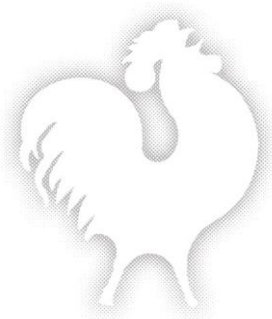


# **INVOLVEMENT OF PRIORITY GROUPS – BEST PRACTICES**

**Burgos, May 15th 2017**

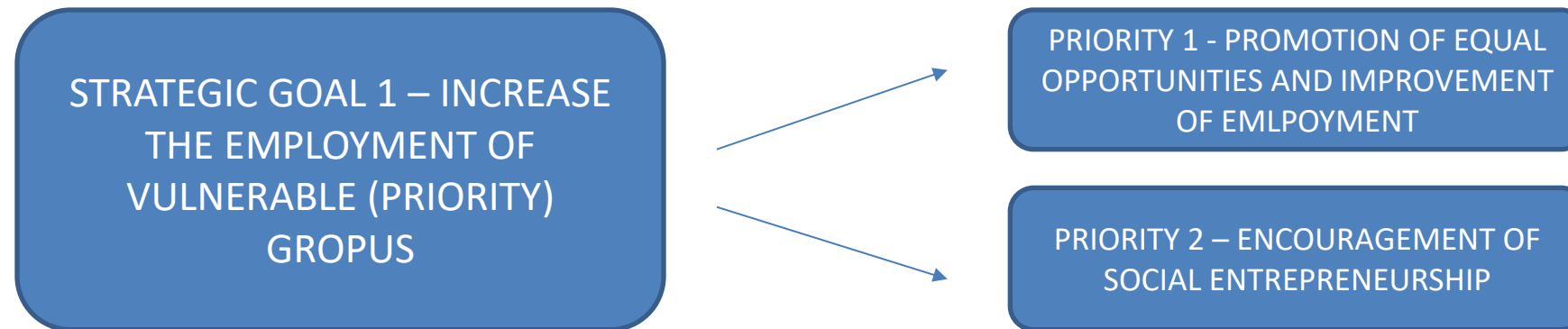


# **STRATEGIC FRAMEWORK IN CROATIA**

- **Strategy for the Development of Social Entrepreneurship 2015-2020 - the general aim is to establish an incentive environment for the promotion and development of social entrepreneurship in the Republic of Croatia in order to reduce regional differences and ensure an increase in the level of employment and fairer distribution and management of social wealth**
- **Strategy of Women Entrepreneurship Development in the Republic of Croatia 2014-2020 – main strategic goals:**
  - 1. Improvement of compliance and networking of public policies**
  - 2. Improvement of systematic support to women entrepreneurship**
  - 3. Introduction of women entrepreneurship into the overall institutional infrastructure**
  - 4. Promotion of women entrepreneurship**

# STRATEGIC FRAMEWORK IN KOPRIVNICA KRIŽEVCI COUNTY

- **Human Resources Development Strategy of Koprivnica Križevci County 2014-2020**



## Main measures:

- 3-1-2 Support to facilitation of access to the labor market and employment of disadvantaged people**
- 3-2-1 Development and application of financing models for easier launching of social enterprises and employment**

# **INVOLVMENT OF PRIORITY GROUPS - MEASURES**

- **In 2016 there were introduced new measures for employment implemented by Croatian Employment Service (CES) that are targeting priority groups, such as:**
  - **people with disabilities**
  - **long-term unemployed people**
  - **people that are between 15-24 or over 50 yeras old and unemployed**
  - **Roma people and other minority groups**
  - **people who only have primary education**
- **Through this measures 50-75% of labour costs for the employer are financed by CES**
- **Also, CES is financing additional education (trainings, courses) in order to make the priority groups more competitive on the labour market**

## **INVOLVMENT OF PRIORITY GROUPS - MEASURES**

- **Besides measures for employers, there is also measure that encourages self-employment – through this measure future entrepreneurs can get from 35.000,00 to 140.000,00 HRK**
- **Croatian Ministry of Economy, Entrepreneurship and Crafts has implemented a Program called „Poduzetnički impuls” and „E-impuls” – these programs are intended for small and medium enterprises, and priority groups such as women and people with disabilities in this program had a certain advantage as members of vulnerable groups**
- **Croatian Bank for Reconstruction and Development (HBOR) is implementing crediting program for female entrepreneurs intended for enterprises where women have more than 51% of the ownership**
  - **interest rate is 2%**
  - **amount of loan is from min. 80.000,00 HRK to max. 700.000,00 HRK**
  - **repayment period up to 12 years**
  - **grace period is up to 2 years**

## **CONTRIBUTION OF CIVIL SOCIETY**

- **civil society in KKC is also very active in the involvement of priority groups**
- **association of women HERA from Koprivnica Križevci County implemented project „Active for social security and equal possibilities on the labour market“**
  - **120 women participated in education for unemployed women**
  - **280 women received counseling and legal assistance**
  - **within the project there was held a conference on the topic „Position on women on labour market, development of entrepreneurial initiatives and models of employment“, as well as 2 panel discussions on the topics „Opportunities for women entrepreneurs and those who want to become one“ and „Support networks for female entrepreneurs“**
- **besides this one, there were also projects that were targeting better employment and self-employment of people with disabilities – one of the most successful enterprises**

## EXAMPLE OF GOOD PRACTICE

- **Hedona Ltd Chocolaterie – social enterprise from Križevci, Croatia – founded in 2013**
  - **founder: Association of people with disabilities Križevci**
  - **first social enterprise in Croatia**
  - **Hedona received funds for the establishment of their production through program „Poduzetnički impuls” that was implemented by Ministry of Entrepreneurship and Crafts**
  - **today, company has 9 employees, and among them are 6 people with disabilities and most of them are women**



## **BEGINNINGS OF HEDONA**

- **Hedona Ltd Chocolaterie – social enterprise from Križevci, Croatia**
  - **establishment of the company with the goal to employ people with disabilities, both male and female**
  - **through market analysis of unemployed people with disabilities it has been found that most of them are educated for catering professions (pastry chefs, cooks), and also it has been noticed that there is a lack of homemade products in the field of confectionery cocoa products**
  - **all this resulted with manufacturing facility that produces chocolate and pralines**

## PRODUCTION FACILITY

- **First production facility was in the premises of the Secondary school in Križevci (rent)**
- **After construction of the Development centre and Technology Park in Križevci Hedona moved to new facilities that are equipped with modern technology machines necessary for making quality chocolate products**



## **PRODUCTS OF HEDONA**

- **Milk/White/Dark chocolate 50g/100g**
- **White and Dark chocolate with cranberries and hazelnuts 100 g**
- **Pralines in dark, milk and white chocolate with various fillings**
- **Special line of products for weddings**
- **Personalized chocolates and pralines for many reputable companies such as Esplanade, PBZ, DHL Express, Qatar Airways, Masterchef and so on**



**European Union**  
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Development Fund



**Interreg  
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European Union | European Regional Development Fund



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# CURRENT PROJECTS

- **opening of a new Choco bar in Križevci in 2017. – financing through crowdfunding campaign**
- **the amount they were searching for was 5.000 EUR and they managed to collect even more**
- **planned employment of 5 new people financed also through crowdfunding**
- **Hedona is an amazing example that there are many opportunities of employment for priority groups also, and buyers recognize the value of homemade products and the effort that is invested in these products**



**Thank you for your attention!**

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