



ACTIVE A.G.E.

Managing Change: Impact of demographic ageing for cities



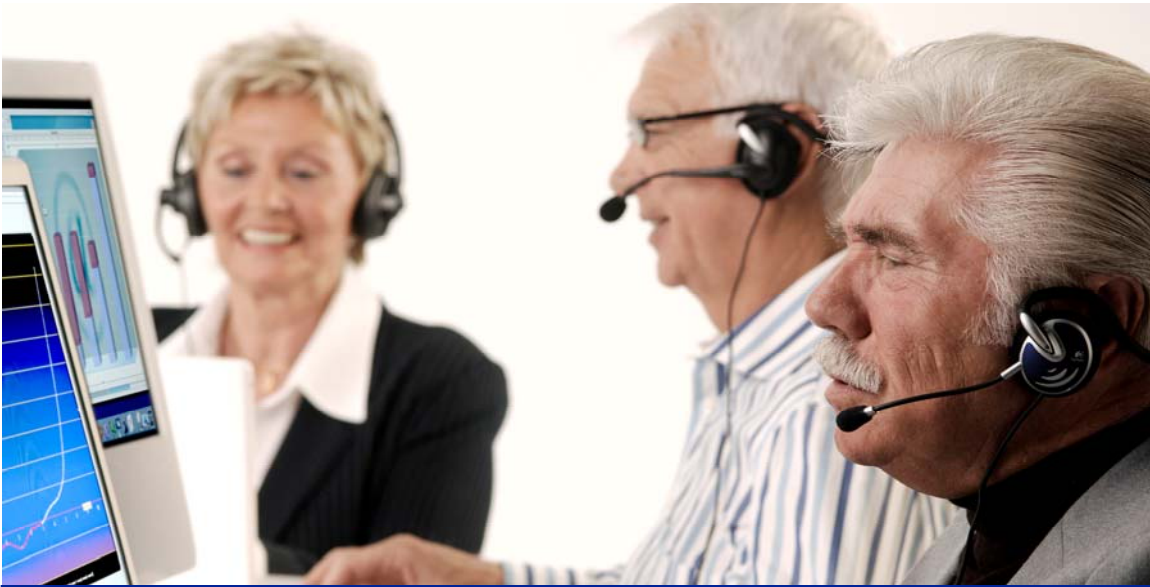
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LOCAL ACTION PLAN

AGE AND ECONOMY

MUNICIPALITY OF DOBRICH, BULGARIA



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1. INTRODUCTION

1.1 Main trends

The extent of ageing varies between regions and countries. Europe is among the most ageing parts of the world, and Southern Europe - where is Bulgaria – has a significant higher ageing population compared with the average age of Eastern Europe.

Demographic age is recognized as a major problem in the European Union and is addressed in the European employment strategy, because Europe's population is ageing progressively. This development has significant negative effects on the growth and the prosperity. The future economic development, competitiveness and living standards depend on how effectively European countries, can manage and use their human resources.

The topic of the working population in the highest age groups is more and more actual in the last two decades in the EU, U.S. and Japan, as well as in Bulgaria.

The search for solutions of the problems of the workforce in the highest age group and their implementation is a central component in the employment policies in the world and the European Union. The various aspects of

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employment are examined, including barriers to economic activity of the workforce aged over 50 years, and discrimination in job search, training and career development on the workplace, characteristics of unemployment in this age group, the interaction between the factors that determine the retirement decision, attitudes about education, the advantages and disadvantages peculiar to employees and others. Retention of the workforce over the age of 50 in the labor market, improving employment prospects of people in this age group, the search for approaches and methods to improve their qualifications, preservation and transfer of experience and knowledge to younger generations, development the idea of lifelong learning are an active subject of research studies of groups from all European Union countries.

Measures in this area are extremely diverse and cover a wide range of areas: access to continuing education, strengthening of activities in

organizations to ensure healthy and safe working conditions, introduction of flexible and innovative forms of work organization and different types of flexible employment, eliminating incentives for early exit from the labor market mainly by reforming the pension and social security systems.

Bulgaria is not an exception from the other European countries in terms of demographic development processes of the population. It is among the 10 most ageing countries. It is on the fifth position in the world - 24.2 percent of population over 60 years. "Older" than the Bulgarians are only Japanese, Italians, Germans and Swedes. On the criteria "middle-aged" population, Bulgaria is the seventh in the world /with an average age of 41.5 years /. Unlike other European countries, however, trends are more extreme and with much stronger impact on the social systems.

