



The European Agricultural Fund for Rural Development:  
Europe investing in rural areas



ЕДНА ПОСОКА  
МНОГО ВЪЗМОЖНОСТИ

Програма за развитие на селските райони 2014-2020

# Network Support Unit **NATIONAL RURAL NETWORK** **Bulgaria**

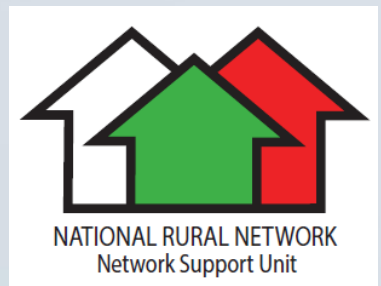


European Network for  
Rural Development

“Addressing bottlenecks in RDP implementation and preparing for the Performance Review”  
21th June 2018, Sofia, Bulgaria

ENRD Workshop

# Network Support Unit

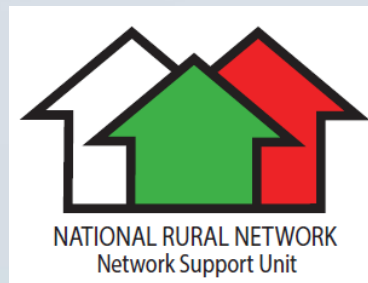


## RDP 2014- 2020 in Bulgaria

- MAFF- XII. 2017 г.** procedure for selection of a Contractor
- Contract – IV. 2018 г.**
  
- Activities** - Technical Specification of the Managing Authority
- Structure**
  - Coordinator and administrator of the activities of the NRN - MA of the RDP 2014-2020
  - Members of NRN- individuals and legal entities, government bodies, civil society organizations, networks, municipalities, LAGs; a voluntary principle open to all those who want it
  - NRN Management Unit - experts at national and regional level
- Project goals:**
  - Ensuring a smooth transition and continuity with the activities of the NSU of NRN of the RDP 2007-2013
  - Maintain and strengthen the NSU of NRN of the RDP 2014-2020 г.
  - Ensuring effective and efficient management of NRN



# Network Support Unit



## "Rural Network BG"

**A non-governmental organization with proven experience over 14 years**



[www.azpb.org](http://www.azpb.org)

**PR agency specialized in agribusiness with proven experience of 7 years**



[www.abcom.bg](http://www.abcom.bg)





## Bulgarian Association of Agricultural Producers

- ❑ **Leading** non-governmental organization in Bulgaria
- ❑ **14 years** in protecting the interests of its members and developing BG-agrisector
- ❑ **Active work** on raising the prestige of the branch to the public
- ❑ **Motto-** 'Agriculture for the Generations'
- ❑ **Proven** expert capacity
- ❑ **Indisputable contribution** in the development / improvement of the legal framework and the conditions for support
- ❑ **Comments and opinions** highly appreciated by the representatives of responsible institutions
- ❑ **BAAP and the RDP and the PMAF**
- ❑ **Effective partnership** with all institutions and organizations interested in policy formulation in agriculture and rural development
- ❑ **Regional and branch representation** of the Association



## Bulgarian Association of Agricultural Producers

- ❑ **Membership** regular members  
associated members  
honorable members
- ❑ **Partners** state Institutions  
local government  
NGOs  
foreign partners  
scientific and academic community  
media and etc.
- ❑ **Projects and initiatives**
  - Bulgarian Farmers' National Meeting – annually
  - public debates
  - round tables
  - „National Agriculture Forum - CAP after 2020 “
  - « Council of the new generation »
  - «Committee on Women in Agriculture»
  - National Forum of Young Farmers "Pass it on" „

