

Online Discussion “Financial Instruments for sustainability and growth of social enterprises” - 27 November 2020

AGENDA

SESSION	SPEAKER / MODERATOR / LECTURER	FOCUS OF THE TOPIC	TIME EET ZONE
INTRODUCTORY: FINANCIAL INSTRUMENTS FOR SUSTAINABILITY AND GROWTH OF SOCIAL ENTERPRISES	Nadya Shabani, Bulgarian Center for Not-for-Profit Law (BCNL)	Social enterprises – who are they?	10.00-10.15
	Zornitza Rusinova, Deputy minister of labor and social policy	Welcoming notes	



Zornitza Rusinova is the Deputy Minister of Labor and Social Policy with European Funds, International Cooperation and Coordination on EU Affairs. In the period May 2016-January 2017 she was Minister of Social Affairs, and before that she twice held the position of Deputy Minister in MLSP. She has many years of experience in managing programs and projects, gained in the United Nations Development Program, the US Agency for International Development and the Bulgarian-Swiss Cooperation Program.

She has a master's degree in International Economic Relations. She also has a master's degree in "Bulgarian Philology" and "English Philology". She speaks English and Russian.



Nadia Shabani is a Director of the Bulgarian Center for Not-for-Profit Law (BCNL). She has worked in the organization since its establishment in 2001 until 2009, and came back to BCNL in 2012. Within BCNL she works on issues such as establishment of NGOs, public-private partnerships, good governance and social contracting. She provides assistance to public officials on central and local level, lawyers, professional groups, parental organizations and social service providers for developing policies, strategic documents, drafting legislation changes and impact assessments in social area.



Pavleta Alexieva is a lawyer and serves as Program Director at the Bulgarian Center for Not-for-Profit Law (BCNL) since 2009. Pavleta has more than five years of legal experience with focus on the legal and fiscal framework for NGOs in Bulgaria. Pavleta has experience in drafting legal analyses, comparative researches and providing legal consultations.

Her recent work and research is related to legislation changes pending the ratification of UN Convention on rights of people with disabilities in Bulgaria.

THE DISCUSSION IS PART OF THE INITIATIVE "GROWING UP TOGETHER: IDEAS AND ACTIONS FOR A BETTER TOMORROW"

SESSION 1: FINANCIAL INSTRUMENTS ADAPTED FOR SOCIAL ENTERPRISES - EXAMPLES	Nadya Zaharieva, America for Bulgaria Foundation		10.15 – 11.15
	Ivan Dimov, Single Step Foundation	The spectrum of financial instruments for funding of social enterprises	10.15 - 10.30
	Ewa Koncza, European Venture Philanthropy Association	Venture philanthropy: concept and few examples from Central and Eastern Europe	10.30 - 10.40
	Viktoria Blazheva, UniCredit Bulbank	Bank instruments for social enterprises	10.40 - 10.50
	Georgi Breskovski, Mikrofund	Loans for social enterprises – the experience of Microfund	10.50 - 11.00
	Plamena Dimitrova, Reach for Change Bulgaria	Reach for Change Bulgaria – The cross point between the demands of the social entrepreneurs and the expectations of the financing organizations	11.00 - 11.10
Moderated discussion with speakers and lecturers			11.10 - 11.30



Nadya Zaharieva is Program Director of "Business, Entrepreneurship and technology" Department in the America for Bulgaria Foundation. Nadya has 17 years of experience in the investments and banking field. She was Manager of the "Investments" in the program for funding hotels in Bulgarian-American Credit Bank and formerly in Bulgarian-American Investment Fund. Nadya Zaharieva has graduated International Economy Relations at the University for National and International Economy in Sofia.



Ivan Dimov is the founder of Single Step Foundation, whose mission is to help young people with different sexual orientation and gender identity in Bulgaria to go through their daily challenges, to be free and to feel part of a community. Ivan is also the CEO of The Steps, the social enterprise of the foundation, which owns and operates a bistro and a fully-equipped multifunctional space for virtual and physical events in Sofia.

His professional career was in the field of finance, as an investment banker and venture capitalist in New York and Sydney, Australia (Credit Suisse, Gramercy Communications Partners, Lazard), mainly in the fields of media, telecommunications and technology.

Ivan is the co-founder and CFO of the Bulgaria Innovation Hub in San Francisco, a social enterprise that aims to support entrepreneurship in Bulgaria and facilitate the access of Bulgarian technology startups to the US market - to create a two-way bridge between the Bulgarian entrepreneurial ecosystem and Silicon Valley.

