggs, cows, sheep, pigs, goats. This group has interest in the development of competitive agriculture and livestock breeding, production of high quality meat products and founding an association of the producers with their own market.
- Agricultural product processing / marketing enterprises, represented by branches producing bread and bakery products, sausages, canned food, production of white and yellow cheese, yoghurt and fresh milk, other dairy products.

The strategy will contribute to the development of the local food sector, including the establishment Building short supply chains by prioritizing such projects.

- The public bodies are represented by the local authorities – Municipality of Pavlikeni, Municipality of Polski Trambesh, different directorates, social institutions and organizations.
- The group of the non- profit sector, working in the field of the culture, education and information activity is represented by the cultural centers (chitalishte) which are main community centers in the residential places. They have interest and established capacity to implement projects in the field of the cultural and rural heritage, the development of crafts, tourist attractions, etc.
- The group of the non-profit sector, working in the field of social services and the vulnerable groups (ethnic minorities, people with disabilities) is represented by several associations with experience in the work on social projects in the community, providing of social services in the community and other services for the socially bound groups of people.
-The group of the non- profit sector working in the field of ecology, youth activities, sports and civil development is represented by associations with common interest to realize ideas to provide conditions for sport and recreation on the LAG's territory., projects for social inclusion and preservation of the natural heritage.
- The group of the ethnic minorities on the LAG's territory is represented by a formal Roma organization, living the places of residence with numerous Roma population.

Identified groups of people interested in OP HRD 2014 – 2020г.:

- Municipalities – the municipalities of Pavlikeni and Polski Trambesh;

ЕТ "МИТРА" град ПАВЛИКЕНИ ПЕТЯ СТЕФАНОВА

- Municipal enterprises;
-Micro - , small and medium size enterprises in their capacity of employers with a seat on the territory of the municipalities of Pavlikeni and Polski Trambesh;
-Non-government organizations;
- Social services providers;
- Health services providers;
- The group of the ethnic minorities on the LAG's territory is represented by a formal Roma organization, living the places of residence with numerous Roma population.
- The group of the non-profit sector, working in the field of social services and the vulnerable groups (ethnic minorities, people with disabilities) is represented by several associations with experience in the work on social projects in the community, providing of social services in the community and other services for the socially bound groups of people.

Identified groups of people interested in OP SESG 2014 – 2020г.:
- Municipalities – the municipalities of Pavlikeni and Polski Trambesh;
- Kindergartens;
- Schools;

Analysis of strengths and weaknesses, opportunities and threats:

NATURE AND NATURAL RESOURSES	
STRENGTHS	**WEAKNESSES**
Number of factors: 7	**Number of factors: 5**
-Well – developed settlement structure; - Strategic geographical position; Biodiversity, preserved nature. Mineral waters, moderate climate, predominantly flat relief and cultural monuments, - Soils suitable for growing different crops. -Availability of stocks of inert materials, mainly sand and gravel. - Availability of mineral water springs, suitable for the development of balneo-healing and spa tourism; -Territories in Natura 2000;	- Small amount of rain and snow falls; - Insufficient use of the available natural and territorial resources; - Imbalance of the population in the small settlements and the municipal centres; - The reserves of minerals on the territories of Pavlikeni and Polski Trambesh are insignificant for the development of mining industry; - Shallow rivers, insufficient for irrigation activities;
OPPORTUNITIES	**THREATS**
Number of factors: 6	**Number of factors: 5**
- Attracting tourists interested in different forms of tourism; - Development of the existing and new mineral water outlets; - Participation in national and international programs with projects concerning the preservation and rational use of the natural resources; - Better management of the protected territories; - Use of the transport corridors for the	-Unfavourable changes in the climatic phenomena; -Erosion processes; - Environment polluting industrial and agricultural activities; -Fires and other natural disasters; - Impact on the natural assets of the human factor; - The emergence of risks from unpredictable

development of storage and logistic activities;	natural and socio-political events;
ECONOMICAL DEVELOPMENT	
STRENGTHS	**WEAKNESSES**
Number of factors: 4	**Number of factors: 5**
-Availability of well-developed industrial enterprises in Pavlikeni -Great number of companies dealing with agricultural activity and production and processing of agricultural products; -Good tourist resources; - Resumption of specific for the region productions with new capacities.	- A great number of the companies supply employment for 1-2 stuff; - Economy greatly dependent to the agriculture; - Incompatible production of the enterprises; - Unqualified or inappropriately qualified workforce for the business; -Difficult upgrade of services.
OPPORTUNITIES	**THREATS**
Number of factors: 8	**Number of factors: 6**
-Improvement of the conditions for the development of the agricultural activities in the small settlements. - Development of alternative forms of agriculture and stockbreeding tailored to the local natural conditions; - Development of processing enterprises for agricultural production; - Diversification of the economy; -Introduction of innovations . - development of tourism and accompanying services; - Use of the rich cultural calendar to include the territory in animation of tourist products; - Improvement of the facilities of tourism and building new ones; - Diversification of the tourist product.	- The continuing impact of the financial and economic crisis; - Climatic changes and the connected to them risks, including deterioration of the parameters of the environment; - Strong dependence of the agricultural sector on natural catastrophes and disasters; - Unfavourable for the business policies, laws and procedures; - Increase of rivalry; - High requirements in concern of standards and compatibility of the products and services;
SOCIAL SPHERE	
STRENGTHS	**WEAKNESSES**
Number of factors: 7	**Number of factors: 7**
- Decrease of the number of people with low educational status; - Lower level of youth unemployment; -Better educational system; -Well-developed social infrastructure adequate to the educational, health, cultural etc. needs of the population; - Functioning cultural centres in almost all places of residence, maintaining and preserving the cultural traditions, activeness and identity of the local communities; - created initiatives to include the young people in the social life;	- Imbalance of the population in the small settlements and the municipal centres; -Problematic demographic changes; - Outdated facilities of the cultural centres. - Insufficient and outdated sports infrastructure in some of the settlements on the territory; - Deteriorated health status with high risk of poverty and social exclusion of the marginalized communities under the level of poverty; - Poor educational, health and working culture of the risky social groups; - Migration of qualified workers and young people;

ЕТ "МИТРА"
град ПАВЛИКЕНИ
ПЕТЯ СТЕФАНОВА

- Rich cultural and historical heritage;	
OPPORTUNITIES	**THREATS**
Number of factors: 6	**Number of factors: 3**
-Retention of population on the territory; - Provision of conditions for increase of employment among people with lower qualification and education in the field farming and stock breeding; - Modernization of the educational systems; - Development of the professional education towards the needs of the local business; -Increasing the qualification of the economically active people , participants on the labour market, as well as promotion of employment among vulnerable groups; - Inclusion of variable new cultural events in the activity of the Cultural centres, concerning the local identity.	- Growing refugee crisis; -Deepening on the processes of population ageing and increase of the migration oriented attitudes.; -Deepening on processes for low birth rate and increase of the age of birth of the first child by the fertile contingent; - Desertification of the villages; -Demotivation of the population and business in the conditions of recession and a real crisis in the financial, social, economic etc. sectors; - Lack of trust among the population towards the government institutions, local authorities and the civil organizations.
TECHNICAL INFRASTRUCTURE AND TERRITORIAL PLANNING	
STRENGTHS	**WEAKNESSES**
Number of factors: 3	**Number of factors: 3**
-Well-developed settlement network and ensured accessibility. -Comparatively good technical infrastructure; -All settlements are water-supplied, electrified and connected to the national communications network;	- Inefficient street lighting in the villages; - Unsatisfactory level of maintenance of the existing infrastructure (sidewalks, parks, squares, playgrounds, etc.) in the villages; - Depreciated building stock with low energy efficiency;
OPPORTUNITIES	**THREATS**
Number of factors: 3	**Number of factors: 3**
- Implementation of modern energy- saving street lightening technologies. - Use of alternative energy sources; - Improvement of the urban environment to promote the town as an attractive place to live;	- Changes of the climatic factors; - Theft and damage to the technical infrastructure; -Natural disasters;
ENVIORONMENT	
STRENGTHS	**WEAKNESSES**
Number of factors: 3	**Number of factors: 4**
- Presence of protected areas; - Sufficient number of green areas; -Presence of up-to-date waste management program; - Habitats in the Natura 2000 network;	- Comparatively poor flora and fauna; -Insufficient forest fund; - Existence of illegal dumps; - Amortized waste collection equipment;
OPPORTUNITIES	**THREATS**
Number of factors: 4	**Number of factors: 3**
- Implementation of modern systems and technologies to reduce the volume of waste;	- Deterioration of the climatic conditions; -Industrial and agricultural activities polluting