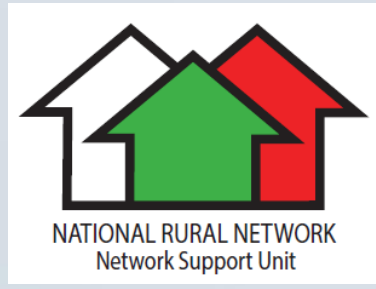






# Introduction

**“AB Communications” Ltd.**  
**7 years experience**

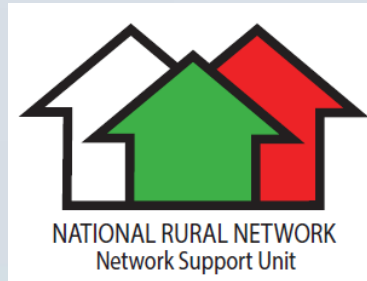


- ❑ **The only company** in Bulgaria extremely specialized in the agrarian sector
- ❑ **7 years** provides a full range of high-end communication services, implementation of PR campaigns and comprehensive management of special events
- ❑ **Mission-** creates working communications solutions
- ❑ **Purpose-** creates a unique complex of favorable communication environment to help customers and their products
- ❑ **Moto-** „We create the reputation to be proud of!“
- ❑ **Team-** - creative, result-oriented professionals with a flexible and individual approach
- ❑ **Certificate** for the implemented quality management system - ISO 9001: 2015
- ❑ **Monthly Specialized Magazine Agrozone** – from 2011 on the market, edition - 8500, distribution - more than 500 points in the country
- ❑ **Own information site** [www.agrozone.bg](http://www.agrozone.bg)- an audience of over 110,000 real users per month





# Introduction



## “AB Communications” Ltd. 7 years experience



### Comprehensive PR in the agricultural sector

- Preparation of communication strategy and implementation of effective PR campaigns;
- Media consultancy and organization of PR campaign;
- Reputation management, media training;
- Making press releases, creating and editing content;
- Media monitoring and pressclipping, comprehensive coverage of events;
- Providing contacts and coordinating communication with state and financial institutions; political PR
- Develop Corporate Social Responsibility Campaigns;

### Advertising

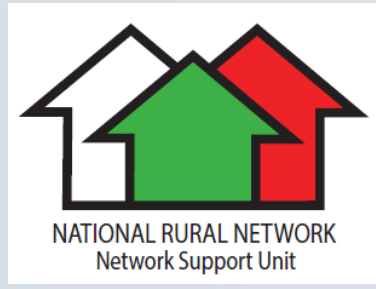
- Design and production of printed and advertising materials - brochures, leaflets, business cards, posters, catalogs, magazines, etc.;
- Effective media planning and buying media space;
- Outdoor advertising, exhibition stands;
- Product and souvenir advertising, production of promotional textiles, work clothes, promotional gifts
- Creating Brand Concept and Corporate Identity;
- Development of advertising concepts, advertising texts and copywriting;
- Video advertising - design, shooting, installation and post-production;
- Audio advertising - audio recording, voice recording and music composition;
- Professional photo shoot;
- Audit and analysis of conducted campaigns.







# Introduction



**AB Communications” Ltd.**  
**7 years experience**

## □ Web advertising

- Developing professional online advertising campaigns;
- Development of Web ads;
- Digital marketing and advertising;
- Marketing on social networks;
- Online media buying in specialized and national media;
- Managing online communications;
- Web design and site development.

## □ Events

- Complete Event Management;
- Organization of promotions and special events;
- Conducting conferences and training seminars;
- Participation in exhibitions;
- Communication with the media;
- B2B, B2C, and Public Affairs campaign

□ **Clients-** reputable Bulgarian and foreign companies, state and financial bassies and non-governmental organizations.



# Network Support Unit



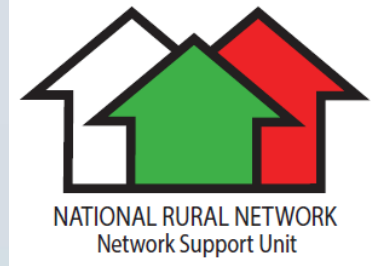
## Expert team



**28 regional coordinators**



# Network Support Unit



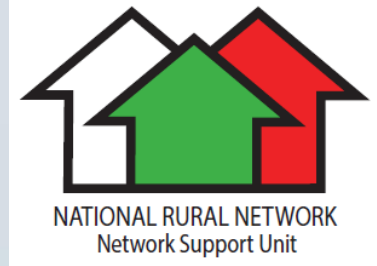
## Project manager

**Mr. Ivailo Todorov** has a Bachelor's and a **Master's** degree in Agricultural Economics at the University of Economics Varna, as well as a **Master's** degree in Diplomacy and National Security at Veliko Tarnovo University. Repeatedly participated in international programs for training and conferences in USA, Austria, Belgium, Germany,

