



REPUBLIC OF BULGARIA
Ministry of Innovation and Growth



CRAFTS CODE
Interreg Europe



CRAFTS CODE – CReative Actions For Tailoring Smes' COmpetitive DEvelopment

ACTION PLAN Bulgaria

“Inclusion of thematic call for
family businesses, creative industries
and craft enterprises in PCIE 2021 - 2027”

CRAFTS CODE Public Dissemination Workshop

Budapest, 21 – 22 June ,2022

BULGARIAN CRAFTS CODE PARTNERS

RAM Central Stara Planina (PP7)

Ministry of Innovation and Growth, European Funds for
Competitiveness Directorate General (PP9)



REPUBLIC OF BULGARIA
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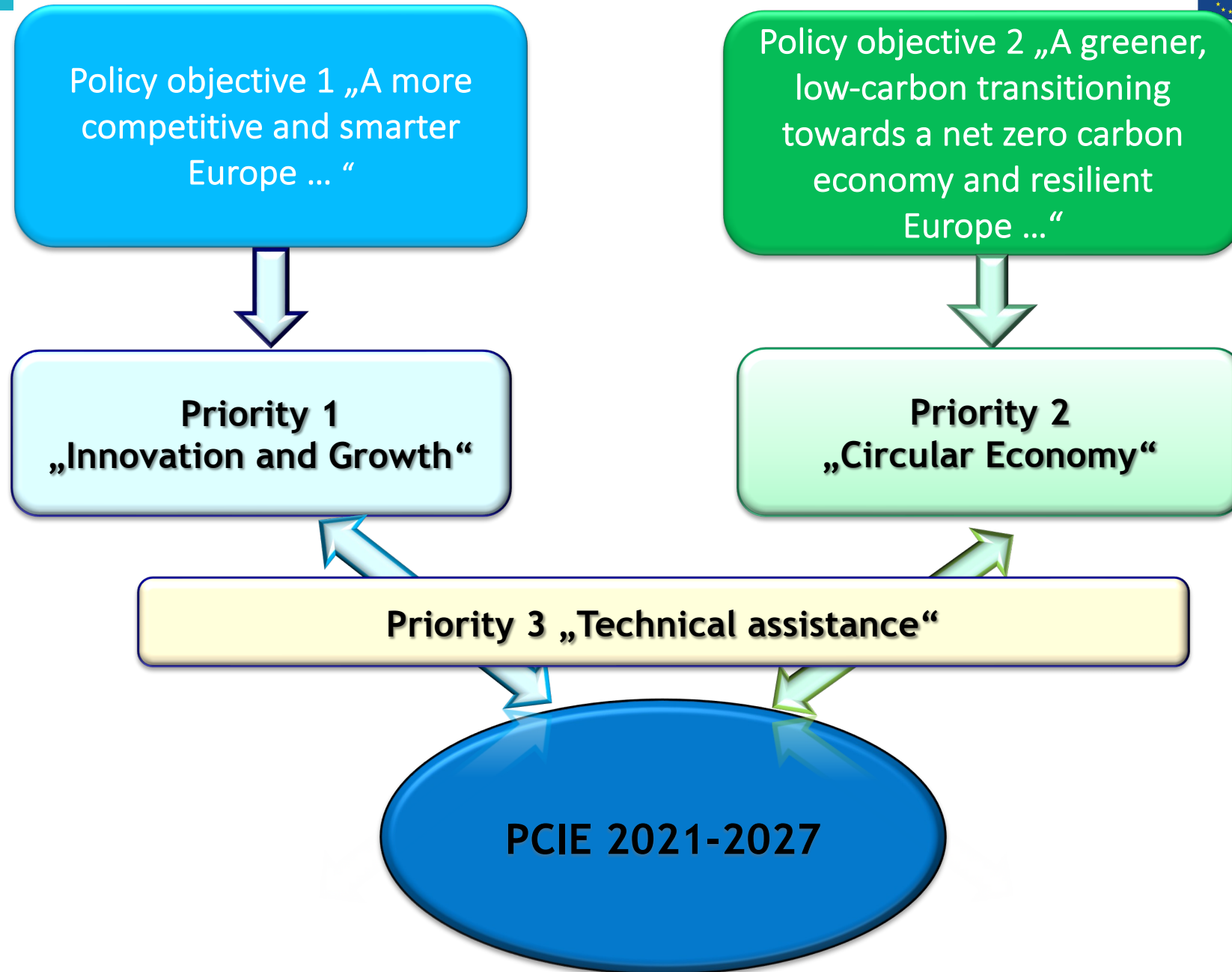
POLICY CONTEXT