ЕТ "МИТРА"
град ПАВЛИКЕНИ
ПЕТЯ СТЕФАНОВА

- Carrying out campaigns for environmental education; - Improvement of the condition of some types of habitat in the Nature 2000 Network; -Development of green infrastructure;	the environment; - Deterioration of the quality of surface and underground waters;

Needs of the vulnerable and minority groups if any.

Vulnerability of the target groups is there characteristic trait which we connect with their susceptibility to the effects of the sources of risk and its consequences.

Main vulnerable groups:

-Ethnic minorities on the territory of LAG;

-Group – children living in families of unequal social status;

- Group – children with physical or mental disabilities and children with special educational needs

-Group – people with disabilities;

- People waiting to be accommodated in specialized institutions;

-Lonely living elderly people with disabilities;

- People who have an urgent need to be provided with social services;

Needs:

- Widening the range of social services for children and families of ethnical minorities;
- Development of sustainable mobile social services for the population on the whole territory of the municipality;
- Establishment of a Mobile centre for public support for children and families of unequal social status;
- Enhancing the status of Bulgarian Roma citizens and other vulnerable social citizens living in a Roma-like situation;
- Motivating and encouraging people at risk to deal with their problems;
- Inclusion of Bulgarian citizens of Roma origin and other vulnerable social citizens living in a Roma-like situation in all forms of the public, economic and cultural life in the Municipality;
- Activating the civil society for tolerance and involvement to the marginalized groups;
- Providing access to consultations and medical examinations to children with disabilities;
- To target children at risk and their families to social services;
- Rehabilitation of playgrounds in settlements with population of the minority groups, where there is a school or a kindergarten;
- Services for information and consultation of Roma population for employment according to their education and qualification;
- Inclusion of people of Roma origin in qualification and re-qualification courses;
- Establishment of an Entrepreneurship Resource Centre to provide business consultations and advice to the Roma minorities who want to develop their own activity and freelance employment;
- Establishment of a social enterprise for employment of Roma women in traditional activities (organizing courses for preparation of a business plan and opening a small company; free legal and accounting consultations about starting the business). ;
- Promotion of the Roma culture and traditions (holidays, contest, festivals);
- Improving and expanding the range of activities for providing of social services to elderly people in disadvantaged situation.;
- Information services for people with disabilities and creation of prerequisites for their successful realization in the labour market;
- Providing preferential conditions and tax breaks for employers employing people with disabilities will stimulate the creation of such jobs;

ЕТ "МИТРА"
град ПАВЛИКЕНИ
ЛЕЯ СТЕФАНОВА

- Adaptation and socialization of recreation areas, public buildings and spaces through an accessible architectural environment;
- A renovation of the internal architecture of the buildings is also necessary, as suitable sanitary facilities, specialized places for people with disabilities, etc.
- Compliance with the EU standards at building the infrastructure;
- Providing a specialized transport for children with disabilities;

4. Strategy objectives:

Strategy objectives 1:
Enhancing the competitiveness of the local economy to achieve smart growth and development of the local production and services.
Priority 1.1.
Development of modern and competitive farms and processing agricultural enterprises.
Priority 1.2.
Stimulating entrepreneurial activities and diversifying business through investments in local tourism, craft and retail production.
Strategy objectives 2:
Improvement of the living environment by developing the infrastructure, unlocking the potential of cultural and natural heritage and tourism opportunities.
Priority 2.1.
Support of investments in infrastructure to promote economic revival, social and cultural development of settlements
Priority 2.2.
Encouragement of the development of the potential of cultural and natural heritage and the opportunities for tourism.
Strategy objectives 3:
Encouragement of sustainable employment, improvement of the quality of the human resources and the opportunities for social inclusion, as well as provision of favourable labour conditions.
Priority 3.1.
Improvement of the access to sustainable employment, including the most vulnerable groups and enhancing the attractiveness and quality of the work positions.
Priority 3.2.
Achieving social inclusion through better access to integrated social and health services and appropriate employment for people with disabilities and their families.
Priority 3.3.

Improvement of the quality of education of children and students from the marginalized groups.

4.1.Specific objectives:

The CLLD Strategy contributes to the achievement of the specific for every program objectives, namely:
1. in concern of EAFRD:
- Development and stimulation of entrepreneurship and sustainable business;
- development of practices and models for good management and participation of the interested parties in the territory development as a basis of territorial development;
- Development of the territorial identity, marketing and trade marks on the basis of the specific territorial potential and local products;
2. for OPDHR:
- sustainable and quality employment of vulnerable groups;

ЕТ "МИТРА" град ПАВЛИКЕНИ ЛЕТЯ СТЕФАНОВА

- Mobility of the working force, as well as enhancement of the population qualification for better correspondence between skills of the job seekers with the needs of the business;
- Improvement of the access to social services of different socially excluded groups or people in risk of social exclusion;
- Development of social enterprises to create employment for disadvantaged people on the labor market

3.for OPSESG:
- social and economic integration of marginalized communities;
- Improvement of the education environment through modern conditions for the development of every child's potential in intellectual and personal respect aiming full social integration and subsequent professional realization.

4.2.Link between the CLLD strategy and the characteristics of the specific territory, developed on the basis of local needs and potential, in accordance with policies at national, regional and local level, including the policies on desegregation and deinstitutionalization:

Municipal plan for development of the Municipality of Polski Trambesh and the Municipality of Pavlikeni for the period 2014-2020	CLLD Strategy of LAG "Pavlikeni – Polski Trambesh"	District strategy for development of district Veliko Tarnovo for the period 2014 – 2020
Strategic objective 1- Municipality of Polski Trambesh: *Creation of an active business environment, development of the economic potential and enhancement of the attractiveness for investments in the municipality.* ***Priority 1- Municipality of Pavlikeni*** *Intelligent growth and development of the traditional and new productions in the sectors (industries) in the municipality*	***Strategic objective 1:*** *Increase of the compatibility of the local economy and achievement of smart growth and development of the local production and services.*	***Strategic objective 1:*** *Economic growth at a higher pace than the average for the country*
Strategic objective 2- Municipality of Polski Trambesh:: *Development of the infrastructure insuring balanced territorial development and improvement of the ecological situation in the municipality.* ***Priority 3- Municipality of Pavlikeni*** *Technical and engineering infrastructure*	***Strategic objective 2:*** *Improvement of the living environment through infrastructure development, unlocking the potential of the cultural and natural heritage and tourism opportunities.*	***Strategic objective 3:*** *Modern infrastructures инфраструктури, high quality utility services, unique cultural heritage and preserved environment*