- **He has 17 years experience in the field of agriculture.** He began his career in 2000 as an expert in the State Fund "Agriculture" at the start of the SAPARD program.
- **He is the founder of BAAP in 2004**, over the years he has held the post of Executive Director and Chairman of the Management Board.
- Mr. Todorov gives his expertise on the work of the sectoral administration: he works on Bulgaria and EU strategic development documents for the two programming periods (2007-2013 and 2014-2020), works with EU institutions - EC - DG Agriculture, European Economic and Social Committee, prepares analyzes and opinions to the EU and the Republic of Bulgaria. For more than 11 years, he has been involved in the development of programming documents under the RDP 2007-2013, the RDP 2014-2020 and the PMAF 2014-2020; member of the Monitoring Committee of the RDP 2007-2013 and of the RDP 2014-2020
- As part of the BAAP team Mr. Todorov has a solid specific experience in organizing round tables, seminars, conferences and various forums related to the Bulgarian agriculture, the rural development policy. Since the pre-accession period of Bulgaria, he has been initiator and / or lecturer on a number of sectoral forums debating the most up-to-date topics and issues.
- Over 8 years he has extensive experience in the preparation, successful realization and management of various projects funded by European programs: SAPARD, RDP, National Program for Support of the Viticulture and Wine Sector, Program for Maritime Affairs and Fisheries.



# Network Support Unit



## Key expert

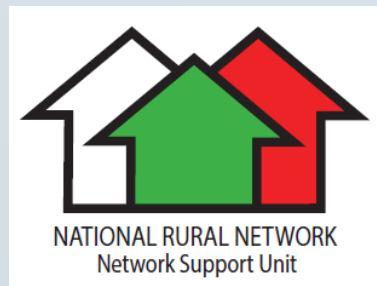
**Mrs. Tanya Georgieva** Georgieva graduated with honors TU-Varna, Master's Degree in "Ecology and Environmental Protection", and is preparing to defend Master's degree at the Department of Agricultural Economics, Varna University.

**She has 15 years of experience in the field of agriculture**-his career began in 2002 as a PhD student in N.Pushkarov, Department of Agroecology.

- In 2014 he became part of the BAAP team and by June 2016 he was the chief expert. Currently he is the Executive Director of BAAP and member of the MB
- Tanya represents the interests of BAAP in the Working Groups of MAF on Direct Payments and RDP, Grain Advisory Council at MAF, Parliamentary Committee on Agriculture, MC of RDP 2014-2020 and others. Prepares analyzes, a number of opinions, assessments and reports in the field of agriculture and RDP
- Has extensive knowledge of European and national legislation.
- Has successful experience, expertise and skills in the conceptual design, preparation and implementation of various grant-aided projects of the BAAP
- There is a specific experience in the organization, implementation and participation of a number of national forums in the field of agriculture, as repeatedly guest lecturer
- Initiator and participant in the organization of the "National Agriculture Forum - CAP after 2020" - over 30 branch organizations, academic community, trade unions and administration have been mobilized. Tanya has a leading expert role in the forum, as a result of the forum's meeting, a common position on the "Future of the CAP after 2020" has been drawn up.
- Tanya has accumulated significant multidisciplinary knowledge and experience in exploiting the opportunities provided by the First and Second pillar of the CAP 2007-2013. It is also actively working on the development of the legislative framework and market support opportunities for the 2014-2020 programming period.
- She has accumulated 10 years of experience in preparing, managing and reporting rural development projects acquired during her private work experience when she was the project manager in charge of the conceptual development, development, implementation and monitoring of various projects.



# Network Support Unit



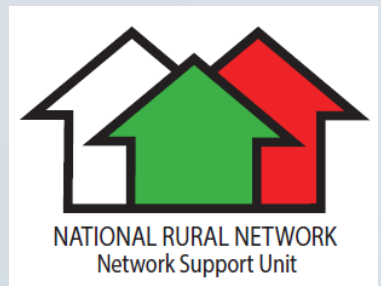
## Key expert

**Bozhdar Ivanov** is a Master in Agrarian Economics at the University of National and World Economy. He defended **PhD** at Kyushu University - Japan, Department of Agricultural Economics and in particular in the Laboratory of Agricultural Management and Rural Development.