- Targeted policy instrument in the Application form: Operational Programme "Innovation and Competitiveness" 2014-2020 (OPIC);
- New policy instrument addressed: Programme "Competitiveness and innovation in enterprises" 2021–2027 (PCIE);

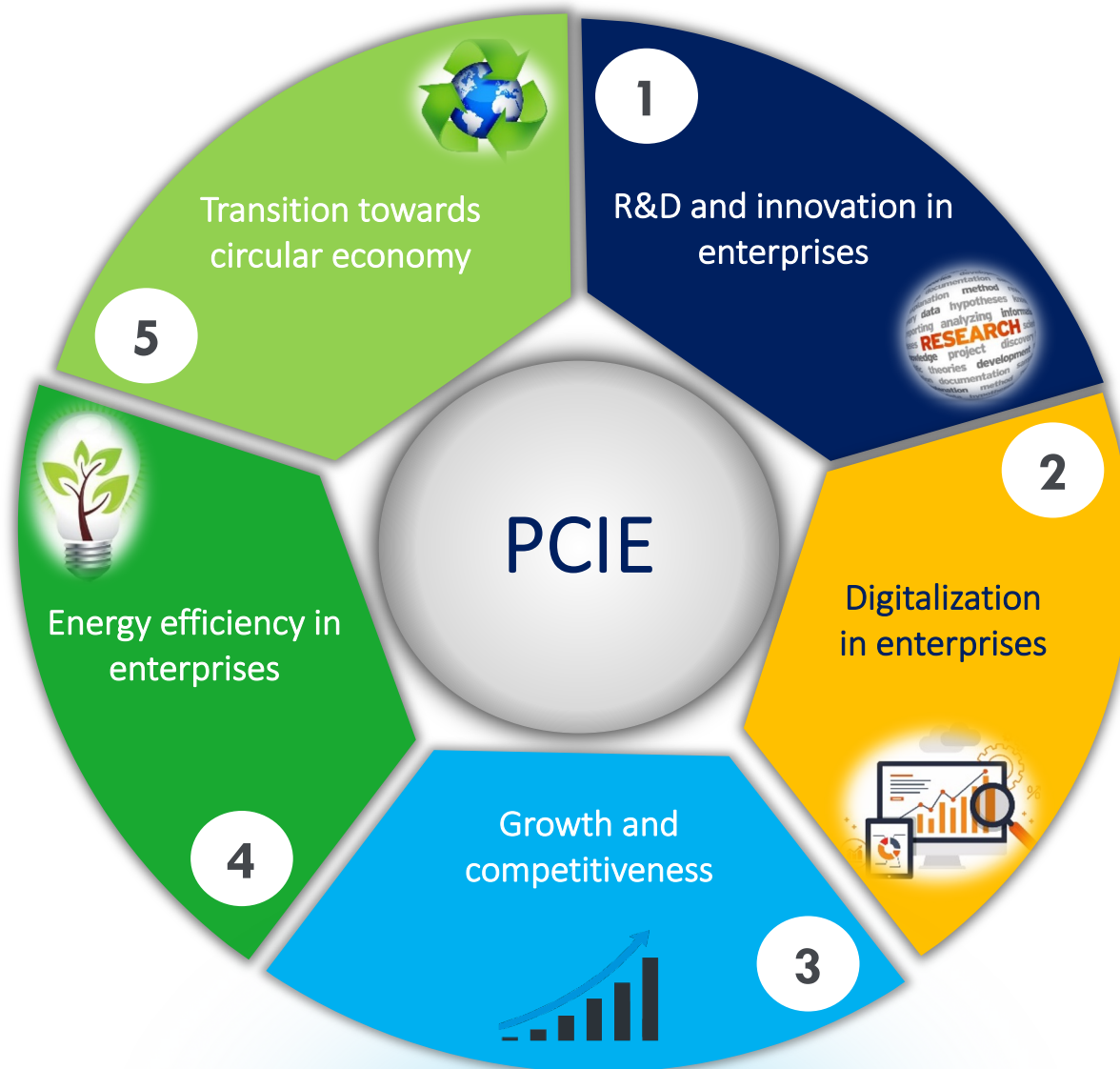
PCIE 2021 - 2027 is :