In addition to being a social entrepreneur, Ivan is an avid marathoner, CrossFit athlete and traveler.



Ewa Konczal joined EVPA in May 2014 as the Central and Eastern Europe (CEE) Manager. Ewa is spreading the knowledge about venture philanthropy and social investment in CEE.

She manages the first Polish VP Fund Valores, initiative of PE community in Poland. Ewa has over 15 years of experience in social entrepreneurship as Representative of Ashoka in Poland and as Ashoka Director for Central and Eastern Europe.

Prior Ashoka, Ewa worked in India with Global March Against Child Labor, and in Egypt with AIESEC and Egyptian-Polish Businessman Association. She has set up the Magic Mountain Foundation, using mountain sports and natural horsemanship as tools for change for people with disadvantages. Ewa is the recipient of the AIESEC Alumni Entrepreneurship & Leadership Award. Has Master in Marketing and Management.



Victoria Blazheva is the First Vice President of UniCredit Bulbank. She is the Director of Communications as well as the Diversity Manager of the bank. Victoria is a board member of the Trust for Social Alternative; leads the working group on communication strategy to the Council of Women in Business in Bulgaria; is a member of the communication working group to the Association of Banks in Bulgaria; member of the European Association of Communication Directors and Harvard Club of Bulgaria. She is the founder of The C-Suite Minimalists initiative as part of her MBA dissertation at Warwick Business School. Author of articles in Capital, Manager, 24 hours, blogs, etc. She graduated from HBX Harvard Business School's CORE business program; the Stanford Graduate School of Business professional program "Innovation and Entrepreneurship"; the Harvard University Senior Management Program, John F. Kennedy School of Government for Strategic Management of NGOs. She graduated from OU Business School, UK and has a degree from the London School of PR, where she teaches, and others. Her interests are in the fields of entrepreneurship, innovation, education with a focus on raising the financial culture.



Georgi Breskovski is the executive director of Mikrofund AD - the first Bulgarian non-governmental organization dealing with microfinance, which has been transformed into a trading company for financing micro and small companies. The company's mission is to provide business loans for micro-entrepreneurs, to finance the needs of low-income families and to maintain good financial results in order to serve customers in the long run.



Plamena Dimitrova is a Program and Communication Manager at the Reach for Change Bulgaria Foundation. She has been part of the foundation's team since 2015 and has participated in the organization of trainings, consultations and meetings for exchange of experience for over 80 social entrepreneurs in the Incubator and Accelerator of the foundation. Plamena is responsible for the strategic communications and campaigns of Reach for Change Bulgaria. In partnership with various media partners, she creates interviews and stories that tell about the development of social entrepreneurs and the change they achieve.

FINANCIAL INSTRUMENTS FOR SUSTAINABILITY AND GROWTH OF SOCIAL ENTERPRISES

SESSION	SPEAKER / MODERATOR / LECTURER	FOCUS OF THE TOPIC	TIME EET ZONE
SESSION 2: POLICIES FOR FINANCIAL SUSTAINABILITY AND GROWTH OF SOCIAL ENTERPRISES IN BULGARIA	Ivan Neykov, the Balkan Institute for Labor and Social Policy - moderator		11.45 - 12.45
	Benjamin Malliart, Advocating for Non-Profit Enterprises Network	Unequal treatment of social enterprises in accessing the market and capital	11.50 - 11.55
	Georgia Efremova, DG Economic and Financial Affairs, European Commission	Development of financial instruments and expert support for social enterprises through the invest programs of the EU within the next programming period	12.00 - 12.05
	Natalia Efremova, DG "European funds, international programs and projects", Ministry of Labor and Social Policy, Bulgaria, Managing board of the Operational Program Human Resources	Instruments and programs planned within the OPHR for the next planning period	12.10 -12.20
	Kremena Grigorova, "Fund Manager of Financial Instruments in Bulgaria" EAD	Kremena Grigorova, "Fund Manager of Financial Instruments in Bulgaria" EAD	12.20 - 12.30
Moderated discussion with speakers and lecturers			12.35 - 12.45



Ivan Neykov is the chairman of the Management board of the Balkan Institute for Labor and Social Policy. He has over 30 years of experience in the fields of social policy, labor law and industrial relations. His work involves analyses, expert assessments and strategies.



Mr. Malliart is a Graduate of the Institute of European Studies (ULB) and of the College of Europe, Masters in European Studies. He has three years' experience in European Affairs, with a focus on social economy issues (health, prudential issues, sustainable finance and social Europe) and European law subjects (IPR, company law, business law). For 2,5 years, Mr. Malliart served as a Parliamentary assistant at the European Parliament.