ЕТ "МИТРА" град ПАВЛИКЕНИ ПЕТЯ СТЕФАНОВА

Priority 4- Municipality of Pavlikeni *Ecological development.*		
Strategic objective 2- Municipality of Polski Trambesh: *Improvement of the living conditions, social climate and development of the human capital of the municipality* ***Priority 2- Municipality of Pavlikeni*** *Achievement of social cohesion (link) through strengthening and development of the human capital.* ***Priority 5- Municipality of Pavlikeni*** *Strengthening of the administrative capacity and development of new professional skills.*	***Strategic objective 3:*** *Encouraging of sustainable employment, improvement of the quality of the human resources and the opportunity of social inclusion, as well as insuring od favourable labour conditions.*	***Strategic objective 2:*** *Social security, equality and perspectiveness.*

EU priorities for development of the rural areas	**Coherency in the CLLD Strategy**	**Objectives of RDP 2014-2020**
Priority 2: Increasing the competitiveness of all types of farming and increasing the viability of farms; ***Priority 3:*** Promoting the organization of the food chain and risk management in agriculture	Objective 1: Enhancing the competitiveness of the local economy to achieve smart growth and the development of the local production and services.	**First objective**: Ensuring sustainable and balanced growth of the production and processing of agricultural and forestry products.
Priority 5: Promotion of the efficiency of the used resources and support to the transition to a low-carbon and climate-resilient economy in the agriculture, food and forest sectors;	The Strategy includes measures addressing the objectives and priorities set by the Third National Action Plan on Climate Change 2013-2020 by promoting investment in energy efficiency; Support of the Organic production responds to the recommendations of the European	**Second objective** – Ensuring of sustainable management and use of natural resources, prevention and adaptation to climate changes

ЕТ "МИТРА" град ПАВЛИКЕНИ ПЕТЯ СТЕФАНОВА

	Commission on the use of the instruments and opportunities offered by the EAFRD as set out in the European Action Plan for the Future of Organic Farming in the European Union	
Priority 1: Stimulating the transfer of knowledge and innovations in the field of agriculture, forestry and rural areas;	The objectives and measures selected in the CLLD Strategy are aimed towards modernization and technological renewal of farms and other SMEs on the territory. The strategy gives priority to projects involving innovations in the production and processing industry.	**First objective**: Ensuring of sustainable and balanced growth in the production and processing of agricultural and forestry products.
Priority 6: Support for the social integration, reduction of poverty and economic development of the rural areas.	Objective 2: Improvement of the living environment through development of the infrastructure, unblocking the potential of the cultural and natural heritage and the opportunities for tourism.	**Third objective**: Stimulating of social and economic development of the rural areas with the aim to develop the economic, preserving of the demographic potential and contributing to the social inclusion of vulnerable groups and Roma, economic recovery and tackling the process of depopulation and social exclusion.

Description of the innovative characteristics of the strategy

1.Organizational and technical:

- By bringing together all the different interested parties from the LAG's territory and initiating a dialogue between them, the LAG has enormous potential to use the existing resources in a new and more creative way.
- The established local partnership finds new ways to mobilize and exploit the existing community resources and assets;

2. Implementation of innovations on the territory through the implementation of projects funded by the strategy.

The measures envisaged for implementation and included in the strategy imply the introduction of innovative products in the territory such as: The introduction of short supply chains through the implementation of projects funded by the strategy will build and develop links between food producers and processors, which can also be identified as the innovation of the strategy;

3. Innovative approach to the implementation of this strategy.

ЕТ "МИТРА" град ПАВЛИКЕНИ ТЕЯ СТЕФАНОВА

It can also be expressed in the commitment of the results achieved by the implemented projects under different applicable measures of the strategy. For example, investments in farms and the produced / processed products financed under sub-measures 4.1 and / or 4.2 can be realized in guest houses or other sites financed by the sub-measure 6.4.1 Thus cooperation between the different participants and sectors is created, which is the basis of the CLLD approach.

4.The implementation of measures under the different operational programs, incl. RDP 2014 - 2020, Operational Program "SESG" 2014 – 2020 and the HRD Operational Program 2014 - 2020.

Thus it can be identified that the Strategy will contribute will turn into a platform for social innovations whose scale subsequently can be enlarged and to find wider application through exchange, cooperation and contact establishment.

5. An innovative approach to marginalized communities in the LAG territory. Vulnerable populations will be attracted to the community-led local development approach through an integrated approach. The integrated approach is to promote projects to support the active participation of vulnerable groups in employment, to provide conditions for access for disadvantaged people to sites funded by this strategy.

6. Synergic effect of the actions under the applicable measures of the Strategy:

The links between the activities is one of the key features of the CLLD approach. The innovative approach in this case is that the realization of an activity will have a positive effect on other activities. Thus the positive impact of the implementation of activities in and outside the LAGs is enhanced. For example, investment in agricultural farms financed under Measure 4.1 will support the provision of local inputs to food processing enterprises operating on the LAG's territory that will be funded under Measure 4.2. The result of the implementation of these two measures will be closing the production and marketing cycle of the local products market and the creation of short supply chains. From another point of view, the produced local products can be realized in guest houses, hotels or other tourist sites funded under measure 6.4.1. in order to diversify the offered tourist services and advertise the produced local products.

7. Providing social innovations by supporting the local businesses.

Measure 6.4.1., funded by the RDP 2014-2020, provides for investments in development of services in several sectors - for example: care for children, the elderly people, people with disabilities, health services, etc. Thus the social orientation through providing of investments in the businesses - micro-enterprises from the territory of the LAG is defined. Up to now, no such measure has been applied on the territory of the LAG, that is why it can be determined that this type of investment is innovative for the area.