- **He has over 12 years** of specific professional experience in the field of agriculture and food industry.. At present Bozhdar is Associate Professor at the Agricultural Economics Institute, at the Agricultural Academy. Within the framework of the AEI, he runs a small team of people united in the Center for Agricultural Research in Agriculture -CAPA, created at the beginning of 2013. Actively involved in research, in preparation of scientific publications, training PhD- students in the development / implementation and management of various projects for grant funding and so on..
- He participates as a manager and expert in over 20 projects, assessments, analyzes and reports in the field of agriculture and RDP, including in the sphere of development of local communities
- Bozhdar has specialized in various Universities - in Hungary - "Analysis of Agrarian Sciences", in Israel - "Local Economic Development", in Poland - "Sustainability Assessment" and in USA - specialization in Norman Borlough, University of Missouri - Colombia and the Economic Research Center of the Department of Agriculture.
- Has extensive knowledge of European and national legislation



# Network Support Unit



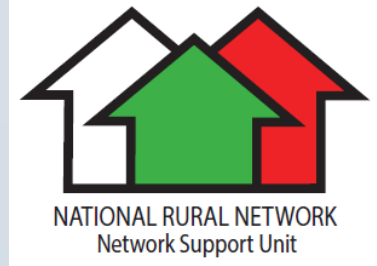
## Key expert

**Svetoslava Slavova** is a **Master** in Agricultural Economics, at the Economic Academy "D. A. Tsenov ", Svishtov.

- **She has 10 years of experience** in the field of agriculture
- Since 2012, he has been the European Programs Expert in a leading consultancy company focused on providing business consulting in the development and management of projects in the fields of agriculture, food processing industries, entrepreneurship in rural areas, introduction of innovations
- She has extensive experience, expertise and skills in conceptual development, preparing, reporting, managing and monitoring a variety of investment projects under the RDP 2007-2013 and the RDP 2014-2020.
- Svetoslava has specific experience in advising Local Leader Groups (LAGs) on the LEADER approach.
- She is well aware of the possibilities and the national legislation for the implementation of RDP measures / sub-measures



# Network Support Unit



## Key expert

**Georgi Uzunov** is a Master in “Journalism, Production and Finance” at the Higher School of Insurance and Finance - Sofia

- **He has 10 years** of professional experience in journalism, of whom 5 years have experience in media in the field of agriculture, forestry and food industry
- Part of the team of AB Communications LTD
- Prepares a number of author articles on various topics related to agriculture, as well as reviews of articles and materials in the field of agriculture
- Prepare and publish materials related to the CAP and rural development
- he has a number of publications in the field of the environment, biodiversity and sustainable development of agriculture
- George has extensive knowledge and experience regarding policies, schemes and measures for rural development
- It actively monitors and researches sectoral reports and analyzes from foreign and Bulgarian institutions, organizations and agencies and develops expert comments and analyzes on the
- Has experience in successfully working with EU documents, agencies and organizations
- He participated in numerous conferences, press conferences, seminars, trainings and other events related to the focus incl. their media coverage
- Has experience in designing and implementing communication strategies - analyzes, identification and prioritization of target groups, publications, messages, etc..



# Network Support Unit



## Expert

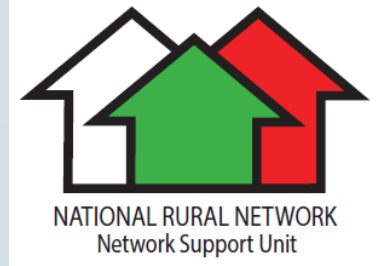
**Mrs. Gergana Georgieva** has a **master degree** of „Public administration“ and **master degree** of „Electronics“, Technical University of Sofia. She speaks English and German.