The negative demographic trends in the coming years will continue to have direct or indirect impact on the economy and the country's security and the sustainability of the social systems. Declining birth rates deteriorated the re-production of the workforce and in future will lead to a significant reduction in the size of the work-force. The population ageing affects the labor market and the quality of the workforce and is a threat for the financial sustainability of health, education, pension and insurance systems. Reproduction of social inequality is straining the social assistance

and social inclusion of vulnerable groups. The increased migration from the less developed regions to more developed exacerbated existing regional disparities. Emigration of young people from the country reinforces the negative demographic trends. The quality and potential of the workforce is becoming worse, because of "leakage" of educated and professionally trained personnel. Illegal and legal immigration pose specific problems to be solved by the social systems. For the "hosting" countries, the legal immigration «feed» the social systems, but the illegal immigration creates a number of risks and often difficult predictable social effects, incl. naturalization problems.

1.2 Local realities in a crisis – Dobrich

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In the demographic development of Dobrich Municipality, there are a number of adverse trends dictated by economic, social and health factors:

- downward standard of living;
- trend towards increased mortality;
- trend of slight increase of the birth rate;
- upward trend in child mortality;
- trend towards reduction in average lifelenght;
- "ageing";
- trend of increasing incidence of cardiovascular diseases;
- Trends towards increasing the number of people needing social services - lonely elderly people, disabled, children at risk and others.

Dobrich is experiencing an increasing share of elderly people in the total resident population. Both negative migration flows, mostly concerning people aged 20 to 39 years old, and a shrinking population, due to a negative natural population growth, drive this trend. Older workers' employability, adaptability and entrepreneurship are deemed to be the main policy challenges. Processes related to the effects of economic crisis, also have an impact on the city. The sharp contraction in investment flow, the decrease in the level of orders and the reduction of the volume of production in the industry in the region led to conduct of structural changes in employment of

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staff from different sectors of the economy, which resulted in 2009 as formation of a large flow of unemployed people.

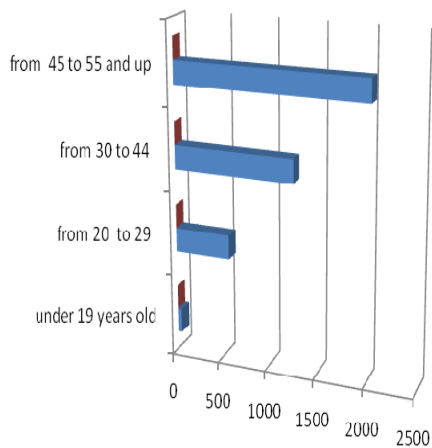
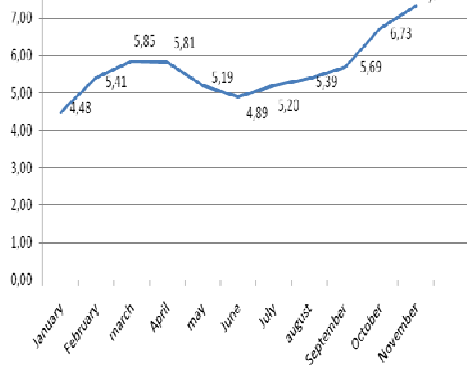


To optimise the activities, some companies have undertaken mass procedures of dismissal. The data from the Bureau of Labor show that unemployed people over 45 years are almost 50 percent of all registered unemployed. Unfavourable trend is to increase the scope and proportion of persons falling within the oldest group. Their chances for the realization of the labor market for various reasons are limited - inadequate demand education or occupation, requirements for additional training and more. The ratio between the age groups examined in the structure of unemployment remains a dominant presence of persons in the highest age - over 50 years, which defines them as a hazardous labor market group.

The most important reasons for the low employment rate of older workers are:

- reduction of labor capacity of older workers;
- legislation and general attitudes that are in favour of early retirement;
- ageing complex - a set of prejudices with regard to adults, and a lack of information in the society in respect of the ageing process in general;
- the specific situation in which the older workers are.

Unemployment in Dobrich Municipality -
2009 r.



1.3 Analysis

To summarize, we can say that a relatively large proportion of older workers are outside the labor market and the risk of unemployment for them is relatively high for this population. Reasons for this are structural and personal. Structural causes include the branch structure of the economy, where there are dominant industries and specific requirements to employees, such as low qualifications, considerable physical effort and high level of work intensity. In such conditions, older workers face considerable difficulties to adapt and are usually exempt from companies in

these sectors. When industries provide better employment "context", requirements for higher skills, knowledge and experience, and less physical work intensity, the share of older workers is higher and they are more likely to continue their employment careers.

Job opportunities for ageing workers are also limited and there are difficulties in re-integrating in the labor market. As a result, employment rates among older people are low, partly because their capacity for employment is low.