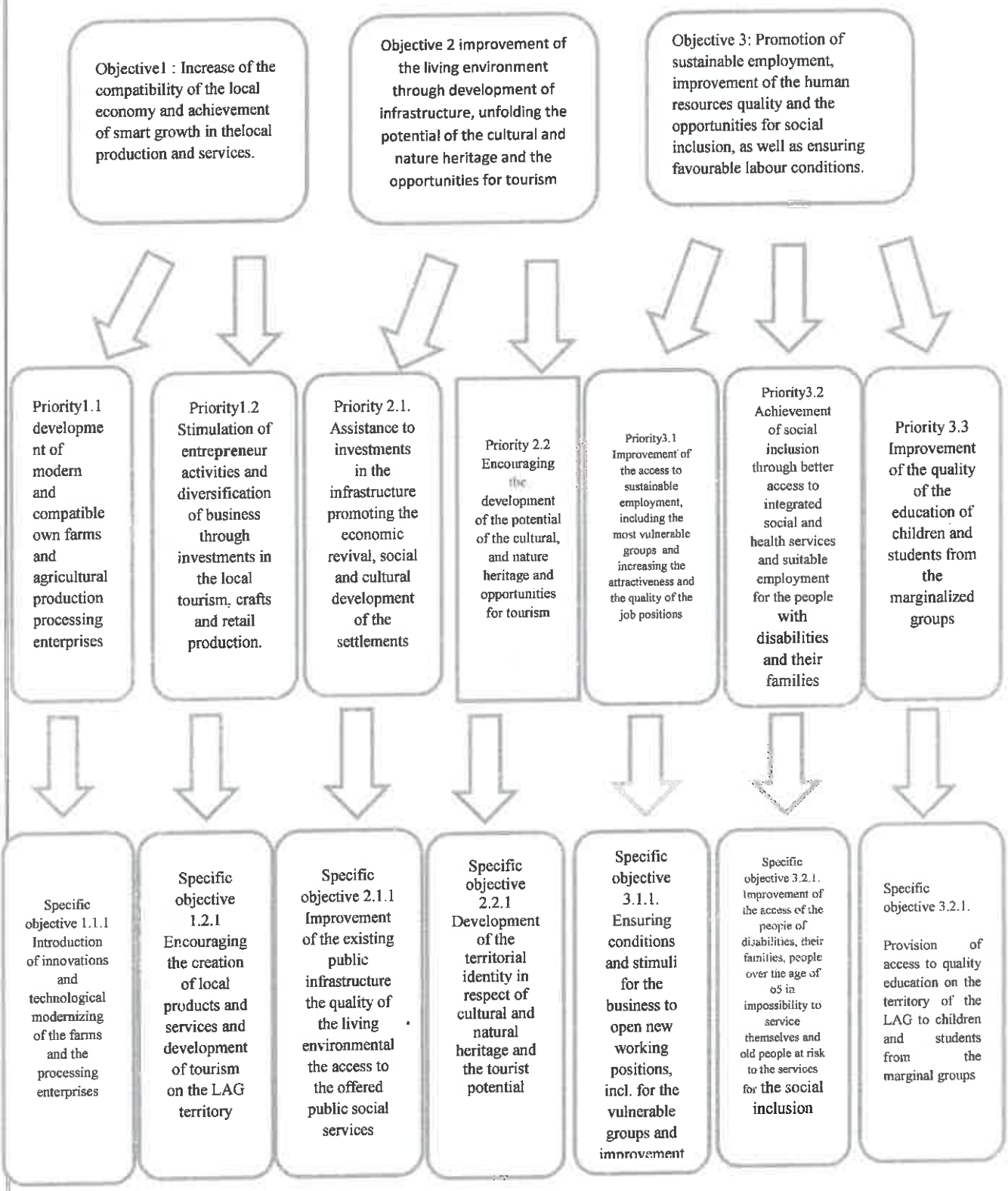
Hierarchy of the objectives – including objectives for the final products or results:

The vision for development of the territory of LAG "Pavlikeni – Polski Trambesh" was formulated through strategic objectives of CLLD, which on its side decompose themselves in priorities and specific objectives. The realization of the strategic objectives is defined by the activities in the priority areas. The result which every priority area shall achieve is defined by the specific objectives of the strategy, realized by the implementation of specific measures and projects.

ЕТ "МИТРА" град ПАВЛИКЕНИ ПЕТЯ СТЕФАНОВА

VISION

ECONOMICALLY DEVELOPED, SUSTAINABLE AND FAVOURABLE TO LIFE TERRITORY OF LAG "PAVLIKENI – POLSKI TRAMBESH"



ЕТ "МИТРА" град ПАВЛИКЕНИ ПЕТЯ СТЕФАНОВА

Description of the measures:	
RDP (EAFRD)	**Measure LAG 4.1 „Investment in farms": M04 Investment in material assets (article 17of Regulation 1305/2013.** **Eligible activities:** • .Implementation of new products, processes and technologies and renovation of the existing production material and / or non-material assets; • 2. Encouraging the partnership between producers and processors of agricultural products; • 3. Preservation of the components of the environment, including reduction of harmful emissions and waste; • 4. Improvement of the energy efficiency in the farms; • 5. Improvement of the working conditions, improvement of hygienic, veterinary, phytosanitary, ecological and other conditions of production; • 6. Improvement of the quality of the produced agricultural products; • 7. Ensuring the possibilities for production of organic agricultural products **Eligible candidates** • Agricultural producers (Physical and juridical persons): • Candidates for grants shall be registered as agricultural producers in accordance of the Law for assistance of agricultural producers; • The minimal standard production capacity of the candidate's farm shall be not lower than 8 000 EUR; • The candidates that are juridical persons shall prove income from agricultural activity and / or income from services directly connected agricultural activity and / or processing of agricultural production and / or participation and assistance on the scheme for united payment per surface (This criteria is not applied to candidates with projects in rural areas established up to one year prior the project application with investments in sector "Stock breeding", sector "Fruit and vegetables" and production of "essential oils and medical crops" • Candidates shall present a business plan (BP) proving improvement of the activity of agricultural producer (AP) by applying the planned investments and activities described in detail in the BP. **Financial parameters of the projects** The minimal amount of the eligible costs for one project is within **50 000** BGN. The maximum amount of the eligible costs for one candidate for the period of implementation of the Strategy is within **150 000** BGN. **Sub-measure 4.2 „Investments in the processing/ marketing of agricultural products"** *Legal basis: Art.. 17, paragraph 1, letter b) from EU Regulationom № 1305/2013 Priority area 3A: Priority area 5|B: Priority area 5C: Priority area 6A:* **Eligible activities:** 1. Building and / or modernization of buildings and other real assets related to

ЕТ "МИТРА" град ПАВЛИКЕНИ ПЕТЯ СТЕФАНОВА

	production and / or marketing. 2. Purchase, including through financial leasing and / or installation of new machinery and equipment necessary to improve the production process of processing and marketing, incl. for: a) processing, packaging, including cooling, freezing, drying, storing, etc. of raw materials or production b) production of new products, introduction of new technologies and processes; c) production of energy from renewable energy sources for the enterprise's own n d) improvement of energy efficiency and improvement and control of the quality and safety of raw materials and food; 3. the purchase, including by financial leasing, of specialized means of transport, including refrigerating vehicles, for the transport of the raw materials or finished products used and produced by the enterprise; 4. Building / upgrading, including equipping of laboratories owned by the applicant, located in the premises of the enterprise and directly related to the production process, including through financial leasing; 5. Tangible investments to achieve compliance with newly adopted EU standards in accordance with Annex 8 of r4egulation No 9 of 21 March 2015 for the applying of sub-measure 4.1 "Investment in agricultural farms" including through financial leasing; 6. Achieving compliance with internationally recognized management system standards, costs of introducing good manufacturing practices, quality management systems, and certification preparation in the enterprises only when these costs are part of an overall project of the applicant; 7. Purchase of software, including through financial leasing; 8. Know-how, acquisition of patent rights and licenses, registration of trademarks and processes necessary for the preparation and implementation of the project; 9. Feasibility studies, fees, fees for architects, engineers and consultants, consultations on the economic sustainability of projects carried out both in the process of project preparation before the submission of the application for assistance as well as during its implementation. **Eligible candidates** • Agricultural producers (Physical and juridical persons) registered in accordance of the Law for assistance of agricultural producers and groups of producers, agricultural producers registered in accordance of Regulation No 3 from 1999 of the MAF, their minimal standard production capacity shall not be less than the BGN equivalence of 8 000 EUR; • Enterprises (physical and juridical persons). • Candidates shall comply with the criteria for micro-, small and medium size of enterprise and to be registered according to the Trade Law and the Law for the Co-operations. **Financial parameters of the project is the minimal amount of the total eligible costs for one project is 50 000 BGN, and the maximum amount is 150 000 BGN.** **Measure LAG 6.4.„ Investments in support of non-agricultural activity;** *Legal basis: Article 19, paragraph 1, letter b) of EU Regulation No1305/2013 Priority*