- Investment for Growth and Jobs programme;
- aimed at achieving smart and sustainable growth of the Bulgarian economy, as well as the implementation of industrial and digital transformation.
- addressing the needs identified in areas such as "competitiveness" and "entrepreneurship" through the interventions envisaged under Priority 1, specific objective 3 "Enhancing sustainable growth and competitiveness of SMEs and job creation in SMEs, including by productive investments".

STRUCTURE OF PCIE 2021-2027



PCIE: MAIN AREAS OF SUPPORT



ACTION ENVISAGED

ACTION

- Inclusion of craft enterprises as a specific sector in the Programme for Competitiveness and Innovation in Enterprises for the period 2021-2027 and launching specific measure supporting family businesses, creative industries and craft enterprises.

The proposed Action shall provide access to co-financing (small grants) for productive investments in modern equipment, machinery and facilities for strengthening craft SMEs competitiveness. It should be tailored to the needs of the family enterprises, creative industries, including craft enterprises and these specifics, along with the regional development potential should be taken into account in the selection criteria.

PLAYERS INVOLVED

Responsible body for the policy instrument: Directorate-General for European Funds and Competitiveness of the Ministry of Innovation and Growth - Managing Authority of OPIC and PCIE, PP9

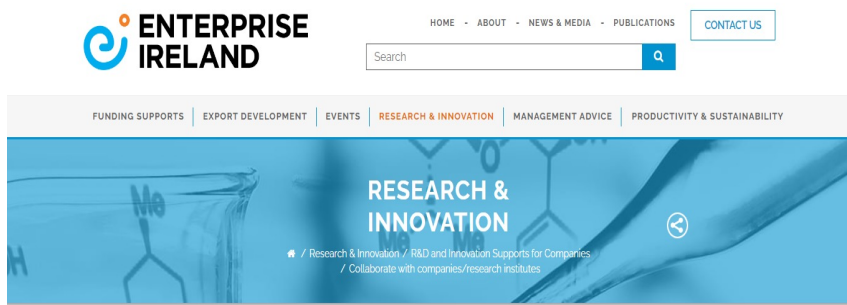
Players involved:

- RAM Central Stara Planina (PP7);
- LSG;
- Organizations, identified within the project as stakeholders relevant and able to influence the operational program at national level:
 - ✓ Ministry of Economy and Industry, Economic Policy Directorate;
 - ✓ The Executive Agency for Promotion of Small and Medium Enterprises (BSMEPA);
 - ✓ Chambers of Commerce and Industry;
 - ✓ Business and Professional Associations;
 - ✓ Other members of the Monitoring Committee of OPIC 2014-2020, Thematic Working
 - ✓ Group for the development of PCIE and future Monitoring Committee of PCIE 2021-2027;
 - ✓ Other organizations related to relevant policies.

THE GOOD PRACTICES THAT INSPIRED US

„The Trading Online Voucher Scheme “ (Ireland)

www.innovationvouchers.ie



- > R&D and Innovation Supports for Companies
- > R&D and Innovation Funding
- > Source / licence new technologies
- > Access EU and ESA Research Supports
- > Collaborate with companies/research institutes
 - Knowledge Transfer Ireland
 - Technology Centres
- > Researchers in Higher Education Institutes
- > Small Business Innovation Research (SBIR)

Innovation Vouchers

The Innovation Voucher Programme was developed to build links between Ireland's publicly funded Knowledge Providers (i.e. higher education institutes, public research bodies) and small and medium-sized businesses. Innovation Vouchers worth €5,000 are available to assist a company or companies to explore a business opportunity or problem with a registered knowledge provider.