For the Group 50 - 55 years, it mainly determines the relatively wide range of retiring men. Over 55 years the employment rate drops significantly due to the massive retirement of women, because of reaching the age of statutory retirement. It should be noted that the population between 50 and 60, 65 is with relatively high ability to work, with experience and in most cases with high qualifications, which makes their early retirement ineffective. From January 2010, the Government launches a public discussion about changes in the pension age. Two options for changes in entitlement to a pension will be subject to public discussion, which should enter into force in the beginning of 2012. Until then, the goals will aim stabilizing the labor market. One of the options is the right for pension for insured working experience and age to be acquired in 40 years of working experience and insurance for men and 37 years for women. Nowadays it is for men - 37 years and for women - 34. It is foreseen the minimum age for entitlement to a pension for men to become 63 years and for women 60. This case foresees also, that from 2015 the retirement age for women to start to increase by six months of each calendar year until it reaches the retirement age for men - in 2020.

The second option, which will be subjected to discussion, provides increasing the retirement age of women in the beginning of 2012 with four months of each calendar year that it reaches 63 years – for retirement age in 2019.

From 2021 is foreseen an increase of the retirement age together for women and men with four months per year until the age of 65. For entitlement to retirement will be required not less than 37 years of pensionable service for men and women.

Older people face a range of anti-motivation incentives to work and barriers to employment. Employers often are reluctant to hire older workers or keep them working for various

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reasons. The older people, themselves often find it difficult to keep a job or to find a new one. Employment level of the ageing workforce is low and the unemployment rate is higher than the average level of unemployment. The older segment of the workforce risks much more to become long-term unemployed, especially the unskilled and the semi-skilled. The education level of older workers is lower than the one of the total of the general workforce, and the participation of older workers in vocational training programs is limited. A common problem is the lack of sufficient motivation in workers at a relatively high age to participate in education and training. Often they have no habits to such practices.



Older workers typically seek to improve their knowledge and skills in the working process rather than through special efforts - for example through training courses. This tendency is indeed possible to be realized practically with regard to skills, but can hardly be used to increase knowledge. Therefore, another problem that affects not only the skills and qualifications of workers is to improve the knowledge they possess. The difficulties in educational courses designed to increase the capacity of workers, arise from the fact that this cannot be achieved through the work, but requires special activities. However, workers are not always willing to participate in such courses as noted above. Additionally it is worth to note that there is no system of evaluation and recognition of individual learning. The introduction of such assessment, however, is important because it

would allow the stimulation of the individual efforts to improve the knowledge and skills. On the other hand, if the programs are successfully used and the qualification is increased, the next problem arises. The workers who have gained relevant qualifications can easily leave and seek employment elsewhere, in other enterprises, including overseas. So the resources and efforts for the training of those workers may become input for other companies rather than for the companies that have invested in their training. Therefore, when improving the qualifications, the employers face the problem of how to keep the workforce, which has been trained by him. Of course, employers understand and accept the value of freedom and movement of the workforce and that free movement of workers can bring economic benefit to anyone but a problem arises when these benefits are unevenly distributed at least in the current economic situation.

The principle of lifelong learning is now very popular among the Bulgarian citizens. According to Eurostat data in 2003, only 1.4% of the population aged between 25 and 64 years participated in educational and training courses. For comparison, the average for the 25 States of the European Union at that time was 9.0% and the aim is by 2010 to reach 12.55 (as defined in the Lisbon Strategy). Although enterprises are the main organizers of the training, motivation of employers in Bulgaria remains relatively low compared with that of other countries. Many small and medium enterprises, particularly micro-enterprises face serious difficulties in participating in this type of training, because (most often) their most important concern is to survive in an environment with extremely sharp competition. Therefore, investing in technology and human resources remain in the background. Continuing vocational education, organized and funded by the Employment Agency is mainly aimed at the un-employed, who have an unequal position in the labor market. Relatively small proportion of resources is available for employed individuals, particularly in small businesses, which face the greatest difficulties to conduct such training. There are several obstacles to implementing policies for lifelong learning and the main ones are:

- insufficient adaptability of social systems and the needs of economic development organizations;
- significant shortage of funds;
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- unstable and insufficient motivation for learning;
- insufficient information to all actors at all levels on the opportunities and needs for lifelong learning.

Improvement of actions on encouraging employment activity of ageing workforce is progressively realized in the context of a common employment policy and measures for disadvantaged groups of the workforce. Improving the adaptation of the workforce to employment is the main factor in raising employment rates and reducing unemployment. Therefore, numerous measures and programs to improve the training of employed and unemployed individuals have been developed and currently being implemented at national, regional and local level.

2. Existing national, regional and local strategies, Programms and plans, measures and instruments

Key programs and plans related to the objectives of our project are:

2.1 On national level

- ✓ **National Strategy for Demographic Development of Bulgaria 2006 - 2020** and the annual plans thereto, adopted by the Council of Ministers of 15.11.2007, which incorporates goals related to our target group as:

Development of measures for conservation and development of labor potential as part of an overall concept for the development of human resources in the country; promote lifelong learning and speed up training activities in the workplace; introduction of flexible forms of employment for people in retirement age, without creating imbalances in the labor market and between generational conflicts; overcoming the negative attitudes of employers towards older persons and encourage longer use of their work experience and skills; Encouraging voluntary participation of people of retirement age in social life community and civil society.