Georgia Efremova is a Policy Officer for Social Impact Investment at the European Commission, Directorate General for Economic and Financial Affairs, where she currently coordinates the work of the Directorate on EU policy development and financial instruments in the area of social investment, developed together with the EIB Group and other IFIs and contributing to the achievement of the United Nations Sustainable Development Goals.

This builds on her previous experience working with the United Nations Development Programme on area-based development and social inclusion in CEE. Georgia has also previously worked in the fields of urban policy and poverty reduction, CSR and finance. Her academic background includes studies in Economics (UIC Chicago), Political Science (CEU Budapest), and doctoral research in Social Anthropology (UCL London)



Natalia Efremova - Deputy Director of DG "European Funds, International Projects and Programs" at MLSP.

Since 2003 she has been working in the field of Bulgaria's accession to the European Union, project management and the Human Resources Development Program. She works consistently in the healthcare system, as well as in labor and social policy. Main interests - investing in people's knowledge and skills, managing innovative approaches to the development of the social inclusion sector. She has a master's degree in law and finance.



Kremena Grigorova has been an expert of "Operational Programs" in "Fund Manager of Financial Instruments in Bulgaria" EAD since June 2016. Prior to that, she worked in the Ministry of Labor and Social Policy, Managing Authority of OPHRD, has 15 years of experience in the field of financial management, monitoring and control of international programs and projects mainly related to employment and social policy. She graduated from the University of National and World Economy, majoring in Marketing and Management

SESSION	SPEAKER / MODERATOR / LECTURER	TIME EET ZONE
CALL FOR ACTION SESSION	<p align="center">Petar Nachev, Directorate „Living standards, demographic policy and social investment“, Ministry of Labor and Social Policy</p> <p align="center">BCNL, Single step, Bulgarian Biodiversity Foundation and the Social Enterprise “The Wonderful Garden”, Auditoria</p>	12.45 – 13.15



Petar Nachev is Director of the Living Standards, Demographic Policy and Social Investments Directorate at the Ministry of Labor and Social Policy.

He has entrepreneurial experience in the private sector as a manager of a pharmaceutical company. In the public sector he works consecutively in structures of the Ministry of Health, the Council of Ministers and the National Assembly of the Republic of Bulgaria.

He completed his secondary education at the French Language High School in Sofia. He graduated from the University of Montpellier 1 (France) with a master's degree in Banking and Finance. He specialized twice at the National School of Administration in Paris. PhD student at SWU "Neofit Rilski" - topic "Theory of money and types of regulations."

ORGANIZERS



The Bulgarian Center for Not-for-Profit Law (BCNL)

The Bulgarian Center for Not-Profit Law (BCNL) helps people to freely exercise their right to associate in Bulgaria and invests in the development of independent and active civil society organizations.

We have been working for more than 10 years to develop the environment for social entrepreneurship, offering training, mentoring, programs for exchange of ideas and experiences, advocating for the implementation of enabling policies and measures to support social enterprises in Bulgaria.

We are also managing the online platform 'DarPazar' (www.darpazar.bg) which is offering products of small social businesses, to help them reach new markets and attract more followers.

Being part of the social enterprises' community, it is really important for us to be up to date with the trends, to have an opinion on current issues that are affecting the community and to build a plan for a common development, thanks to (and despite of) our diversity



Single Step Foundation/ Social enterprise The Steps

We have created Single Step Foundation to help young people with different sexual orientation and gender identity in Bulgaria to go through the difficulties that accompany them every day, to be free and to feel that they are part of a strong community. We provide them and their families with psychological support, health prevention, visibility and public speaking initiatives.

Our social enterprise 'The Steps' is a multifunctional space for physical and virtual events, which aims to ensure the sustainability of the foundation and to meet, make friends and involve responsible people with different ideas and people that are accepting the differences between them.



Foundation 'St. Nikolai Chudotvoretz' / Social Enterprise 'The Wonderful Garden'

The 'St. Nikolai Chudotvoretz' foundation is an organization of people who work for the dignified and independent life of people with intellectual disabilities and their families.

We have been working for 23 years as a human rights organization for the rights of people with intellectual disabilities and the creation of conditions for a dignified and independent life in the community. For the past two years we have been developing our social enterprise 'The Wonderful Garden', which employs 22 young people with disabilities.