Innovation is essential if you want to stay ahead in competitive and fast-changing markets. But, you might lack the time or know-how to develop the types of innovative solutions that could set your business apart. That's where Innovation Vouchers from Enterprise Ireland come in. Each Innovation Voucher gives you €5,000 worth of time with an expert, third-level researcher to help you tease out an idea, develop a new product, or crack an important business or technical challenge.

In an independent survey of companies that participated in the Innovation Voucher Programme:

- 97% of respondents would be willing to recommend the Programme to other businesses.
- Increase in company turnover of €11.83 per €1.00 of Enterprise Ireland investment in the Voucher Programme.

Innovation Vouchers Video - Quick Overview of the Programme



„Needlecraft Academy “ (Hungary)

[www.facebook.com/ kezimunkaakademia](http://www.facebook.com/kezimunkaakademia)



THE GOOD PRACTICES THAT INSPIRED US

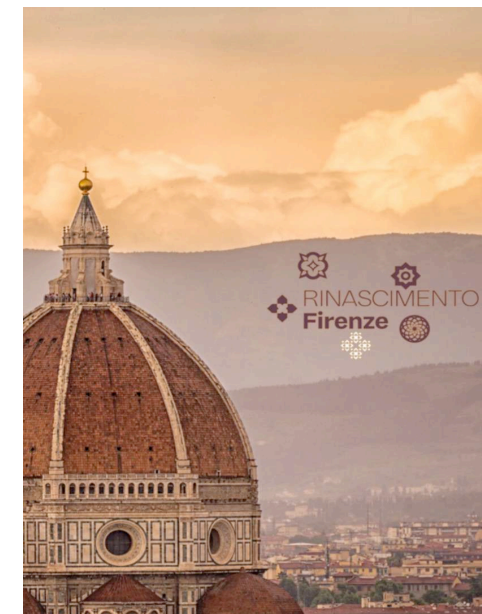
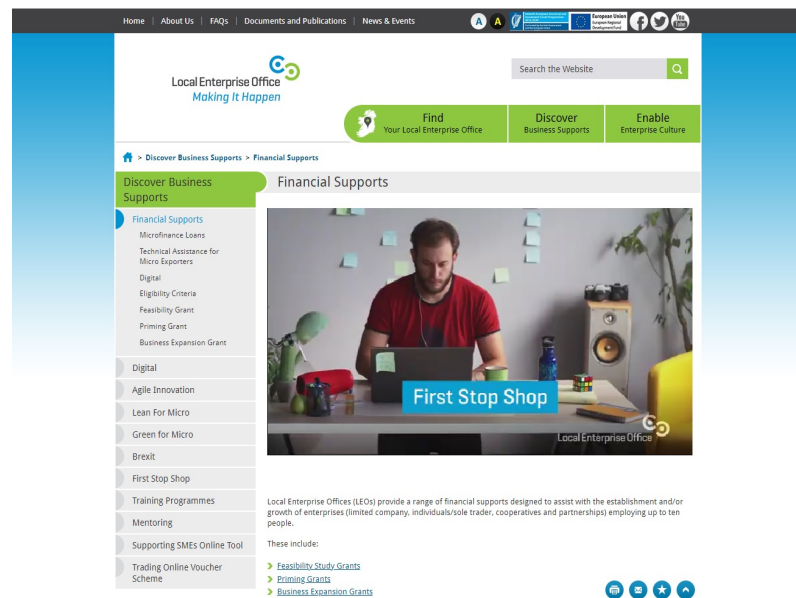
„Hard Cash and Soft Supports - Building Resilient Businesses “ (Ireland)

<https://www.localenterprise.ie/Discover-Business-Supports/Financial-Supports/>

Artistic Crafts Call for Proposals (Italy)

www.rinascimentofirenze.it

www.osservatoriomestieridarte.it



THE GOOD PRACTICES THAT INSPIRED US

„Aids for the Spanish crafts sector“ (Spain)

http://www.ipyme.org/_layouts/15/ipyme/guiaayudassector.aspx?sector=4



"Socio-economic post-COVID-19 scenario for future trends in Europe, focused on consumer goods" of the consulting agency "Abay Analistas"