- National Development Plan 2007-2013,

- National Strategic Reference Framework 2007 – 2013,
- Sustainable Development Strategy of the Republic of Bulgaria;
- National program for reforms in the Republic of Bulgaria
- Updated Employment Strategy of the Republic of Bulgaria 2008 - 2015

Subject to the updated strategy is not only improving the functioning of the labor market, but most of the increase in investment in human resources, sustainable macroeconomic development, generating more and better jobs in order to increase employment, productivity and social inclusion .

- National Strategy of Bulgaria for Migration and Integration 2008 -2015;
- National Strategy for Continuing Vocational Training for 2005-2010
- National Strategy to promote equality between men and women the 2009-2015
- National Strategy for Equal Opportunities for All

One of the basic and current documents, which concern the topic, is **the National Action Plan for Employment in 2010**, whose vision is "Improving the quality of the workforce to maintain employment, reduce unemployment and stabilize the labor market. Here are the main Programs and measures included in the plan:

- Qualification services and employment promotion;
- Qualification services and training for employees Phase 2;
- "Development";
- "Back to work" It aims to train unemployed individuals for babysitters and subsequent employment for growing children aged 1 to 3 years in families of working parents. In the scheme with priority will be included people in pre-retirement age, which cannot find realisation in the labor market and persons exempt from health care, education and social sphere. It is planned to be provided training and employment of at least 8 000 unemployed. This operation aims to help employees find the most appropriate course to acquire new skills, training or retraining, and on the other hand, employers can overcome the difficulties caused by the global

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economic and financial crisis. Participating in the operation will receive an additional qualification for the period in which they are employed part-time and part-scholarship for the training period;

- Promoting the launch of projects to develop own business;
- I can -The operation aims to raise professional qualifications through training to acquire the I-st, II-nd and III-th degree, and part of the profession, In the section on Key competences training will cover:
 - Communication in the mother tongue, communication in foreign languages; .
 - Mathematical competence and basic competences in science and technology;
 - Digital competence;
- "Adaptability" - This operation aims to help employees to find the most appropriate course to acquire new skills, training or retraining, and on the other hand, employers can overcome the difficulties caused by the global economic and financial crisis. Participants in the operation will receive an additional qualification for the period in which they are employed part-time and monthly-scholarship for the training period also;
- Increasing flexibility and efficiency of the labor market through active measures
- To transform knowledge into skills
- Adult Literacy
- Care in a family environment for independence and a dignified life for people with various dis-abilities and people living alone - Activities "Social Assistant" and "Home Assistant"
- "Improving the service "Personal Assistant" for people with various disabilities and people living alone"
- Payment of compensation to employees who are found working part time in the economic sec-tor "Industry" and "Services"
- Project Opportunities through Business Support "(JOBS) Business Centres
- National program "From Social Assistance to Employment"
- National Program "Assistants to People with Disabilities, National Program "Social services in a family environment"
- Program "In Support of Motherhood"
- National Program "Activation of inactive persons"
- National Program Support for Retirement - This program allows unemployed people who have a lack of required number of points to get the required number of points to receive a retirement pension and old age to participate in this pro-gram which supports the transition from unemployment to retirement. Funds are provided by the state budget for already included in the pre-retirement age persons.
- Project "Own business - a change of profession"
- Regional and industry training programs and employment
- Organized by the Employment Agency literacy training for acquiring vocational qualifications and key competences art. 63 of the Law for employment Promotion
- Organized by the Employment Agency motivational training (Art. 58a, Item.4 of the Law for employment Promotion)
- Promotion of territorial mobility of unemployed persons (Article 42 of the Law for employment Promotion)
- Encouragement measure for unemployed persons subject to monthly social assistance to start by themselves employment "bonus" (Article 42a of the Law for employment Promotion)
- Encouraging employers to hire unemployed persons who have received unemployment money for no more than 5 months for half of the legally time (Art. 43 of the Law for employment Promotion (LEP)
- Encouraging employers to maintain and improve the qualifications of employees (art. 44 of LEP)
- Encouraging employers to hire unemployed people for job position, on which the regularly employed person is on a training (art. 45 of LEP)
- Encouraging entrepreneurship
- By training individuals, who have received credit under the project "Guarantee Fund for micro-credit";
- By support for registering a micro enterprise;
- Other
- Encouraging employers of micro companies to create jobs by subsidizing the first five jobs created (Art.50 LEP)
- Encouraging employers:
 - ✓ To hire unemployed persons;
 - ✓ Appointment of part-time;
 - ✓ Employment of unemployed persons with permanent disabilities, including warinvalides;

