



EUROPEAN SOCIAL FUND

MINISTRY OF LABOUR AND SOCIAL POLICY



ADDRESSING THE PEOPLE





OUR OBJECTIVES

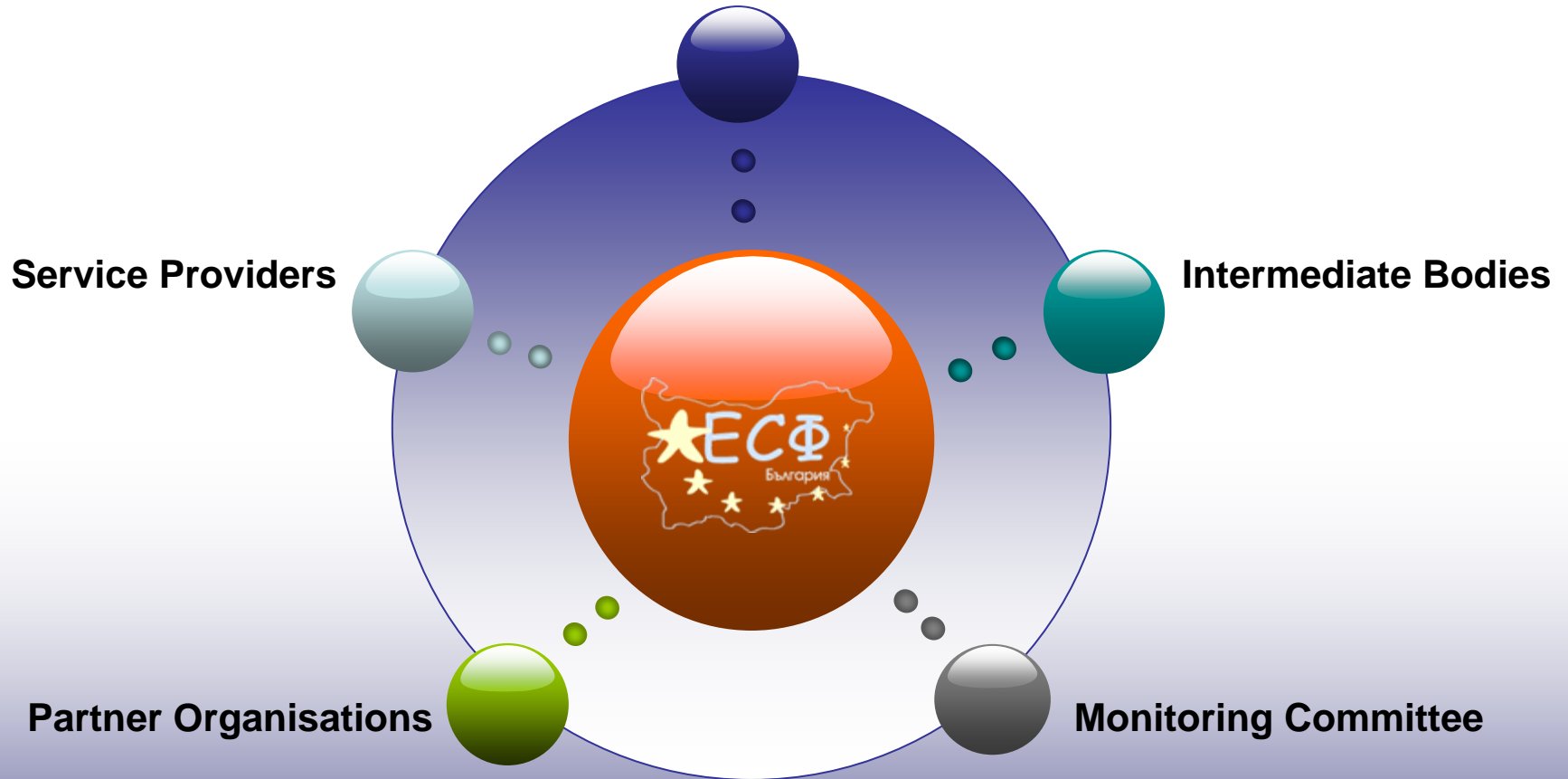




MANAGING COMMUNICATION ACTIVITIES

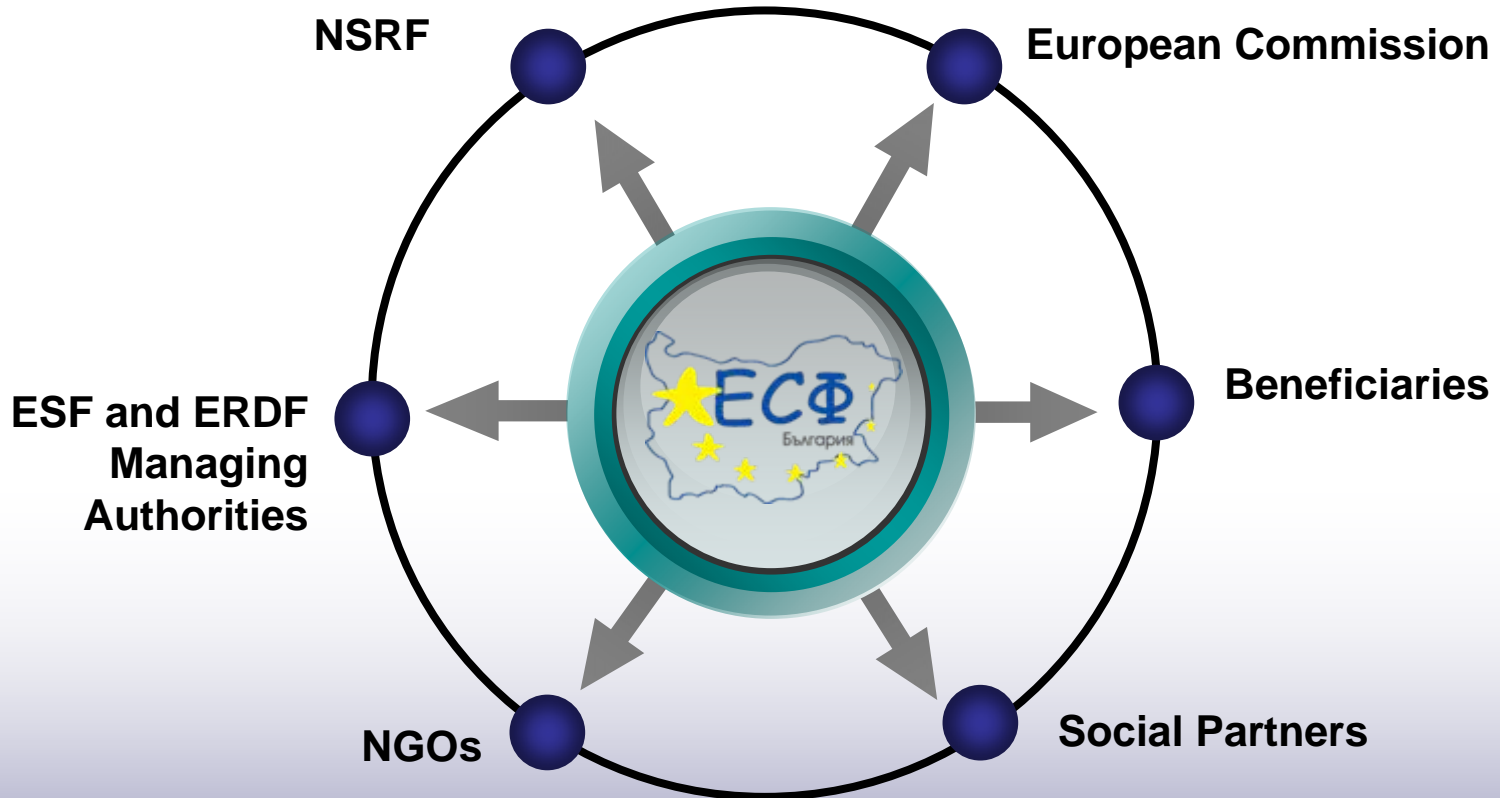


Managing Authority





PARTNERSHIP IN PRACTICE





TARGET GROUPS



Potential applicants



Beneficiaries



OP Target groups



The public



IDENTITY



EU LOGO

OP LOGO



OP SLOGAN

INVESTING IN YOUR FUTURE

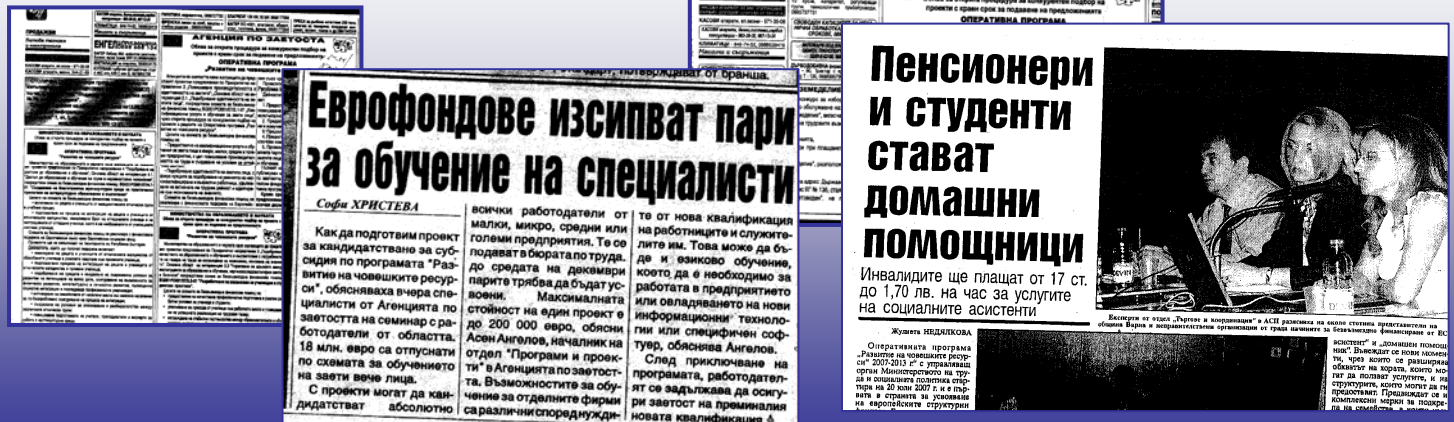


COMMUNICATION MEASURES



Advertising in television, radio and the press

- ✓ TV spots
- ✓ Radio spots
- ✓ Publications in the press
- ✓ Internet banners
- ✓ Production and distribution of documentary films
- ✓ Interviews





COMMUNICATION MEASURES



The Website



MINISTRY OF LABOUR AND SOCIAL POLICY

HUMAN RESOURCES DEVELOPMENT OPERATIONAL PROGRAMME

SEARCH

ПОРТАЛ / ВХОД

SITE MAP

FEEDBACK

БЪЛГАРСКИ