ЕТ "МИТРА" град ПАВЛИКЕНИ ПЕТЯ СТЕФАНОВА

	area to which the operation contributes:: 6A and 5C. **Eligible activities** It grants support for investment in non-agricultural activities aimed towards: •development of tourism(Building and renovation of tourist places and development of the tourist services; Production or sale of products not included in Appendix 1 of the EU Functioning Contract (independently from the input of products and materials); •Development of services in all sector (for example care for children, elderly people, people with disabilities, health services, accounting and audition services, veterinary activities, services based on IT, etc ; •Production of energy from renewable sources for own consumption; •Development of crafts (including services connected to provision of services to visitors to craftsmen's activities and other non-agricultural activities. **Eligible applicants:** Farmers (Candidates' farm, farmers, there should be a standard production volume of more than 8,000 Euros; Micro enterprises registered as Sole Traders or juridical persons registered under the Trade Law, the Law for the Co-operations or the r Religious Denominations Act; physical persons registered under the Craft Law. **Financial parameters for the projects.** **The minimum total eligible costs for one project is BGN 20 000. The maximum total eligible costs for one project is 100 000 BGN.** **LAG measure 7.2. "Investments in creation, improvement or expanding of all types of small-scale infrastructure".** **Eligible activities:** • Construction, repair and equipment of social infrastructure for provision of services; • Reconstruction, repair, equipment and / or furnishing of municipal educational infrastructure of local importance in rural areas. • Rehabilitation of public green areas - parks and gardens, playgrounds and facilities, including the delivery of of facilities; • Reconstruction and renovation of public buildings of local historical and cultural importance and improvement of adjacent spaces, including vertical planning, provision of cultural services, incl. the creation of mobile ones. • Reconstruction of municipal buildings where public services are provided to improve their energy efficiency. **Eligible applicants:** Municipalities -Pavlikeni and Polski Trambesh, UNCCD related to the social and sports infrastructure and thecultural life; Cultural centres for activities related to cultural life " **Financial parameters of the projects:** Minimum value of the eligible costs - 50 000 BGN. Maximum value of eligible costs of the project - 200 000 BGN. **Measure LAG 7.5. Investments for public use in recreational infrastructure, tourist infrastructure.** **Eligible activities:** • Constructing, reconstruction, repair, purchase of equipment and / or furnishing of tourist information centers;

	• Construction of public areas for recreation; • Building an accessible architectural environment for people with disabilities to places related to recreation and tourism; • Construction, reconstruction, repair, purchase of equipment and / or furnishing of the visitor centers for presentation and exhibition of the local natural and cultural heritage; • Construction, reconstruction, repair, purchase of equipment and / or furniture for the art and crafts centers for tourist purposes; • Construction, reconstruction, repair and purchase of facilities for tourist attractions that are related to the local natural, cultural and / or historical heritage and providing services for cognitive or educational purposes; • Construction, reconstruction, repair and purchase of facilities for the tourist infrastructure (information boards and direction indicators for tourist sites and routes, safety facilities, bicycle paths and hiking trails). **Eligible applicants:** Municipalities on the territory of the LAG; NGOs on the territory of the LAG. **Financial parameters for the projects.** The minimum eligible costs are **50 000 BGN**. The maximum total eligible costs under this sub-measure is **100 000 BGN.** **Intensity of support.** **The total amount of the financial support in the LAG Strategy amounts to 400 000 BGN.**

Measures beyond the scope of the measures of EU Regulation No 1305/2013 but consistent with the objectives of the Regulation (financed by the EAFRD)

Measure LAG-01 "Preservation, conservation and valorisation of the cultural and natural heritage on the territory of the municipalities of Pavlikeni and Polski Trambesh".

Scope of activities:

Financial support will be provided to projects that strengthen the links and bring together local residents of different generations and ethnic groups to preserve and improve local identities and culture.

This measure will support projects that restore or enhance the representation of local identity and local tangible and intangible cultural heritage:

Only activities on the LAG are eligible for:

- Investigation, study and preservation of local identities - culture, lifestyle, typical local food, typical local products, music and fine arts, history, traditional crafts, customs and rituals, unwritten and written tradition.
- Organizing and conducting of temporary and permanent thematic exhibitions / ethnographic, archaeological, typical local foods, typical local products, craft products, etc. / related to the cultural heritage and local identities on the territory;
- Promotion and valorisation of the local identities and culture;
- Preparation, organization and holding of local holidays – gatherings, fairs, festivals, happenings, historical events, etc.

Eligible candidates.

- The municipalities on the |LAG's territory;
- NGOs with a seat of management on the territory of the LAG;
- Cultural Centres on the territory of the LAG;

Financial parameters .

Minimal amount of the eligible costs per project - 5 000 BGN.

ЕТ "МИТРА" град ПАВЛИКЕНИ ПЕТЯ СТЕФАНОВА

Maximum amount of the eligible costs per project 20 000 BGN.

Intensity of the financial grants:
100% for a a for recipient public entity and the project does not generate revenue;
- 70% for recipient public entity and the project generates revenue.
The total amount of financial support in the LAG Strategy amounts to BGN 233 745

OPHRD (ESF)	**Measure LAG 2 „Local initiatives for employment on the territory of the municipalities Pavlikeni and Polski Trambesh"** **. Eligible beneficiaries** - Employers – micro, small and middle size enterprises; - Municipalities - Municipal enterprises; **Eligible activities.** - Provision of mediation services to the labor market, activation of inactive persons, organization and participation in labor exchanges, etc. supporting employment services; - Professional informing and consulting, incl. On matters concerning the exercise of employment and social security rights; - Psychological support and provision of motivational training; - Providing training for the upgrading of the professional qualification or the acquisition of a new one; - Provision of training to acquire key competencies; -Recruiting unemployed and inactive people and provision of employment for a period of 12 months after providing of mediation services and / or training; - Providing initiatives to promote the mobility of jobseekers from disadvantaged groups on the labor market; - Providing initiatives for employers to employ unemployed people from disadvantaged groups on the labor market; -Providing furniture, equipment, logistical and industrial equipment related to the new jobs and local employment initiatives; **Financial parameters for the projects.** The maximum total eligible costs for this measure is **150 000 BGN** The minimum total eligible costs is **50 000 BGN.** **Amount of financial assistance.** The total amount of financial support in the LAG Strategy for this measure is 400 000 BGN. **Measure LAG03 „Better health and employability of the employees in the enterprises in the territory of the municipalities of Pavlikeni and Polski**

ЕТ "МИТРА" град ПАВЛИКЕНИ ПЕТЯ СТЕФАНОВА

Trambesh ".

Eligible beneficiaries

Micro, small and medium-sized enterprises in their capacity of employers based on the territory of the municipalities of Pavlikeni and Polski Trambesh.

Eligible activities.

*1. Activities for the organization and management of the project.

*2. Activities for information and publicity.

3. Development, adaptation and implementation of human resources development systems in enterprises, incl. opportunities for flexible forms of employment to optimize the work processes, focusing on practices for easier reconciliation of work, family and private life, as well as extending the working lives of older workers. Introducing innovative models of work organization in the enterprises aimed at increasing the productivity and protecting the environment.

4. Providing organized transport by the employer to and from the workplace for the people employed in the corresponding enterprise for a period of up to 12 months.

5. Ensuring safe and healthy working conditions, improving the professional and health status of the employees:

• Provision of collective protective equipment, including modernization and / or reconstruction and / or securing of existing sites, technological processes, machines an d equipment, related to the improvement of working conditions;

• Purchasing personal protective equipment and special workwear;

• Acquiring standards for safe working conditions;

• Training of workers and employees about the specific health risks associated with the particular workplace and the methods and means of limiting and preventing them;

6. Provision of social benefits for the workers, including repair and equipment of places for recreation, catering and recreation in enterprises, sports facilities, etc. d equipment, related to the improvement of working conditions;

Financial parameters of the projects.