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- ✓ To hire unemployed persons with permanent disabilities for a temporal, seasonal or part-time work;
- ✓ Employment of unemployed people - single parents (adoptive parents) and / or mothers (adoptive mothers) with children under 3 years of age;
- ✓ Encourage employers to hire unemployed persons over the age of 50;
- ✓ To employ persons entitled to occupational pension for early retirement;
- ✓ To employ long-term unemployed;
- Program "Improving the quality of adult education"
- New Facial instrument in the adult education - vouchers for education. Unlike the systems in place until now for direct funding of training institutions, training vouchers for individuals will be able by them-selves to choose the type of education and training institution, and funding follows the trainee. So are created preconditions for achieving better matching of training offered to the training needs. In 2010, through training vouchers will be financed the training of employed and unemployed persons within the schemes under the Operational Program "Human Resources Development (HRD OP). Through vouchers will be funded training for the acquisition of I-st, II nd and III rd degree or part of the profession and for the acquisition of key competences that contribute to increasing the employability of individuals and facilitate professional mobility.
- **Operational Programme „Human Resources Development” 2007-2013** is another strategic document which is a framework for utilization of funds, financed by the European Social Fund, EU and national budget within the programming period 2007 - 2013, and covers territory the whole country under the Objectives "Convergence". It is an integrated part of the National Strategic Reference Framework, which key objective is "human capital development to ensure higher employment, income and social integration." The strategic objective of the operational program is to improve the quality of life of the Bulgarian people, through improving human capital, achieving higher levels of employment, increased productivity, access to

- qualitative education and lifelong learning, and promote social inclusion.

OP "Regional Development" 2007-2013 aims to improve the quality of life and working environment with better access to basic services and opportunities for increased regional competitiveness and sustain-able development. Specific objectives are:

- Develop a sustainable and dynamic urban centers, associated with their less-urban peripheral areas, thereby increasing opportunities for prosperity and development;
- Provide better access to travel, ICT and energy networks for backward areas;
- Increase the potential for regional tourism development and marketing of sustainable diverse, region-specific tourism products with higher added value;
- Mobilization of regional and local technical and institutional capacities and resources to implement regional development policies.

National Program for implementing the European Year for Combating Poverty and Social Exclusion 2010 with the following priority areas:

- Fight against the transmission of intergenerational poverty, especially child poverty
- Encourage incorporating labor market and implementing an integrated strategy on active inclusion
- Equal access to services (education, health care, etc.), Culture and Sport
- Overcoming discrimination and social inclusion of vulnerable ethnic groups
- Mainstreaming of the issues of disability and social inclusion of disabled people
- Mainstreaming of the issues of gender equality in the policy for combating poverty and social exclusion;

According the results for the evaluation, with the highest net effects are programs focused to unemployed adults (39.1%) and long-term unemployed (37.1%), followed by measures supporting the start-up of the business (26.8%) and the measure of unemployed lone parents and / or mothers with children under 3 years old (20.8%).

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2.2 On regional and local level

Regional Plan for the Development of Northeast Planning Region for 2007-2013

Regional Development Strategy of Dobrich Region 2005 – 2015 is a key strategic document, which sets long-term objectives and priorities for development of the Dobrich region and actions to achieve them. It serves to determine the regional policy implemented at the district level. The regional development strategy specifies and conforms to the predictions of the NSRF for the period, according to the specific problems and potential of the districts and targeted impact included in it. The Regional Strategy has integral in nature, covering the creation of conditions for balanced and sustainable development of the district and the municipalities therein, where the city of Dobrich is located. In essence, it is a major landmark for the municipal development plans, a source of ideas and strategy document to develop specific measures. Furthermore, pursuant to the requirements of the Law on Regional Development and methodological guidelines for developing regional development strategies, the strategy includes only the basic objectives, priorities, measures and actions to meet targets without specific projects with an investment nature, which are intended for inclusion in municipal plans development. The Regional Development Council adopts regional Development Strategy.

Plan "Dobrich 2020" is a long-term development plan of Dobrich to 2020 and is a means to mobilize local and national resources to attract foreign investments, integrating the many projects and plans at the municipal and regional level. It creates opportunities for increased civic participation, the dynamic development of neighbourhoods and communities to create a sense of unity and commitment of citizens to the development of the city. Plan "Dobrich 2020" is a prerequisite for inclusion and use of the opportunities of European and national regional development programs in serious competition with other regional cities in the country. Plan "Dobrich 2020" identifies not only the real prospects for the city but also are created conditions for the realization of citizens' fundamental rights, which are specified in the Bulgarian and European legislation.

