

Innovative communication

Winners 2013

Objectives:

To help Roma families become self-sufficient farmers and get onto the first rung of the economic ladder.

Main organiser

Land Source of Income

Project partners

America for Bulgaria Foundation

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Website:

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Country:

Bulgaria

Target Audience:

Roma people, NGOs, rural communities, general public and governmental institutions.

Communication tools:

Franchise handbook, training materials, leaflets and brochures, round table discussions, trainings.



European
Commission

Roma Income Generation and Integration

Summary of the application

What is the project about?

Over the past seven years, the Land-Source of Income foundation has worked to design land and farming models for Roma integration into the relatively new environment of the EU agricultural market. The concept is to provide regional NGOs with a franchise style programme which gives them the right tools and capabilities to enable families to become self-sufficient farmers, thus helping them get onto the first rung of the economic ladder through access to land. In addition to land however, the foundation provides participants with working capital, training and continued support from agricultural consultants. The focus of the programme has been on rural Roma communities in the Plovdiv region of Bulgaria and the approach has proven to be successful on a small scale.

How was the project implemented?

To implement the campaign, a 'franchise' training programme for NGOs interested in carrying out the initiative was developed. This included a model handbook along with training tools, promotional tools, provision of on the ground support, economic and legal support, and partnership development with local institutions and so on. The overall objective of the foundation is to get more and more NGOs on board implementing projects by using the franchise programme while increasingly growing their microcredit fund and helping and training an ever increasing amount of Roma families.

Why should it get your vote?

By helping Roma and other disadvantaged groups to become successful small entrepreneurs so they can support themselves, and possibly employ others, the model helps participant families integrate into the free market economy. The investments in knowledge skills and capital will continue to provide income for them for many years. The NGOs franchising the model have implemented 12 income generation initiatives in their regions. So far they have helped provide income to 30 families. These results also help to change general public opinion about the Roma and their farming capabilities in Bulgaria.

What the award jury had to say about the project:

'This project focuses on two important axes for the EU: social inclusion and job creation. It aims to integrate Roma people through employment and development opportunities in rural areas. The project highlights the value of agriculture in an unusual context with a significant multiplier effect.'

Agriculture
and Rural
Development