

Transfer of Employment Support Tools for People with Disabilities T-EST

LLP-LDV-TOI-12-AT-0011

Awareness Raising Campaign Activity Report

ZGURA-M Ltd. (P14)

BULGARIA

Summary Introduction

Current report is prepared as evidence of the T-EST Project awareness raising campaign. The Bulgarian awareness raising strategy is split as responsibility between ZGURA-M Ltd. and Chamber of Commerce in Dobrich. The following information is related only to the activities realised by the team of ZGURA-M and mainly focused on the activities (meetings, workshops, seminars) with stakeholders and representatives of the target group in order to ensure general awareness related to the Supported employment approach which does not exist in Bulgaria. Additionally the team of ZGURA-M also participated in local thematically related events as well as used intensively the social media in order to ensure wider promotion of the T-EST project.

The plans for realisation of this strategy have been elaborated in August 2013. The following information is providing a summary of the activities realised by the team of ZGURA-M Ltd.

Activity: Presentation of the project during EU Conference "Equal rights for the people with disabilities towards employment"

Short description: The conference take place in Istanbul and it has been organised by the National Education Directorate as part of the Ministry of Education in Turkey. More than 60 participants participated : people with disabilities, disadvantaged people, VET trainers, Policy makers on National and EU level, Teachers from mainstreaming and special schools, disabled unions etc. The core topic was supported policies and tools for better inclusion of the disabled people. A thorough presentation of the T-EST toolkit has been presented.

Date: 02/09/2013

Location: Istanbul, Turkey

Definition and number of the participants: people with disabilities, disadvantaged people, VET trainers, Policy makers on National and EU level, Teachers from mainstreaming and special schools, disabled unions etc.

Distribution material/ media: PowerPoint presentation; Distribution of leaflets; Exposure of posters; first abstract of the Supported Employment in English



Activity: Round table with representatives from the Sheltered and Transitional Houses in Plovdiv

Short description: The social workers from both organisations have been informed about the project. They confirmed their involvement in the pilot implementation of the T-EST project in their premises.

Date: 20/09/2013

Location: Plovdiv, Bulgaria

Definition and number of the participants: 15 social workers

Distribution material/ media: PowerPoint presentation; Distribution of leaflets; first abstract of the Supported Employment in Bulgarian language



Activity: Press release

Short description: A press release announcing the finalisation of the T-EST toolkit has been issued and distributed to local and national mass media

Date: 23/09/2013

Location: Plovdiv, Bulgaria

Definition and number of the participants: Local and national mass media (8 organisations)

Distribution material/ media: press release

(screen shots are available upon request)

Activity: Round table with representatives from the Daily care center for disabled people

Short description: The social workers from both organisations have been informed about the project. They confirmed their involvement in the pilot implementation of the T-EST project in their premises.

Date: 07/10/2013

Location: Plovdiv, Bulgaria

Definition and number of the participants: 10 social workers and 2 psychologists

Distribution material/ media: PowerPoint presentation; Distribution of leaflets; first abstract of the Supported Employment in Bulgarian language



Activity: Workshop with the Employers from the Social Employers Network

Short description: A workshop to present the Supported Employment approach will be organised with members of the Social Employers Network (www.disadvantaged-employment.eu)

Date: 14.10.2013

Location: Plovdiv, Bulgaria

Definition and number of the participants: Employers

Distribution material/ media: PowerPoint presentation; Distribution of leaflets; first abstract of the Supported Employment in Bulgarian language



Activity: Presentation of the project during ITAG - Education, Health and Disability 2013

Short description: The aim of ITAG was to bring together academics, developers, beneficiaries and practitioners to explore interactive technologies and innovate solutions and trainings within the areas of Education, Health and Disability.

Date: 17-18.10.2013

Location: Nottingham, UK

Definition and number of the participants: approx. 10 000 visitors are expected - people with disabilities, disadvantaged people, VET trainers, Policy makers on National and EU level, , disabled unions and organisations of/for disabled people, etc.

Distribution material/ media: PowerPoint presentation; Distribution of leaflets; Exposure of posters.



Activity: E-mail shots

Short description: An email shot was circulated among the members of the MCA community as well as governmental and municipality institutions to inform them about the process of finalisation of the Supported Employment toolkit

Date: 20/10/2013

Location: Plovdiv, Bulgaria

Definition and number of the participants: approx. 1000 in total - people with disabilities, disadvantaged people, VET trainers, Policy makers on National level, Teachers from mainstreaming and special schools, Representatives from the Ministry of Education and Ministry of Labour and Social Affairs, disabled unions etc.

Distribution material/ media: e-mail shots

Activity: Round table with representatives from Center for Social rehabilitation and integration Plovdiv

Short description: The social workers from organisation have been informed about the project. A memorandum for support has been completed which confirms their participation into the pilot implementation phase of the T-EST project.

Date: 05/11/2013

Location: Sliven, Bulgaria

Definition and number of the participants: 9 social workers

Distribution material/ media: PowerPoint presentation; Distribution of leaflets; first abstract of the Supported Employment in Bulgarian language



Activity: Presentation of the project during Annual Conference on EU Projects organised by Municipality of Plovdiv

Short description: A thorough presentation of the first adapted version of the T-EST Supported Employment Toolkit was presented and the ZGURA-M team gathered useful feedback.

Date: 29/11/2013

Location: Plovdiv, Bulgaria

Definition and number of the participants: Public authorities, Regional labour offices; local municipalities; associations of/for disable people, Ministries; Experts. Wider community

Distribution material/ media: PPT, leaflets



Activity: Round table with representatives from the Job Centres in the territory of Plovdiv

Short description: A workshop to present the Supported Employment approach was organised. A protocol with their feedback was recorded.

Date: 30/11/2013

Location: Plovdiv, Bulgaria

Definition and number of the participants: Experts in the field of Disability

Distribution material/ media: PPT, leaflets



Activity: Distribution of the 2nd Newsletter

Short description: Distribution of the newsletter by emails to the MCA members community, public, governmental and municipality institutions, NGOs and Employers

Date: November, 2013

Location: Plovdiv, Bulgaria

Definition and number of the participants: people with disabilities, disadvantaged people, VET trainers, Policy makers on National and EU level, Teachers from mainstreaming and special schools, disabled unions etc.

Distribution material/ media: Digital version of the newsletter

Activity: TV interview announcing the SE concept and how this could be implemented in Bulgaria

Short description: TV interview announcing the SE concept and how this could be implemented in Bulgaria

Date: 15/11/2013

Location: Plovdiv, Bulgaria

Definition and number of the participants: Wider community (more than 150 000 viewers)

Distribution material/ media: TV interview

(www.eurocomtv.bg/news/15112013/подкрепена-заеост)