Dobrich Mayor's Management Program of 2007 - 2011 with main goals:

- Objective, active and transparent financing of municipal projects;
- Stable economic growth;
- Better management of commercial companies with municipal property and municipal participation;
- Development and modernization of technical and engineering-transport infrastructure of the city;
- Improve the urban environment;
- Better public order and security;
- Integration of persons and groups of socially disadvantaged;
- Improve the school environment - effective management of municipal resources in education;
- Improving the basis for sport and youth activities;
- Achieving sustainable development of the municipality;
- Conservation and wise use of natural, cultural and historical heritage;
- Improving and upgrading the system of services to citizens and businesses.

Dobrich Municipality has a Development Plan 2007 – 2013, in accordance with the EU policies and the national priorities. Dobrich Municipality Development Plan 2007 – 2013, which is a medium term document, is updated each year and sets out objectives and priorities for development of the municipality and the financial resources for its implementation. The purpose of the plan is to be a practical tool and methodological guide for the management of the city by the local authorities, citizens and their associations. In the bases of its development is set out the principle and requirements for continuity and consistency in solving the main problems of Dobrich. This allows the plan to retain its relevance, despite the inevitable political change in the management of the city. Part of this Plan is aimed at ageing population. Main priorities of the plan are:

1. Achieving a competitive, profitable and dynamic local economy based on knowledge, realizing local potentials and advantages.
2. Development and upgrading of local infrastructure, creating conditions for growth

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and increase the attractiveness of the municipality for investment and residence

3. Improving the attractiveness and quality of life in the municipality.
4. Strengthening institutional capacity for improving governance.
5. Development of cooperation for European territorial cohesion, improving partnership and good neighbourliness.

In addition, we are a member of the National Council for Cooperation on Ethnical and Demographic Issues, which proceeds the applications for the employment of ageing population in frame of the policies and programs at the Ministry of Labour and Social Policies.

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3. OVERAL GOAL of the First LAP AGE and Economy

Create conditions for the better use of the potential of 45+ from the city of Dobrich and to foster their more active participation in the public life and to reduce the poverty in the municipality through improvement of the opportunities for participation in the economic processes and particularly in the labour market

SPECIFIC OBJECTIVES :

- ACTIVITIES THAT CAN BE PERFORMED – PROJECT IDEAS
- EXPECTED RESULTS
- RESOURCES

SUMMARY TABLE

Create conditions for the better use of the potential of 45+ from the city of Dobrich and to foster their more active participation in the public life and to reduce the poverty in the municipality through improvement of the opportunities for participation in the economic processes and particularly in the labour market

Objective 1

To improve the opportunities for employment and realization of the 45+

Activity	Short Description of activity	Intended outputs	Timing	Funding Programs Resources	Budget
<p>Activity 1 State of the art (qualitative study) To examine the views of relevant institutions at local level in connection with the planning of measures to improve employment opportunities, social inclusion, overcome the poverty and improving access to public services for people over the age of 45</p>	<p>Conducting qualitative research among the institutions at the local level (employers and employers' organizations, syndicates, local and regional authorities, employment services, social assistance services, social service providers, etc.) in connection with the planning of measures to improve employment opportunities, social inclusion, overcome poverty and improving access to public services to people over the age of 45. Activities: - Design study - Conduct focus groups - Conducting interviews with representatives of institutions</p>	<p>- Number of conducted focus groups - 2 groups - Number of participants in focus groups – 20 - Number of institutions participated in focus groups – 5 – 6 - Heterogeneity of participants in focus groups</p>	2010	Dobrich Municipality project budget	1000 Euro
<p>Activity 2 To examine the needs and attitudes of people over 45 years old from the Dobrich city (quantitative research) in connection with improving their opportunities for employment, social inclusion, overcome the poverty and improving their access to public services</p>	<p>Conducting a survey (quantitative research) of needs and attitudes of people over 45 years old from the Dobrich city in connection with improving their opportunities for employment, social inclusion, overcome the poverty and improve their access to public services. - Design study - Sampling design - Develop a questionnaire to interview - Field work - interviewing - Introduction of data, statistical processing and quality check</p>	<p>- Developed design - Number of conducted interviews - Number of refusals - Developed a report with survey results</p>	2010 2011	Dobrich Municipality project budget	2000 Euro

	- The date analysis - drafting a report on the main results of the survey				
Activity 3 Organization of motivational training	The training targeted to actively search for work, wanted a presentation to the employer for a long-term unemployed persons over 45, creating a portfolio of skills in each of the target group. The main goals are: support adaptation to the labor market; formation of social skills in seeking employment; coping with stress and raise self-assessment of job seekers; preparing application documents - resume, cover letter and others; build basic communication skills and presentation to employers	Number of conducted courses Numbers of trained Number of completed questionnaires about degree of satisfaction Number of portfolios created	2010 2011	The main Local Employment Offices by National Employment Agency	State funds according Employment Promotion Act
Activity 4 Comprehensive and personal oriented services to find job	New with proven Diversity-service who informing customers about work opportunities	Higher % successful employment Higher % of employment of people 45+ Number of informed customers	2010 2011	Private employment offices as Avangard personal consulting Ltd.; Employment Agency Dobrich Municipality budget Call for proposals	To be defined
Objective 2					
Contribution for longer economic activity					
Activity 1 Increasing professional training and retraining and key competencies	Specifically to persons exempt from work because restructuring or closure of the enterprise, reducing the volume of work or closure of part of production due to the economic and financial crisis.	Number of people over 45 included in qualification and re qualification by age, working condition, gender and level of education	2010 2013	Private employment offices as Avangard personal consulting Ltd.; Employment Agency Dobrich Municipality budget	To be defined