- **She has 11 years experience in advertising, marketing and PR, of which 8 in the field of agro-sector and 2 years of management experience**
- Part of the team of AB Communications Ltd. since 2010 and since 2016 Gergana is the manager of the company
- Currently, her experience and engagements are related to the successful implementation of the company's concept of company development and market expansion, strategic management and planning, including financial management, management of own tangible and intangible resources, internal and in-house communication, interaction with all corporate and institutional partners; management of various projects of the company, attracting project financing, etc.
- Gergana has extensive experience in co-operating, consulting and providing PR services, advertising and marketing to farmers, processors, cooperatives, commercial companies supplying agribusiness goods, research institutes, non-governmental organizations, financial institutions and the administration
- Has a deep understanding of the various rural development policy instruments and support for the agro-sector. In her career she was an intern at the Ministry of Agriculture, Food and Forestry at the Directorate "Rural Development" and she is well acquainted with the European and national institutional framework.





# Network Support Unit



## Expert

**Ms. Paulina Yogrova- Svetieva** has a Master's degree in "Economics and Management of Agriculture", "Karl Marx" University of Economics. Fluent in Russian and works with English.

- **He has over 25 years of professional** experience in the field of journalism, of whom 14 years have experience in media in the field of agriculture, forestry and food industry
- **He has managerial experience over 8 years in managerial positions**, acquired during her work experience in private media
- He started his career as a reporter (Euromedia Ltd, the newspaper editor), then as editor and head of the Economics Department (CASH newspaper), Sales Director of magazines (BusinessWeek and Economist) and Journal (CASH) ("Bulherba 2A" - publisher of the Garden magazine, "Garden Journal" and "Newspaper for the House"), editor (of the weekly application of "Monitor" LTD)
- In 2016. became part of the team of AB Communications Ltd., taking the position of editor-in-chief of Agrozone magazine and website
- Paulina has a high reputation and recognition among renowned media outlets, thanks to years of career development, high professionalism, responsiveness and team spirit. In 2006, became a co-founder and was elected as the chairman of the Management Board of the Association of Agrarian Journalists in Bulgaria.



# Network Support Unit



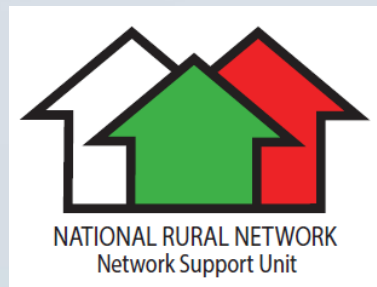
## Expert

**Mrs. Teodora Georgieva** has a **master degree in Management**, Department “Economics, organization and management of industrial production”, Technical University- Varna, Bulgaria. She speaks English and Russian.

- **She has a managerial experience over 6 years of managerial positions** acquired during her private work experience
- Since 2013, Teodora is part of the BAAP team as Secretary-General. Already 5 years she is engaged with management of the administrative structure, participation in the operative work of the Managing board and the President, acts as representative of BAAP among third parties, management and support of the execution of projects of BAAP
- Participates in organization of events, seminars, conferences and round tables, working groups initiated by the Ministry of agriculture and food, commissions for transparency affiliated with the State Fund for Development in Agriculture
- Teodora has successful experience, expertise and skills in the conceptual design, preparation, reporting, management and monitoring of a variety of grant-aided projects of BAAP
- Prepares and presents working programs of BAAP in accordance with its objectives
- Presents to the Board of Directors, proposals for management of the organizational structure and staff establishment plan; fulfills other tasks by the Board of Directors of BAAP



# Network Support Unit



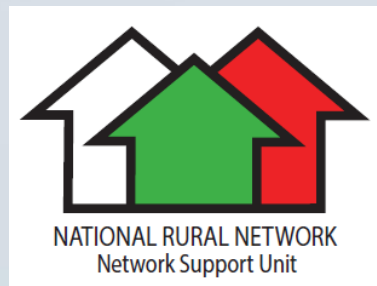
## Expert

**Mr. Dimitar Dimitrov** has a Bachelor's degree in Computer and Advertising Publishing, New Bulgarian University - Sofia. Works with English and Russian.