ENGLISH

TEXT VERSION

ABOUT OP HRD

MANAGEMENT STRUCTURE

LEGISLATIVE FRAMEWORK

EUROPEAN SOCIAL FUND

MONITORING COMMITTEE

TRANSNATIONAL AND INTERREGIONAL COOPERATION

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NEWS

02.07.2009

SIX ANTI-CRISIS PROCEDURES OF TOTAL VALUE OF BGN 373 MLN. HAVE STARTED IN JUNE

13.07.2009

Their main goal is to preserve employment, to promote mobility of the labour force, to provide support and training for employers, employees and unemployed persons. The National Employment Agency as Intermediate body of HRD OP will be contracting authority for all six procedures. The grant scheme BG051PO001-1.1.04 Qualifications services and promotion of employment started in June. The operation budget...

FIFTY-SEVEN OPERATIONS OF TOTAL VALUE OF BGN 1.314 MLRD.

03.07.2009

On a press-conference Mrs. Emiliya Maslarova, Minister of Labour and social policy stated that already fifty-seven operations of total value of BGN 1.314 mlrd. have been approved by the Monitoring Committee of HRD OP 797 contracts of total value of BGN 254.4 mln. have been signed. 84 of the total number of approved projects were submitted by municipalities, 180 by NGOs, 203 by high schools, 37 by universities,...

THE NEWEST ON SITE

A+ A A-



UN/SUBSCRIBE FOR NEWS

EMAIL



COMMUNICATION MEASURES



Information Materials

- ✓ Leaflets
- ✓ Souvenirs





COMMUNICATION MEASURES



Events

- ✓ Conferences
- ✓ Trainings and seminars
- ✓ Meetings with the beneficiaries
- ✓ HRD OP Annual events





COMMUNICATION MEASURES



Outdoor Advertising

- ✓ Posters
- ✓ Billboards
- ✓ Information Centers





FREQUENT MISTAKES





EUROPEAN SOCIAL FUND 2007-2013

HUMAN RESOURCES DEVELOPMENT OPERATIONAL PROGRAMME



**MINISTRY OF LABOUR
AND SOCIAL POLICY**

INVESTING IN YOUR FUTURE