	Will provided training to develop or acquiring new professional qualifications of persons to their subsequent inclusion in employment. The training will be implemented through providing vouchers for education	% of people started work after trainings min one year after % people raised degree of qualification Number of participants who have found a job by a year by age, working condition, gender and level of education Number of participants who have asked for a job vocational guidance consultancy		Call for proposals scheme "Development" of HRD OP	
Activity 2 Overcome of the deficit of ICT knowledge and use	Provide ICT training for unemployed - Business Centre Dobrich The action plans to promote existing need of target group to acquire and improve their ICT knowledge, in combination with group work. In this manner, ICT learning courses will be organized with special emphasis on practical experience and added value on ICT. It should be noticed that the action is directly connected with the overall goal of the LAP	Number of trained unemployed – 60 by age, working condition, gender and level of education; Number of courses -5 Number of certificates for successful examination; Following employment.	2010 2011	Programme JOBS Call for proposals of HRD OP	7500 euro
Objective 3					
Fostering the entrepreneurship					
Activity 1 Training courses to develop skills to start own business	Training to foster the entrepreneurship and individual consultations for the preparation of business plans to start and support own business.	Number of developed business plans; Number of beneficiaries involved by age, working condition, gender	Deadline for presenting the project proposals: 30.10.2010	Applying according upcoming 2010 grant award procedures under Operational	Expenses for developing of project proposals to apply for funding will be covered by local

		and level of education ; Number of incorporated new companies; Number of successful companies after one year; Number of opened new jobs.		Programme "Human Resources Development" during 2010 - BG051PO001-1.1.04 Qualification services and promotion of employment	organizations.
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Objective 4

Initiatives and public campaigns for active ageing to stimulate the public debate about the problems of the people over 55

<u>Activity 1</u> Establishment of a Municipal Council for Tripartite Cooperation	The Council will discuss, give opinions and collaborate on issues specific to the municipality to: -Healthy and safe working conditions; -Employment, unemployment and vocational training; -Public and private health-insurance; -Income and living standards; Council members will be : representative of the structures of the Ministry of Labour and Social Policy, a representative of the nationally represented trade unions, a representative of all regional and municipal structures of the national employers' organizations submitted	Number of reviewed regional and local employment programs; Number of conducted sessions Number of Council approved projects and programs; Number of proposals for inclusion in the National Action Plan for Employment for the current year funding from the Republican budget	2010	Dobrich municipality	Expenses for developing of project proposals to apply for funding will be covered by local organizations
<u>Activity 2</u> Project Communications partnership - a network of social and economic bodies - private and public and volunteers	To maximize funding opportunities from various national and European funding programs through number of activities as: *Regular publications in The Municipality site www.dobrich.bg *Regular publications	Number of Regular publications in The Municipality site www.dobrich.bg Number of publications in local and national media Number of	2010 2011 2012 2013	Dobrich Municipality project budget Call for proposals of HRD OP	To be defined

	<p>in local and national media *Regular weekly announcement of the Mayor's team meetings with journalists *Initiation of radio and TV interviews with the Policy makers *Issuance of posters *Roll screens *Open day with the participation of employers, job seekers, public and private institutions; *Creating the web-site</p> <p>ACTIVEAGEING ; Include all stakeholders representatives in the events in project Giving publicity to ageing and to people over age 55 problems; Attracting public attention on the need for change Increased awareness and building a participatory public opinion seekers, local authorities and others</p>	<p>weekly announcement of the Mayor's team meetings with journalists Number of radio makers included Number of volunteers included by age, working condition, gender and level of education Number of stakeholders included</p>			
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4. The added value

- The proposed activities is the synergy of representatives of national, regional and local stakeholders / institutions in implementing employment policies, monitoring and evaluating the labor market for people over 45.
- In addition, the proposed action will integrate all the necessary information and services for these sensitive social groups in order to support their smooth social integration into the labor market.
- to raise awareness about ageing

Among all mentioned elements, a multilevel integration of people over 45 are promoted, through specialised ser-vices of reception and information, concerning the motivational courses, qualification and re-qualification training and ICT

knowledge courses. Moreover, in the frame of the complete proposed Action Plan, but also within the planning of First Thematic Area, particular emphasis is been given on the promotion of gender equality, combined with the value of non-discrimination.