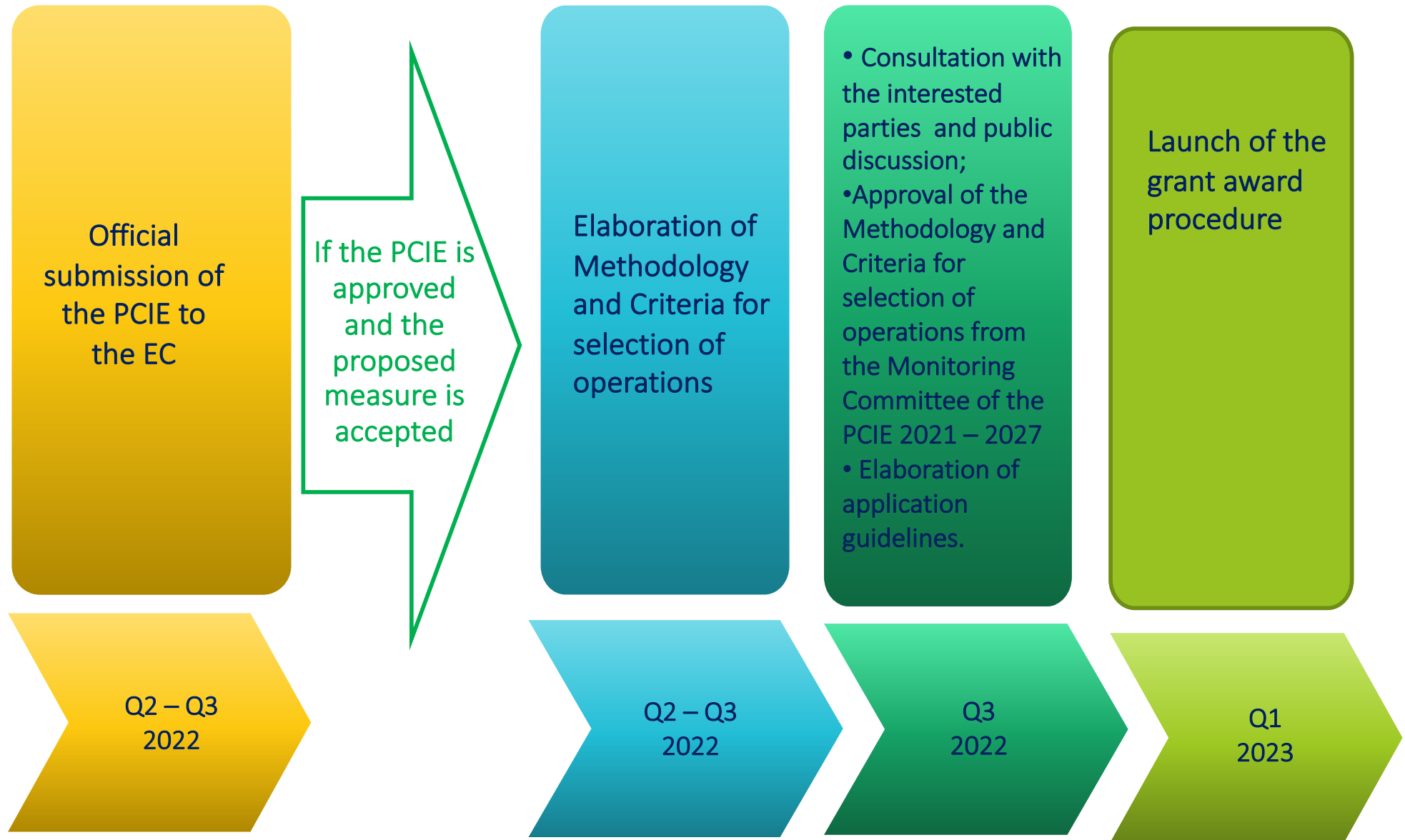
<https://www.youtube.com/watch?v=swbW7aB-BCE>



OUR ACTION PLAN



ACTIVITIES AND TIMING





CRAFTS CODE

Interreg Europe



European Union
European Regional
Development Fund

Thank you for your
attention!

<https://projects2014-2020.interregeurope.eu/craftscode/>

<https://opic.bg/public/opik/crafts-code>

<https://www.rso-csp.org/index.php/project/tekushti/kod-zanaqti/kod-zanaqti.html>

