



Opportunities and Limitations when Creating New Jobs

Country report Bulgaria

**Final conference
of the project “Job Developer”
Bochum, 6th – 7th June 2018**



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RUB-UNIVERSITÄT BOCHUM



1. Introduction

Questions that young unemployed persons and people, searching for a job, often ask:

And now?

What shall I do?





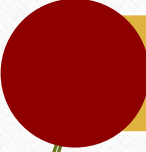

*Permanent employment
or self-employment?
What suits me best?*

„Make yourself a project“



2. Legal frameworks

Incorporation forms

-  Limited liability company
-  Proprietorship
-  Self-employed – specific qualifications & skills
-  + low incorporation costs / high bookkeeping costs

3. Involved young people

18 young people
(in 3 groups)

Consideration of
the microtrends

3 Card Sorts
with all generated
services
(totally 45)

Finally
summarized
in
20 ideas

4. Stories from the project

1. Electric installations repairs

2. Consultant for herbal healing

3. Garden helper



Electric installations repairs

- **Surprise:** Usually one uses relatives or family members for it
- **Reason:** Specific qualification are required

Safety

Free time



Consultant for herbal healing

- **Positive:** Enthusiastic participant
- **Reason:** Own experience
Interest in organic products



Garden helper

- **No surprise:** Better earning people living in a house
- **Reason:** Little time
- Appreciate the beauty



5. Positive examples

- Help in the household of seniors – offered contacts with those that are interested
- Lumbermen – the service could be used by the experts present

7. Unaccepted services Reasons

The rented husband	Holidays care for children	Hotel for pets
The term - not understood correctly	Respondents - probably older people	Exotic service for Gabrovo
Mentality reasons	People without children	Question of present interest for larger cities

8. Outlook and sustainability



8. Outlook and sustainability (2)

Processing and evaluation of the interviews

A big challenge:

- 300 interviews were carried out
- 1210 assessments of services
- 856 answers why services were not selected
- Table with 2569 lines
- Time for evaluation - more than 1 month



8. Outlook and sustainability (3)

**Creating maps
with potential
customers**

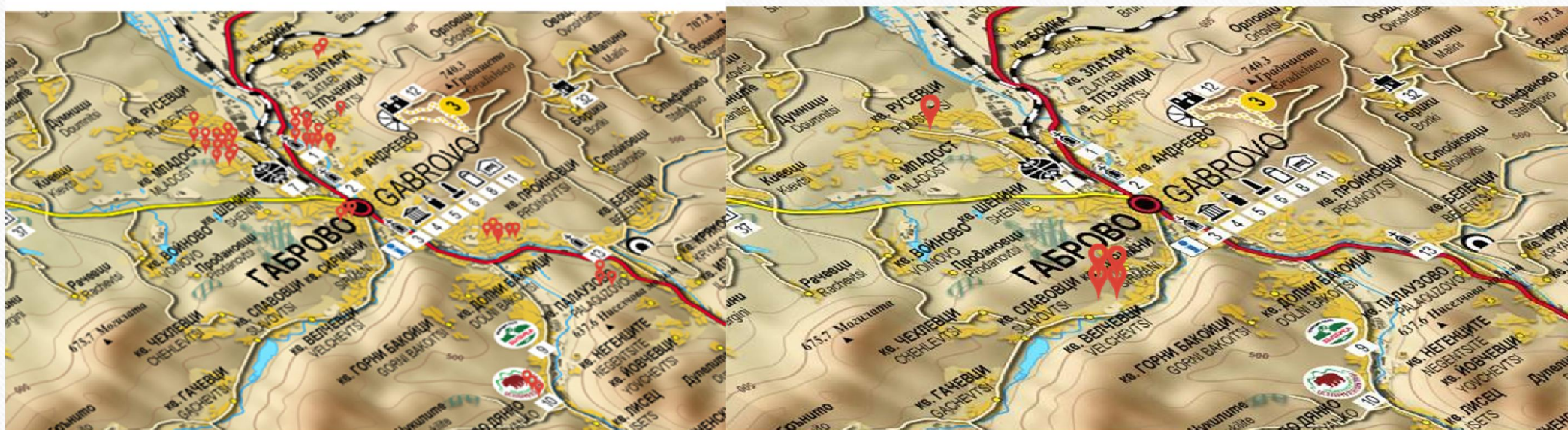
**Career Center -
Training for talent
diagnostics**

**The maps can be
used by young
entrepreneurs**

**Network of job
developers and
experts**

9. Created maps with potential customers

Communicative and individualists





Entweder wir finden
einen Weg,
oder
wir schaffen einen

Hannibal, battlefield general of antiquity (246 b.C. – 183 b.C.)

ANY QUESTIONS?



THANK YOU VERY MUCH FOR YOUR ATTENTION!

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