In general, gender dimension and equal opportunities are incorporated within each individual activity's planning, promoting and aiming specifically at the participation of women and other special social groups.

Finally, in all stages of planning and concretisation of the proposed Action Plan, emphasis is and will be given to the endorsement and insurance of transparency, access to information and accountability. In addition, an important role is given to the promotion of a 'society of citizens' with an active participating role in decision-making and applying, together with the determination of interventions that will correspond to the needs and

particular conditions of the target group.
Moreover, the vertical and horizontal partnership at all possible levels of corporation is promoted.

5. Innovative character

This is the first Local Action Plan directing local society attention to people over 45 with their problems with employment, re-entry in the labour market and re-qualification.

6. Conclusions

We hope the local action plan produced in Dobrich has created an impact at local level, in terms of:

- ✓ rethinking the provision of services to people over 45 and undertaking the necessary organisational changes to adapt these services;
- ✓ building the capacities of the city to intervene in the problems management;
- ✓ the raising awareness and access of all stakeholders to the National Operational Programmes and the European Structural Funds in order to guarantee implementation of the local action plan, as a path to affecting ageing policy.

Most importantly, the process contributed to creating sustainable local partnerships: vertically between different levels of government as well as horizontally with sister departments and municipality thus strengthening governance.

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Eliminato: ПРАВИЛНИК ЗА ОРГАНИЗАЦИЯТА И ДЕЙНОСТТА НА СЪВЕТА ЗА ТРИСТРАННО СЪТРУДНИЧЕСТВО НА ОБЩИНА ГРАД ДОБРИЧ¶ Чл.2.(1) Общинският съвет за тристранно сътрудничество се изгражда на основание Раздел III от Правилника за организацията и дейността на съветите за тристранно сътрудничество от 30.05.2001 г.¶

¶ (2) Общинският съвет за тристранно сътрудничество, наричан по-нататък „Съвета“, е орган за осъществяване на консултации и сътрудничество на общинско равнище по въпросите на трудовите и непосредствено свързаните с тях отношения, осигурителните отношения, както и по въпросите на жизненото равнище.¶ ... [1]

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URBACT II

URBACT is a European exchange and learning programme promoting sustainable urban development.

It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal challenges. It helps them to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions. It enables cities to share good practices and lessons learned with all professionals involved in urban policy throughout Europe. URBACT is 181 cities, 29 countries, and 5,000 active participants

www.urbact.eu/project



ПРАВИЛНИК ЗА ОРГАНИЗАЦИЯТА И ДЕЙНОСТТА НА СЪВЕТА ЗА ТРИСТРАННО
СЪТРУДНИЧЕСТВО НА ОБЩИНА ГРАД ДОБРИЧ

Чл.2.(1) Общинският съвет за тристранно сътрудничество се изгражда на основание Раздел III от Правилника за организацията и дейността на съветите за тристранно сътрудничество от 30.05.2001 г.

(2) Общинският съвет за тристранно сътрудничество, наричан по-нататък „Съвета”, е орган за осъществяване на консултации и сътрудничество на общинско равнище по въпросите на трудовите и непосредствено свързаните с тях отношения, осигурителните отношения, както и по въпросите на жизненото равнище.

(3) В работата на Съвета участват представители на общинска администрация, представители на териториалните структури на Министерството на труда и социалната политика, представители на общинските структури на представителните организации на работодателите и представителните организации на работниците и служителите.

(4) Тристранното сътрудничество представлява съвместно участие на най-заинтересованите страни-държавата, синдикатите и работодателите, в решаването на възникнали трудови и социални проблеми.

Чл.3.(1) Съвета обсъжда, дава мнения и сътрудничи по въпроси специфични за общината на:

Трудовите и непосредствено свързаните с тях отношения;
Здравословните и безопасните условия на труд;
Заетостта, безработицата и професионалната квалификация;
Общественото и здравното осигуряване;
Доходите и жизненото равнище;
Социалните последици от реструктурирането и приватизацията;
Въпроси, свързани с бюджетната политика.

РАЗДЕЛ III

Структура на Съвета за тристранно сътрудничество.

Чл.4.(1) Председател на Общинския съвет за тристранно сътрудничество е кмета или упълномощен от него заместник кмет.

(2) Съвета се състои от постоянни членове:

по един писмено упълномощен представител на съответните структури на Министерство на труда и социалната политика.

по един писмено упълномощен представител на национално представените синдикални организации- Регионален съвет на КНСБ гр.Добрич и СРС КТ „Подкрепа” гр.Добрич.

по един писмено упълномощен представител на Областните и Общински структури на национално представените работодателски организации- Конфедерация на работодателите и индустриалците в България (КРИБ), Търговско промишлена палата (ТПП), Регионална занаятчийска камара (РЗК) и Строителна камара.