

## **ROBG -204 FairDeal - Short supply-chain platforms for local artisan and agriculture products in the CBC area**

### **What's the goal?**

To trigger new economic opportunities for self-/employment and entrepreneurship in the CB area by joint development of an innovative solution for online marketing of local products.

### **What's the budget?**

656,426.06 euro, out of which 557,962.15 ERDF

Target at the half of the implementation period: 156,459 euro for Lead Beneficiary and 47,599 euro for Beneficiary 2, 76,501 euro for Beneficiary 3 and 22,188 euro for Beneficiary 4.

### **Who is doing it?**

Lead partner: Veliko Tarnovo Municipality (Bulgaria)

Partner: Dimanche Association (Romania)

Partner: Bilateral Chamber of Commerce Bulgaria-Romania (Bulgaria)

Partner: National Theatre "Marin Sorescu" Craiova (Romania)

### **When is it happening?**

Start date: 09.06.2017

End date: 08.12.2018

Duration: 18 months

### Where is it happening?

Veliko Tarnovo, Veliko Tarnovo District, Sofia, Bulgaria

Craiova, Dolj County, Romania

### How is it going to happen?

- Conception, business process analysis and application requirements definition - FairDeal platform software development life-cycle (SDLC);
- Development of the hardware and software infrastructure necessary for the operation of the FairDeal online retail solution;
- Organization of craft trade fairs in Veliko Tarnovo and Craiova;
- Promotion and community network building;
- Project publicity and information activities - promotional materials (hats, T-shirts, eco-bags, folders, etc.), informational materials (brochures, leaflets, etc.), press/ internet/ social media advertising campaign, press conferences.

### What will be the results (what's the contribution to the Programme)?

#### Programme outputs:

- 5 initiatives that activate workforce mobility in the cross border area: 1 platform/ network, 2 educational seminars and 2 fairs;

- 9540 participants in joint local employment initiatives and joint training;

Programme results: population that have access to joint employment initiatives- 9500 initiatives.

#### Project status (reflected in progress reports)

Reference period: N/A