



ЕВРОПЕЙСКИ СЪЮЗ  
ЕВРОПЕЙСКИ ФОНД ЗА РЕГИОНАЛНО РАЗВИТИЕ  
ИНВЕСТИРАМЕ ВЪВ ВАШЕТО БЪДЕЩЕ!



Encouraging eco-tourism and organic agriculture, as innovative mechanisms for employment and sustainable local development in rural areas in transborder area Romania-Bulgaria (Veliko Tarnovo Region, Bulgaria and Teleorman Region, Romania)

Report

22 August

2018

Identifying good practices in rural areas in the transborder region

Developed by:

„ECO AND BIO INOVATION”



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**REPORT**

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## 1. MAP FOR EVALUATING GOOD PRACTICES

The process of identifying good practices for generating green jobs in the rural areas started with developing a map and instructions for locating and evaluating good practices.

The developed map and instructions are presented below.

### PART 1: BASE DEFINITIONS

#### Green jobs

„Jobs, created in economic activities, connected to producing products and services, supporting the preservation of the environment.” In Bulgaria the green jobs are defined by the Law for encouraging employment (§1, item 35 from the Additional ordinance on the Law for encouraging employment) by a list with activities, approved by the minister of environment and waters and the minister of social policies. Here you can find the list :

<https://www.moew.government.bg/bg/ministerstvo/zeleni-vuzmojnosti/zeleni-rabotni-mesta/spisuk-s-ikonomicheski-dejnosti/>

#### Ecotourism (definition of the World wildlife fund):

„Responsible travel to natural areas that conserve the environment, sustains the well-being of the local people, and involves interpretation and education.”

#### Organic agriculture (definition of the Ministry of Agriculture):

“Organic agriculture is a system for farming with less or no usage or synthetic mineral fertilizers, pesticides, no growth and stimulating medicine when caring for farm animals, agriculture that relies on crop rotation, composting and utilizing plant waste, growing legumes, green fertilizing and using organic ways of pest control. ”

### Part 2: DEFINING RELEVANT GOOD PRACTICES



1. Read Part 1: Get familiar with the definitions for “green jobs”, “ecotourism” and “organic agriculture”

2. Identifying good practices is based on examples, published online or through conversations with clients and partners.

*The good practices, implemented in the region, are preferred in comparison with those, found only online.*

3. Answer the following questions for each of the identified practices:

Criteria for identifying good practices	Yes	No	Comments
1. Does the good practice include technologies and/or processes, which are in accordance with the principles of the green economy?			
2. Does the good practice represent the possibilities creating green jobs in the fields of ecotourism and organic agriculture?			
3. Does it takes into consideration the conservation of the environment?			
4. Is the good practice concerning the rural areas?			
5. Does the good practice include the role of the local and regional authorities and public administrations, encouraging the green economy?			
6. Does the good practice include the role of the local NGOs, encouraging the green economy?			
<b>TOTAL</b>			



4. When answering 3 or more times with “yes”, the good practice is acceptable and can proceed to 5. In case of less than 3 “yes” answers, seek another good example, which is a better representation of the principles of the green economy.

5. Present the good practice using the following chart.

**PART 3: CHART FOR A PRESENTATION OF A GOOD PRACTICE FOR CREATING GREEN JOBS IN RURAL AREAS.**

<i>Theme of the good practice</i>	
<i>Field (ecotourism / organic agriculture)</i>	
<i>Description of the problem</i>	
<i>Implementation of the green economy principles</i>	
<i>Benefits</i>	
<i>Source of the information</i>	

According to the requirements for selecting and grading of good practices, creating green jobs in the rural areas, are identified six good practices, which can be successfully implemented in the rural areas of the transborder region.

The themes of the selected good practices are as follows:

- Sustainable local development for providing employment and



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development.

- Local green energy and new jobs.
- Local communities for green skills and green jobs.
- Creating vital economics and jobs at local level.
- Female farmers initiative.
- Promoting produce, grown in rented lands.