- **He has 25 years of professional experience** as a graphic designer in various private publishing houses, advertising agencies and newspaper groups.
- In 2012 he joined the team of AB Communications LTD and now is the graphic designer of Agrozone Magazine.
- His experience is related to the development of a modern vision and concept for the offered advertising, marketing and PR services; creating and shaping the vision and design of information materials, promotional materials and multimedia products; production of a wide range of advertising materials; preparing complete design and vision of different events, campaigns, for different clients, etc;
- Dimitar has enormous experience and skills in graphic design, prepress, knowledge in polygraphy and he has excellent knowledge of InDesign, PhotoShop, CorelDRAW, Illustrator, PageMaker and others.



# Network Support Unit



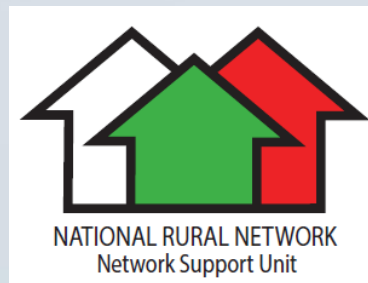
## Expert

**Mr. Kiril Bespalov** - is a **bachelor** in "Mass Communications and Public Relations", New Bulgarian University, Sofia. He speaks Russian.

- **He has over 11 years of extensive professional experience** in the media, PR, advertising, marketing and public relations. His career began at the university when he held the position of Public Relations at the Students' Council.
- In his career he was a newsman (FOCUS Information Agency); Marketing & Event Manager (for the Pop Art Café and the Sofia Breath Foundation); journalist (for Dnevnik, Webcafe.bg, Vlew.info and "Ljudin newspaper"); editor (United Free Media); Correspondent (Russian newspaper Moskovski Komsomolets for Bulgaria and the region); editor-in-chief (Expressnews.bg and online media KlinKlin.bg)
- In 2016 he became part of the BAAP team as a public relations expert.
- Kiril has specific technical skills and competences such as author of short and commercial clips, documentary filmmaker, director and writer of advertising and screenwriter of short films
- Kiril is also a publicly engaged person who combines his professional commitments with the cause and the management of the non-governmental organization Association for "Civil Events – CLIN", whose mission is to stimulate direct civic participation with the help of modern online tools
- There is also a special experience in organizing cultural events - festivals, exhibitions and concerts, volunteer and civic initiatives, the founder of Green Rails in Sofia, a participant in the StartUp Academy with KlinKlin.bg and others.



# Network Support Unit



## Regional representative of the NSU

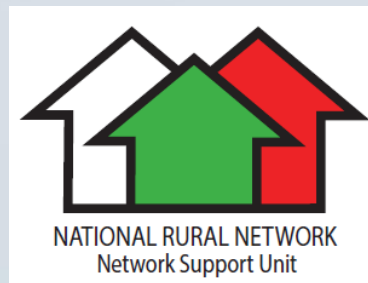
**28 regional coordinators**

### □ Role of local representation:

- exchange of experience and good practices among the regional coordinators of the NRN and the NSU
- encouraging the inclusion of new members
- promotion and popularization of NRN
- encouraging the participation of Network members at a regional level
- identifying good practices / difficulties in implementing the RDP 2014-2020
- participation in organizing and conducting regional events
- assisting the project manager, as well as the experts of the NRN
- providing access to NRN services for local beneficiaries
- participation in mechanisms for collection and dissemination of information and materials concerning NRN and RDP
- support dissemination of information materials on various topics, incl. EIP
- participation in periodic workshops, trainings, seminars / conferences
- building and maintaining effective active connection with the representatives of the District Information Center (DIC) to exchange information and issues related to RDP (2014-2020) and network capacity
- Participation in surveys of NSU in NRN among the beneficiaries of PRSR- survey of identified target groups, etc.