As 'The Wonderful Garden' develops, we are increasingly confronted with a misunderstanding of the nature of social entrepreneurship and its diversity, the lack of measures to deal with crisis situations, and the lack of any policies for supported employment.



БЪЛГАРСКА ФОНДАЦИЯ
БИОРАЗНООБРАЗИЕ

Bulgarian Biodiversity Foundation / Social Enterprise 'Nature in a Box'

The Bulgarian Biodiversity Foundation unites people with different ideas for the protection of Bulgarian nature. Our mission is preserving natural resources, changing attitudes towards protected areas and protected species and realizing the opportunities, benefits and responsibilities for them.

For over 25 years, we have been creating and expanding the circle of people passionate about nature conservation. Furthermore, we involve local communities in specific activities, supporting environmentally friendly businesses and revealing biodiversity in its social, ethical, cultural and economic dimensions. Our work with local communities and our desire to support their business led to the creation of our social enterprise 'Nature in a Box', which helps small farmers from undeveloped areas to promote and sell their products.

It is especially important for us to build and strengthen the community of social enterprises, as generators of energy and the idea that important causes for society have to be supported through business ventures.

FINANCIAL INSTRUMENTS FOR SUSTAINABILITY AND GROWTH OF SOCIAL ENTERPRISES

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PARTNERS



America for Bulgaria Foundation

The America for Bulgaria Foundation (ABF) is an independent, nonpartisan, and nonpolitical American grant-making foundation working in partnership with Bulgarians to strengthen the country's private sector and related democratic institutions. Since its founding in 2009, the Foundation has donated over \$200 million to nearly 1000 projects in education, cultural heritage, civic engagement and private sector development. The Foundation seeks to enhance the longstanding legacy of goodwill and friendship between the American and Bulgarian people. For more information: www.us4bg.org



UniCredit Bulbank

UniCredit Bulbank is a leading bank on the Bulgarian market, part of the pan-European group UniCredit. In Bulgaria, the bank serves more than one million customers in various segments: retail banking, corporate, investment and private banking.

UniCredit Bulbank's social responsibility programs have three main priorities: promotion of entrepreneurship, support for the development of innovations and education with a focus on raising the financial culture. The Social Impact Banking project combines all these priorities in an innovative program for Bulgaria, which is being implemented for the first time in Bulgaria.

It is crucial for us to build a healthy environment in which the corporate and non-governmental sectors are partners. We believe that synergy between different organizations and individuals, as well as the sharing of experience and knowledge, is the only way to create a good social and economic environment.



Reach for Change Bulgaria

Reach for Change Bulgaria is part of the global network of the Reach for Change Foundation, which has offices in 15 countries in Europe, Asia and Africa. Its mission is to unlock the power of innovation and entrepreneurship to create a better world for children and young people.

Since 2014, Reach for Change Bulgaria has organized a partnership with Nova Broadcasting Group a competition names 'THE CHANGE'. For its seven editions, Reach for Change Bulgaria has supported 26 social entrepreneurs in its Incubator and over 70 in its intensive training program - Accelerator. Since 2020, the foundation has been working with ING to open the 'Open Circle' initiative, which aims to help people and organizations develop their innovative solutions for social inclusion.

We believe that multisectoral partnerships are needed in order to create the environment and support tools important for the success of social entrepreneurs at different stages of development.



The Balkan Institute of Labour and Social Policy

The Balkan Institute of Labour and Social Policy is a non-governmental, voluntary, independent and non-political non-profit association established in September 2001.

BILSP works in priority areas such as managing European funds and other international donor programs, corporate social responsibility, lifelong learning, labour market, human resources, industrial relations, social security and social protection, health and safety at work, labour law, social policy, social entrepreneurship, and vocational training. BILSP has a wide national network of 15 associated partner organisations in 15 districts in Bulgaria that help BILSP to effectively carry out activities in the regions and provide national and regional coverage. International partners of BILSP are non-governmental organisations, research institutes, universities, business and consultancy companies from Austria, Denmark, Italy, Germany, Greece, Spain, Slovenia, Romania, the Netherlands, the United Kingdom, USA, Macedonia, Albania and Serbia. BILSP has implemented and works on projects commissioned by: Bulgarian OP Contracting Authorities, the European Commission, the European Foundation for the Improvement of Living and Working Conditions - Dublin, the International Trade Union Confederation, the International Labour Organization, the World Bank, UNDP, Fair Labor Association, USA (FLA), Fair Wear Foundation - The Netherlands, GTZ - Germany, GVG - Germany, Freedom House - USA, Conrad Adenauer Foundation.