### 3. SUSTAINABLE LOCAL DEVELOPMENT FOR PROVIDING EMPLOYMENT AND DEVELOPMENT

<i>Field (ecotourism / organic agriculture)</i>	Organic agriculture and farming
<i>Description of the problem</i>	The village of Anavra in Southeastern Greece adopts a programme for green development in the middle of 1990-s, when many small farmers create a co-op.
<i>Implementation of the green economy principles</i>	At the moment the village has three big farms with 25 000 animals – sheep, goats, cows and pigs. The animals are raised free in the mountains. The village has its own slaughterhouse and sells organic meat, that meet the regulations. The people share investment in wind turbines, have 20 of them with total power of 17.5 megawatts. Just one of the many turbines brings 60 000 euro yearly income. The people at Anavra built their own eco and culture park of 1000 decares, which attracts tourists and creates jobs. With joint budget is build a medical centre, sport fields, homeless shelter, orphanage. The unemployment rate for the village is 0%, the number of the people, living in Anavra raised from 300 to 550 people in the period 2000-2010
<i>Benefits</i>	0% unemployment rate, increase in the population, additional benefits of 60 000 euro /year, new infrastructure, better quality of life.
<i>Source of the information</i>	<a href="https://mittag.wordpress.com/2014/03/27/green-jobs/">https://mittag.wordpress.com/2014/03/27/green-jobs/</a> <a href="http://www.anavra-zo.gr/en">www.anavra-zo.gr/en</a>



#### 4. LOCAL GREEN ENERGY AND NEW JOBS

<i>Theme of the good practice</i>	<b>Local green energy and new jobs.</b>
<i>Field (ecotourism / organic agriculture)</i>	Sustainable agriculture and forestry
<i>Description of the problem</i>	In 1997 the Austrian province Burgenland made a goal to reach energy independence until 2050 through generating electricity from the local renewable resources.
<i>Implementation of the green economy principles</i>	Among the 250 projects for renewable energy, started in the whole province Burgenland, the town of Guessing is focused on producing biomass, using local resources of the forestry and farming and developing a number of heating plants, as well as biomass power plant. The implementation of the projects attracts experts in Burgenland, which leads to the foundation of the European center for renewable energy and the specialized center for organic fuel research, called „The Technikum“.
<i>Benefits</i>	5560 new jobs, created in the whole province; 1000 jobs, created in Guessing, as well as 50 new businesses attracted to the town; Burgenland is the first energy independent region in Europe in terms of producing electricity.
<i>Source of the information</i>	<a href="http://www.guessing.co.at">www.guessing.co.at</a>

#### 5. LOCAL COMMUNITIES FOR GREEN SKILLS AND GREEN JOBS

<i>Theme of the good practice</i>	<b>Local communities for green skills and green jobs.</b>
<i>Field (ecotourism / organic agriculture)</i>	Joint activities for settlement development. Комбинирани дейности по благоустрояване на населените места





<i>Description of the problem</i>	<p>In 2011 the employers, the organizations, providing education, local authorities and representatives of the local community found the „Green Skills Partnership” in London, in order to use the potential of creating green jobs. The partnership is a grassroots initiative with three main goals: creating local network for providing education, skills and professional experience for the local population, including the unemployed.</p>
<i>Implementation of the green economy principles</i>	<p>Created green jobs in areas such as collecting rain water, building insulation, consulting, assembly of photovoltaic systems, landscaping (mowing, forestry management, composting), using environmentally friendly products in the hair salons, recycling, waste management and waste lowering consulting.</p>
<i>Benefits</i>	<p>Created more than 500 learning opportunities, more than 100 unemployed people are included and were offered a job, settlements with big employers for internships and work positions.</p>
<i>Source of the information</i>	<p><a href="http://www.unionlearn.org.uk/our-work-andprojects/skills-investment/skills-greeneconomy/green-skills-partnership">www.unionlearn.org.uk/our-work-andprojects/skills-investment/skills-greeneconomy/green-skills-partnership</a></p>

