

SOCIAL INNOVATIONS AND THE POTENTIAL OF THE SOCIAL ECONOMY FOR RECOVERY FROM THE COVID-19 CRISIS

23 JULY 2020
ONLINE DISCUSSION FORUM



REGISTER HERE UNTIL JULY, 21st



REPUBLIC OF BULGARIA
Ministry of labour and social policy



BALKAN INSTITUTE FOR
LABOUR AND SOCIAL
POLICY



Национална школа по мениджмънт
National Management School



BULGARIAN CENTER
FOR NOT-FOR-PROFIT
LAW

Iceland
Liechtenstein
Norway grants



Norway
grants

**SOCIAL
INNOVATORS**

The Forum is part of a project in the scope of the Social Innovators Project, funded by Iceland, Liechtenstein and Norway through the European Economic Area (EEA) Youth Employment Fund and the Norwegian Financial Mechanism.

AGENDA

11:30 am Welcome and Opening

Sultanka Petrova, PhD., Deputy Minister of Labour and Social Policy

SOCIAL ENTREPRENEURSHIP IN THE SITUATION OF EMERGENCY

Actions in support of social enterprises by MLSP: presentation of the changes in the Action Plan for Social Economy 2020-2021

Petar Nachev, Ministry of Labour and Social Policy

The effect of the crisis on the enterprises of the social and solidarity economy and their reaction in the crisis situation

Ivan Neykov, Balkan Institute for Labour and Social Policy,

Nadia Shabani, Bulgarian Center for Non-Profit Law

12:10 pm **EUROPEAN PERSPECTIVES**

European action plan for social economy: fostering the potential of social enterprises *Victor Meseguer, Social Economy Europe, Director and Member of the European Commission Expert Group on Social Economy and Social Enterprises; Nicolas Hazard, founder and CEO of INCO, special advisor to European Commissioner for Jobs and Social Rights (to be confirmed)*

12:40 pm **REST AND EXERCISE TIME:** improving the concentration:

Ruse GO Association

13:00 pm **CHALLENGES AND OPPORTUNITIES**

SEs participants working in groups: 1) SEs managing different spaces (events, restaurants, etc.), 2) SEs offering products for sale, 3) SEs offering services

13:30 pm **DARPAZAR.bg:** online platform for services and goods with a cause

13:40 pm **REALIZING THE POTENTIAL OF THE SOCIAL ENTERPRISES:** discussion

Comments on the outlined problems in the different areas and the possibilities for overcoming them: at national and European level – *Boyan Benev, digital & social entrepreneur; Stanislav Sirakov Partner at LAUNCHub Ventures*

14:10 pm **MUSIC** from RockSchool – Music for Bulgaria Foundation

14:20 pm **SOCIAL GOAL DURING A CRISIS: COMMUNICATION AND MOTIVATION**

What works and what doesn't work when we talk to our customers during a crisis – *Boyana Stoilova, digital brand strategist*

Does the social goal help us to overcome physical and emotional stress and how – *experts share from experience*

14:50 pm **Closing** & informal virtual meetings over a cup of coffee