The maximum of the total eligible costs on this measure is 150 000 BGN
The minimum of the eligible costs is 40 000 BGN

Amount of the financial support

The total amount of the financial support in the Lag's strategy under this measure is 336 000 BGN.

Measure LAG04 „Social innovations for active social inclusion"

Eligible types of beneficiaries

- NGOs;

- Social services providers;

- Health services providers;

- Municipalities – Pavlikeni and Polski Trambesh.

Partners: Educational and training organizations, municipalities, social services providers, NGOs.

Eligible activities

- Activities for organization and management of the project and activities for information and publicity;

- Development of innovative supporting services, incl. integrated cross sectoral services in the community or in the family;

-Integrated complex measures, incl. mobile services in the community;

- Providing access to integrated services according to the specific needs of the person of unequal status on the grounds of an individual evaluation through support of innovative social services in family or close to family environment;

- Encouraging the participation in the labor market of carers for dependent family members;

- Implementation of complex actions in order to facilitate the access to employment of vulnerable groups, including through the provision of innovative social and health services;

- Providing opportunities for the people who look after their disabled relatives to return to the labour market;

- Improvement of the access to Health services and promotion of health, incl. through activities targeting children, young people and vulnerable groups;

- Activities for furnishing and equipment - when it is proven justified necessity it is permissible admissible in the project proposal to enter activities for furnishing and equipment of the premises where the services will be provided;

- Providing integrated complex services to the people with disabilities, as activities to provide employment will be combined with social and health services;

- Accompanying activities aimed to provide information and education services as well as health consultation services for prevention and healthy living;

- Provision of transport in order to visit the integrated groups, mobile work etc. ;

- Development of the complex services for social inclusion, provision of activities insuring better life quality and employability, i.e. providing innovative cross - sectoral

ЕТ "МИТРА" град ПАВЛИКЕНИ ПЕТЯ СТЕФАНОВА

services that include rehabilitation, work therapy, social service in the community tec. According to the individual needs of the disabled person

- The guiding principle in the planning and implementation of the measure is to put into the "centre" the needs and necessities of the "individual person". The provision of an integrated access to health, social and other services, according to the specific needs of the person of unequal status is based on the grounds of his/her individual assessment.

Financial parameters of the projects.

The maximum of the total eligible costs for this measure is 250 000 BGN **The minimum** of the total eligible costs is 100 000 BGN.

Amount of the grants.

The total amount of the grants for the LAG's Strategy for this measure is 450 000 BGN.

Measure LAG05 " Promotion of the social entrepreneurship for employment of vulnerable groups on the labour market"

Eligible types of beneficiaries.

- Non-government organizations;

- Employers

- Social Services Providers;

- Local authorities.

Partners: Educational and training institutions, municipalities, social services providers, non-government organizations.

Eligible activities

• Support for the activity of social enterprises in order to provide supported employment;

• Social marketing and popularization of the social economy;

Assistance for the improvement of the facilities of the social enterprises;

• Equipping and adapting of work places;

• Employment of vulnerable people in the social economy, incl. "assisted" employment for the people with disabilities – assistance for provision of employment for a period of 12 months;

• Exploring the demand and the potential of the social realization of the produced goods and the provided services;

ЕТ "МИТРА" град ПАВЛИКЕНИ ЛЕТЯ СТЕФАНОВА

	• Training and qualification for people, for who a place in a social enterprise is provided; • Social and professional integration for representatives of the vulnerable groups in the sector of social economy. • Assistance for cross – municipal cooperation and dissemination of good practices; • Training of HR for effective management of the social enterprises; **Financial parameters of the projects.** **The maximum of the total eligible costs for this measure is 250 000 BGN** **The minimum of the total eligible costs is 100 000 BGN.** **Amount of the grants.** The total amount of the grants for the LAG's Strategy for this measure is 300 000 BGN.

ЕТ "МИТРА"
град ПАВЛИКЕНИ
ПЕТЯ СТЕФАНОВА

Measures beyond the scope of regulation (EC) No 1305 / 2013, but corresponding toe the objectives of the regulation (financed by EAFRD
Measure LAG-01 „Preservation, conservation and valorization of the cultural and natural heritage on the territory of the municipalities Pavlikeni and Polski Trambesh"
Eligible are only activities on the LAG's territory for:
- Exploration, study and conservation of the local identities – culture, way of life, typical local food, typical local products, music and fine arts, customs, written and oral tradition.
- Organizing and holding of temporary and permanent thematic exhibitions (ethnographic, archaeological, typical local food, typical local products, crafts products, etc.), connected with the local cultural heritage and the local identities on the territory;
- Popularization and valorization of the local identities and culture;
- Preparation, organization and holding of local holidays – gatherings, fairs, festivals, happenings, restoration of historical events, etc;
Eligible candidates.
- The municipalities on the Lag's territory;
- Non-profit organization with seat on the territory of the LAG;
- Cultural Centres on the territory of the LAG.
Financial parameters.
Minimal amount of the eligible costs per project 5 000 BGN.
Maximum amount of the eligible costs per project 10 000 BGN.
The total amount of the financial assistance in the strategy of LAG is to the amount of 200 000 BGN.
Measure LAG02 „Local Initiatives for employment on the territory of the municipalities Pavlikeni and Polski Trambesh"
Eligible types of beneficiaries.
- Employers – micro, small and medium size enterprises;
- Municipalities – the municipalities
- Municipal enterprises;
4. Eligible activities.
• - Providing of mediation services to the labour market, activation of inactive people, organizing and participating in employment fairs, etc. supporting services and employment;
• - Professional informing and consulting including matters concerning the exercise of employment and social security rights;
• - Psychological support and provision of motivation training;
• - Providing training to increase the professional qualification or acquiring of a new one;
• - Key competences education;
• - Employing unemployed and inactive people and providing employment for a period of 12 months after mediation services and / or training;
• - Providing of stimuli to encourage the mobility on the labour market of the people from the groups of unequal status looking for employment;
• - Providing employers with stimuli to employ unemployed people from the groups of unequal social status on the labour market;
• - Providing furniture, equipment, durable assets and business inventory connected with the new work places and the local employment initiatives;
Financial parameters.
Maximum amount of the eligible costs per project 150 000 BGN.
Minimal amount of the eligible costs per project 10 000 BGN.
The total amount of the financial assistance in the strategy of LAG for this measure is to the amount of 400 000 BGN.