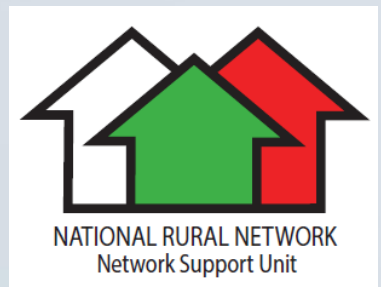
# NSU's Priorities



- ❑ **Promotes strong partnerships** between rural development stakeholders and works for a common national platform
- ❑ **Encourages** the implementation of an integrated approach to rural development
- ❑ **Develops and builds** capacity and social capital in rural areas
- ❑ **Provides access** to information and opportunities for exchange of good practices
- ❑ **Promotes** rural development in line with the LEADER and EIP principles
- ❑ **Provide a platform** to meet the interests and capacities of NRN members to discuss effective and appropriate rural development solutions
- ❑ **Represents and defends** the interests of stakeholders in the process of policy formulation and decision-making at national level



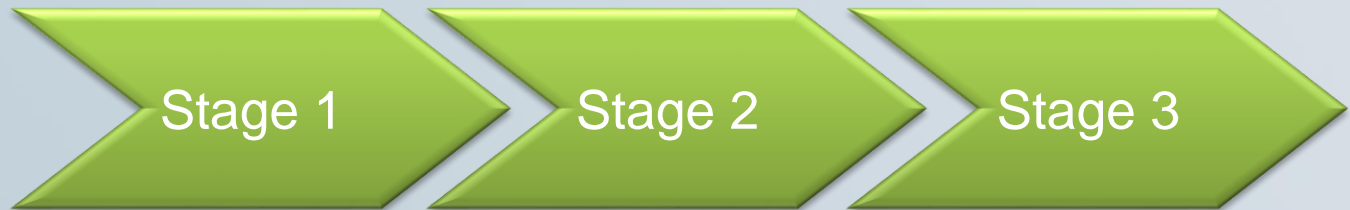
# Specific objectives of the NSU



- Improving** the public image of the RDP
- Improve** the absorption of funds from the EAFRD
- Overcoming** the public information deficit for RDP
- Identification and promotion** of good practices under the RDP
- Identifying difficulties** in implementing RDPs – proposals
- Returning feedback to the MA** on the effectiveness and efficiency of the implementation of the RDP (2014-2020), on studies conducted, as well as on training for the administration and the beneficiaries and applicants under the RDP
- Receiving guidance** from stakeholders for reducing administrative burdens
- Receive feedback** on implemented policies in agriculture
- Outlining** the need for innovation
- Providing** an electronic form for feedback from stakeholders in the Program
- Providing** trainings, seminars, workshops throughout the country



# Work Plan Timeline



## Opening stage

## Implementation

## Ending stage

Activities

3 months  
Transition old MU  
Continuity

- Key Experts
- Expert staff-formation
- Consultations with stakeholders
- timetable

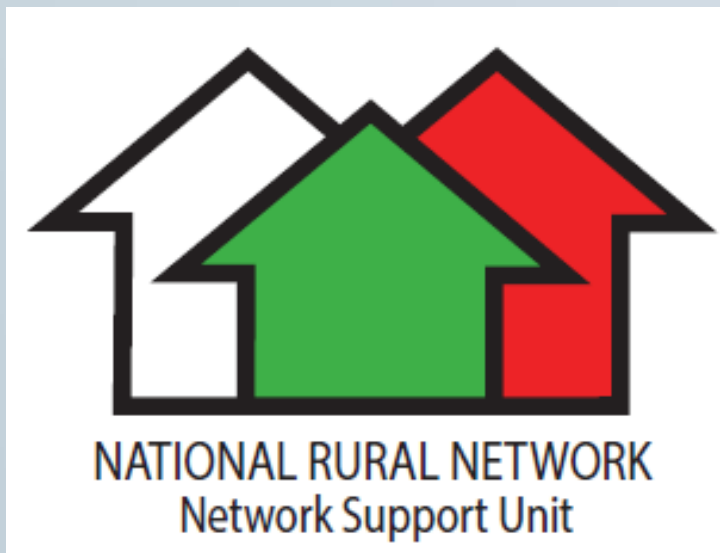
4-45 month  
Actual implementation of the Action Plan of NRN of 2014-2020 RDP

46-68 month

- Analysis and evaluation of performance
- Final Seminar
- Final Report
- Transmission







**THANK YOU FOR YOUR ATTANTION!**

Network Support Unit

**NATIONAL RURAL NETWORK**

**Bulgaria**

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