<i>Field (ecotourism / organic agriculture)</i>	Combining several fields



<i>Description of the problem</i>	From 2009 the green Ministers in the two of the regions of Belgium – Brussels and Valonia, insist on development of the so called “Employment and environment” Alliance, which aims at creating green jobs. In Valonia the Alliance received total funding of 879 000 000 euro as part of the “Marshal plan 2. Green” Programme, implemented by the government of Valonia with the goal to integrate the idea of sustainable development in every policy and to give a push to the Valonian economy.
<i>Implementation of the green economy principles</i>	The Alliances in Brussels and Valonia are working on different objectives such as water, waste and food. On e of the initiatives, implemented by the green Ministers in the regional government of Brussels, is to encourage self-sustaining dining halls. Up to date participate 95 dining halls providing 80 000 meals a day in schools, local companies and administrations. The provided support includes mentoring the managers, different self-grading sustainability tools, learning courses, stability and finance auditing.
<i>Benefits</i>	Well-rounded measures for energy efficiency of the buildings, educational programmes, good practices, funding personal projects as well as small and medium businesses, research programmes, technical support.
<i>Source of the information</i>	<a href="http://www.aee-rbc.be/">http://www.aee-rbc.be/</a> <a href="http://nollet.wallonie.be/la-premiere-allianceemploi-environnement-est-scellee-0">http://nollet.wallonie.be/la-premiere-allianceemploi-environnement-est-scellee-0</a>

## 7. FEMALE FARMERS INITIATIVE

<i>good practice</i>	
<i>Field (ecotourism / organic</i>	Organic agriculture JARC (Young Farmers and Stock Breeders of Catalonia)



<i>agriculture)</i>	Women's Group, CERESCAT
<i>Description of the problem</i>	The Female farmers initiative is a selection of products, produced by 10 women, working and living in rural areas. The selection is presented in a product catalogue, distributed via network of tourist establishments, which gives them additional value.
<i>Implementation of the green economy principles</i>	The Alliance provides not only the catalogue but a basket of goods for tasting the products, so the cutomers can taste the local products, as well as learn more about the women, their stories, the nutritional value and the sustainability of the product and the farming process. This creates the opportunity for promoting local products that usually don't get advertised.
<i>Benefits</i>	The catalogue is distributed in 12 guest houses in the Cherdania region as well as the product baskets.
<i>Source of the information</i>	<a href="http://www.ceres.org.es/novedades.php">http://www.ceres.org.es/novedades.php</a>

## 8. PROMOTING PRODUCE, GROWN IN RENTED LANDS ПРОМОЦИЯ НА ПРОДУКТИ, ОТГЛЕДАНИ В ЗЕМИ ПОД АРЕНДА

<i>Theme of the good practice</i>	<b>Promoting produce, grown in rented lands.</b>
<i>Field (ecotorism / organic agriculture)</i>	Organic and sustainable agriculture
<i>Description of the problem</i>	The market for products, grown on rented lands aims at promoting and encouraging products in greener ways. It improves the quality of life of the rural area`s population, stimulates their participation in economic activities, diversifies the methods of economic participation in rural areas and encourages sustainable agriculture.
<i>Implementation of the green economy principles</i>	<ul style="list-style-type: none"> <li>▪ Combining conservational activities and the economical state of the farms.</li> <li>▪ Adapting and growing the model for preserving nature and culture heritage and the needs of the private estates.</li> <li>▪ Offering new possibilities for diversification to the owners and the managers of the lands.</li> </ul>



	<ul style="list-style-type: none"> <li>▪ Creating identity of the products of rural areas.</li> <li>▪ Offering products, grown on rented land with guaranteed origin of the materials.</li> </ul>
<i>Benefits</i>	10 economical subjects, , working on rented land and forming a market for the products, grown on said lands; more than 50 landowners; more than 35 products, grown locally and 20 regions, contracted to offer service dedicated to environmental conservation.
<i>Source of the information</i>	<a href="http://www.viulaterra.cat/ca/implicat/mercatcustodia.html">www.viulaterra.cat/ca/implicat/mercatcustodia.html</a>