ЕТ "МИТРА" град ПАВЛИКЕНИ ПЕТЯ СТЕФАНОВА

Financial plan:			
Indicative distribution of the means in programs / funds and measures:			
Measure code	*Name of the measure*	*Total for the period of the strategy*	
		BGN	*%*
	Measures financed by RDP 2014-2020 г. (EAFRD)		
	Measure 4.1 „Investments in farms"	550000	10%
	Measure 4.2 „Investments in processing / marketing of agricultural products"	350000	6%
	Measure 6.4 „Investments in support of non-agricultural activities"	600000	11%
	Measure 7.2 „Investments in the creation, improvement or widening of all types of small scale infrastructure;	800000	15%
	Measure 7.5 „Investments for public use of infrastructure for recreation, tourist infrastructure"	400000	7%
	Measuresthat are not part of RDP 2014-2020 г. , but are included in Regulation № 1305/2013 (financed by EAFRD)		
	Measures beyond the cover of EU Regulation No 1305/2013, but corresponding to the Objectives of the Regulation (Financed by EAFRD)		
LAG 01	Preservation, conservation and valorisation of the cultural and natural heritage on the territory of the municipalities of Pavlikeni and Polski Trambesh".	233,745	4%
	Measures financed by от OPE (ERDF)		
	…		
	Measures financed by OPSESG (ERDF)		
LAG 06	"Provision of access to quality education in the small settlements and in the difficult-access areas".	977,000	18%
	Measures financed by OPHRD (ESF)		
LAG 02	Local initiatives for employment on the territoty of the municipalities Pavlikeni and Polski Trambesh	400,000	7%
LAG 03	„Better health and employability of the employees in the enterprises in the territory of the municipalities of Pavlikeni and Polski Trambesh "	336000	6%

ЕТ "МИТРА" град ПАВЛИКЕНИ ПЕТЯ СТЕФАНОВА

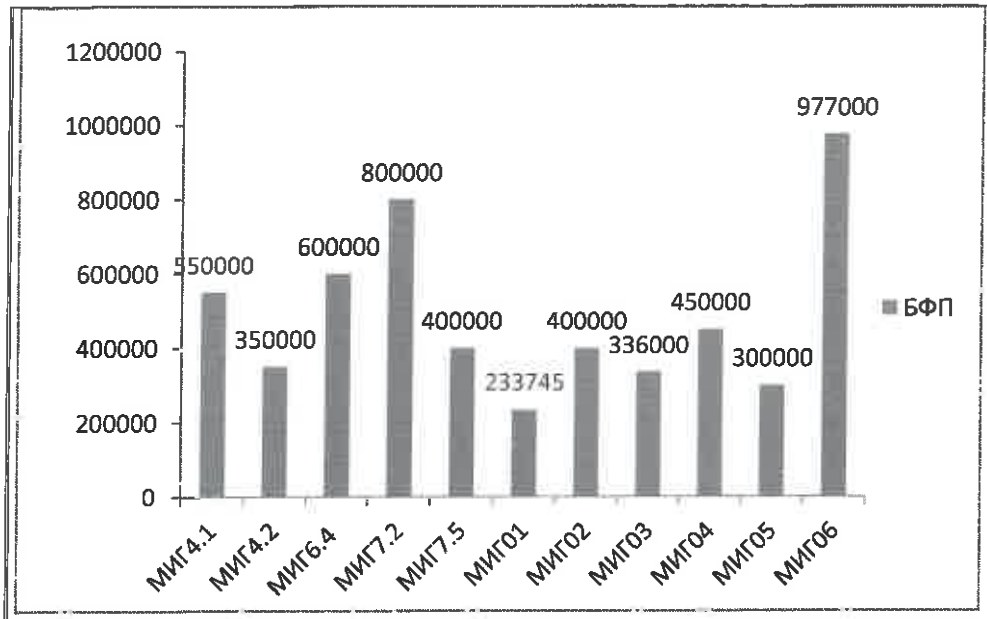
LAG 04	„Social innovations for active social inclusion"	450000	8%
LAG 05	"Encouragement of the social entrepreneurship for employment of vulnerable groups on the labour market"	300000	6%
	Measures financed by OPIC (ERDF)		
	…		
	Measures financed by PMAF (EMFF)		
	…		
	TOTAL FOR THE WHOLE STRATEGY:	**5,396,745**	100%

	Current costs and promotion for Community Lead Local Development.	977800	25%

Financial justification of the budget and allocation of funds by programs and measures:

Strategic goals	**Number of projects**	**Grant (BGN.)**	**%**
Objective 1	22	1500000	28%
Objective 2	29	1433745	27%
Objective 3		2463000	46%
Total		5396745	100%

ЕТ "МИТРА" град ПАВЛИКЕНИ ПЕТЯ СТЕФАНОВА



Action plan showing how the objectives have been turned into actions:

Activities connected with the operational activity of LAG Pavlikeni – Polski Trambesh

1. Organizing the activity if the executive unit of LAG, distribution of functions and responsibilities in order to achieve operability of the work processes.
2. Development of all internal rules necessary for the quality and timely application of the CLLD Strategy, including those for publicity, database and the document turnover of the Association.
3. Development of a proceedings manual for applying the CLLD Strategy.
4. development of guidelines and form examples for application for every measure.
3. Preparation of the Application guidelines for all measures under RDP, OPSESG and OPHRD.
4. Coordination of the Application Guidelines with the relevant Managing Authorities and the Ministry of Agriculture and Food.
5. Preparation of the Tender documentation for outsourcing, if necessary, to conduct the procedures under PPL and selection of contractors, if applicable.
7. Taking a decision for preparation of an current assessment of the CLLD Strategy in accordance with the applicable regulatory requirements in the applicable law.
8. Implementing of ongoing control and monitoring of the projects.

Responsible:: LAG – Managing Council (MC) и Executive unit (EU)

Informing and consulting activities

1. Carrying out informing and consulting activities in connection of applying the CLLD Strategy on the target territory.
2. Publishing of invitations on the official internet website of the Association for submission of project proposals under the measures of RDP, OPHRD, OPSESG.
3. Preparation of indicative schedule for accepting of applications under the relevant measures of the Strategy.
3.Consulting the potential beneficiaries in concern of their investment projects after the measures of the open procedures by the LAG experts within their legal power.
4. Organizing and conducting of information meetings before the acceptance of applications.
4. Keeping the Register of project proposals, ensuring transparency of the conducted procedures and Creation of Register of the contracts with beneficiaries concluded for the measures.
5. Structuring a Project selection Committee in accordance with the legal regulations of the applicable laws and ensuring the process of selection.
6. Preparation of reports for project proposals selection and their submission to SFA – PA or to the

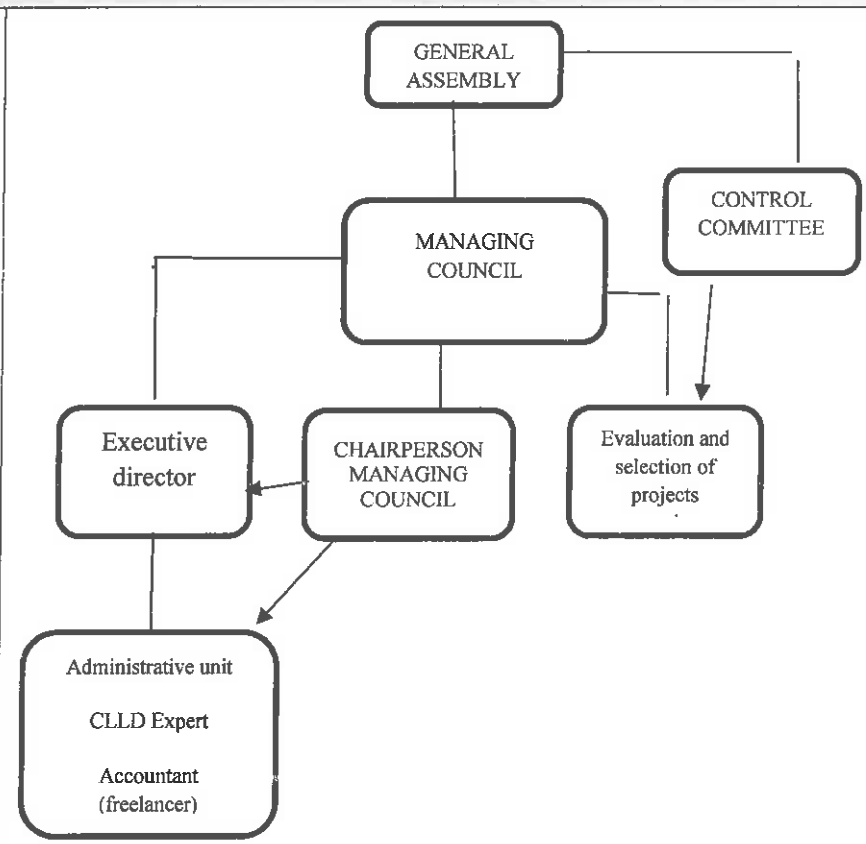
ЕТ "МИТРА" град ПАВЛИКЕНИ ПЕТЯ СТЕФАНОВА

relative MA for ex-post control.
8. Carrying out monitoring and current control.
Responsible:: LAG – Managing Council (MC) и Executive unit (EU)
Activities of monitoring, evaluation and report
1. Development of a monitoring methodology and plan for monitoring of the applying of the Strategy. Update of the plan for monitoring if necessary during the implementation of the Strategy.
2.Organizing and conducting of onsite monitoring (plan for monitoring)
3. Conducting of evaluations of the implementation of CLLD Strategy (interim, final evaluation)
4. Извършване на крайна оценка и изготвяне на доклад за крайна оценка
Strengthening of the Lag's capacity
1. Conducting od trainings for the LAG team of the EU
2. Conducting of trainings of local leaders and potential beneficiaries
Training plans and training programmes shall be developed for every training
3. Participation of a member of LAG in seminars, conferences of the LAGs association and international meetings of LAGs from EU countries.

Description of the structure of management and monitoring of the strategy which shows the capacity of the local action group to fulfil the strategy and a description of the specific structure in concern of the evaluation:

Organization structure of LAG

- *Organization structure / scheme*



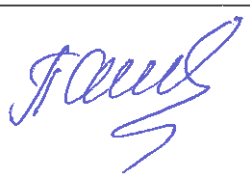
Capacity of the Local Action Group to implement the CLLD Strategy:

LAG "Pavlikeni – Polski Trmbesh" is an NGO in public benefit founded on 17 January 2017 as a result of implementation of activities of a project financed after sub-measure 19.1 "Assistance for Preliminary activities" measure 19 "Community Led Local Development" of the Rural Development Programme for the period 2014-2020. Capacity for implementation of the Leader approach and the CLLD Strategy has been created for the project on the territory of the municipalities Pavlikeni and Polski Trambesh, the

ЕТ "МИТРА" град ПАВЛИКЕНИ ПЕТЯ СТЕФАНОВА

Public Private partnership was encouraged, LAG was registered as Non-profit association; after active promotion and public activity,the Community Led Local Development Strategy was developed together with all interested parties and representatives of the local community; a great number of information activities were conducted, administrative capacity was created.
The local interested parties connected with the Strategy are widely represented in LAG "Pavlikeni - Polski Trambesh". They are identified in an open and transparent dialogue and together with that the collective body of the juridical person has the duty to give account to the local population, as well as in front of the authorities that finance it. Exact balance between the partners and the representatives of the public, economic and non-profit sector has been achieved while at the same time with that the institutional structure of the association guarantees balance of decision-making power not allowing the partnership to be dominated by one – public or private interested party.

The progress so far is a strong motivation and declaration for upgrade of the achieved results, maintaining and expansion the created capacity on the territory of LAG as well as expansion of the opportunities to apply the community led local development. A specific step for this is the development of a multi-fund strategy for local development which will have purposeful activities to achieve of social inclusion and reduce the poverty; to preserve and protect the environment and to use the potential of the cultural heritage; to focus on the inclusion education and to encourage stable and quality employment.
The local action groups are the instrument for applying the Leader /Community Led Local Development approach of the Rural Development Programme 2014-2020 г. and the realization of multi-fund strategies for local development. During the preliminary stage, enough time was spent to achieve clear agreement concerning "what has to be changed|" which is the most important step at the development of the strategy for the territory of the municipalities of Pavlikeni and Polski Trambesh. Another key moment at the creation of LAG as a Public Private Partnership was fostering trust and involving the local leaders who can contribute of the realization of the change In practice, through the established local partnership for preparatory activities, a high degree of trust has been built up and experience obtained in discussion and making decision with a wide range of partners from the public, business and non-profit sectors.
The territory of the municipalities of Pavlikeni and Polski Trambesh is distinguishable with favourable conditions for the successful implementation of the CLLD approach which are the establishment of high commitment of all interested parties, establishment of a Public Private Partnership and high community integrity, as well as the availability of administrative capacity to implement a multifund strategy for local development.
The new facet of the Community Led Local Development approach sets even more important and more active role of community representatives for local development, as their involvement, attracting and empathy to share all local resources and opportunities is particularly important.
Due to the project under sub-measure 19.1 „Assistance for preliminary activities" on the territory of both municipalities there is a great number of trained local leaders and at the same time there is a good capacity among the members of the MC and the Control committee to work on the future strategy for local development that is per se a road map for the implementation of the Community Led local development.
Important peculiarity of LAG "Pavlikeni – Polski Trambesh" is that it has good reputation and trust on its territory; the local interested parties have ideas and expectations which would be realized with a new multi-fund Strategy for local development.
LAG attracted for participation in the preliminary activities for development of the Strategy for local development wide range of interested parties from the business and non-profit sectors, as together with that facilitated the process of identifying if ideas and opportunities for development on the territory.As a result of the performed analisys for the readiness of the territory to apply the CLLD approach a number



of strengths and favourable factors for the implementation of the Community Led Local Development Strategy were identified. A leading factor in this is the great number of interested parties with hight level of interest and readiness to participate in the process of developing the strategy as well as attracting strong support from the leaders in the three sectors – local authorities, the business sector and the non-government sector.

The leading principles in the development of the Community Led Local Development Strategy of LAG "Pavlikeni – Polski Trambesh" are connected with the achievement of sustainability and upgrade of the results achieved to the present moment., effectiveness and integrity of investments, as well as achieving synergy from interventions in different sectors.

In the working process on the Strategy for local development LAG found out that the Public Private Partnership is the best model / instrument for local development and that is why it is important LAG to continue to apply the CLLD approach.

The financial guarantee for the activities of the LAG will be a grant under Measure 19.4 "Running costs and promoting a Community-Led Local Development Strategy" of the local action group (LAG), approved for financing under sub-measure 19.2 "Applying of operations within the framework of strategies for local development (sub-measure 19.2) of the Rural development Programme 2014 – 2020 (RDP 2014 – 2020), co-financed by the European Agriculture Fund for rural development (EAFRD) for applying the Community Led Local Development Strategy (CLLD).

Financial assistance is granted for activities that will contribute to the achievement of the following objectives:

- Securing LAG with the necessary financial means for the effective implementation of CLLD Strategy and its promotion;
- Raising the awareness of the population about the CLLD approach and encouraging its active participation in the implementation process of the CLLD strategies.

The involvement of an experienced LAG expert and management team together with the recruitment of proven external experts ensures the successful implementation of the Local Development Strategy.

For its financial sustainability, the LAG will provide over 3% of the funds for running costs and the promotion of a Community Led Local Development Strategy " of the local initiative group at the amount of 34 000 BGN, which is in the form of interest-free credit from the municipalities of Pavlikeni and Polski Trambesh .

I the undersigned Petya Avramova Stefanova, certify that I translated correctly from Bulgarian into English the attached documentSummery of Community Led Local Development Strategy. The translation consists of 30 (thirty) pages.

Translator:

Petya Avramova Stefanova

ЕТ "МИТРА"
град
ПАВЛИКЕНИ
ПЕТЯ СТЕФАНОВА