Measure 3: Investments for non-agricultural activities in rural areas	
Description of objectives:	The measure will lead to the achievement of Specific Objective 1.2 'Promoting innovation, growth and sustainable socio-economic development' linked to Priority 1 'Enhancing the competitiveness of the local economy, encouraging innovation activity and developing sustainable business' of the CLLD and corresponds to the Specific Objective 'Supporting territorial identity, marketing and brands based on specific territorial potential and local products', the Specific Objective 'Promoting sustainable and quality employment', the Specific Objective 'Supporting the introduction of innovation' and the Specific Objective 'Enhancing the competitiveness of local economies and opportunities for local business creation, including through diversification and support for alternative activities' in the implementation of the CLLD approach. Support under the measure shall target investments in non-agricultural activities, which will support employment creation and accelerate the diversification of non-agricultural activities and the development of green economy technologies, including renewable energy for self-consumption.
Eligible applicants:	**1. Eligible farmers** must also comply with the following conditions: - be registered as farmers under the Agricultural Support Act manufacturers - to be registered as sole traders or legal entities under the Commerce Act or the Cooperatives Act. **2. Micro-enterprises** registered as sole traders or legal persons under the Commerce Act or the Cooperatives Act; **3. Natural persons** registered under the Crafts Act as exercising craft(s) after entry in the BULSTAT Register under the BULSTAT Register Act. *Applicants must submit a business plan demonstrating the sustainability and financial viability of the project by implementing the planned investments and activities.*
Eligible activities:	Non-agricultural activities in rural areas related to: – Manufacture or sale of products not covered by Annex 1 to the Treaty on the Functioning of the European Union (regardless of the products and materials used); – Development of services in all sectors – Development of crafts in accordance with Annex 1 to Article 3(2)(1) of the Crafts Act, including the provision of services related to the participation of visitors in craft activities; – Providing opportunities for the development of various business models and economic activities;

	– In the information and technology sector and the creation of creative products; – Exploiting the potential of the settlements in the Municipality of Pomorie, such as natural, historical, cultural and environmental assets, including tourist services, which create conditions for the revival of the local economy. – Stimulating creative crafts that are part of cultural heritage and traditions; – In the field of health and social services; – Technology for waste processing in enterprises generated by their own activity, including textiles, polymer and rubber waste, electrical appliances, etc. – Limiting and reducing plastic packaging and single-use plastics, deploying technologies to ensure compliance of plastic products with European requirements for single-use plastics, deploying reusable and alternative products and materials, including biodegradable/recyclable/green packaging. – Reducing the raw materials and materials used, using alternative ones, as well as natural and renewable bio-resources instead of synthetic raw materials in production to reduce the waste footprint on natural resources and transition to a bio-economy.
Eligible costs:	– construction and installation works for construction, repair, reconstruction, reconstruction, maintenance or restoration; – purchase of new machinery, plant, equipment and furniture; – general costs related to the main costs of the project such as architects, engineers and consultants' fees, feasibility studies, acquisition of patent rights and licenses, copyrights and construction supervision amounting to up to 12% of the total eligible costs of the project proposal; – computer software; – intangible assets other than software; – specialised vehicles and means of transport related to the main activity of the project; – the purchase of land for up to 10 % of the total eligible costs of the operation concerned related to the main activity of the project; – the purchase of buildings for up to 10 % of the total eligible costs of the operation concerned related to the main activity of the project.
Ineligible costs:	Tourist activities related to the construction/repair/reconstruction of accommodation establishments, as well as for costs, in accordance with point 14.2.1. of the Conditions for application to procedure № BG06AFSP001-01.001 under intervention ‘Implementation of operations, including cooperation activities and their preparation, selected within the

	framework of the local development strategy' of the Strategic Plan for Agriculture and Rural Development of the Republic of Bulgaria for the period 2023-2027.
Ineligible activities:	According to point 13.4. of the Conditions for applying to procedure № BG06AFSP001-01.001 under intervention 'Implementation of operations, including cooperation activities and their preparation, selected within the framework of the local development strategy' of the Strategic Plan for Agriculture and Rural Development of the Republic of Bulgaria for the period 2023-2027.
Financial parameters of the projects:	Minimum total eligible costs per project – BGN 30 000 Maximum total eligible costs per project: BGN 300 000
Amount of financial assistance:	The financial assistance shall amount to 50 **%** of the total eligible costs. Maximum grant amount: BGN 150 000
Criteria for the evaluation of projects and their weighting:	1. Project submitted by an applicant who has been active for at least 24 months at the time of application - **15 points** 2. The project is for the development of non-agricultural activities outside the municipal centre – **10 points** 3. The project relates to production activities – **15 points** 4. Service development projects – **10 points** 5. Projects submitted by applicants with experience or education in the sector they are applying for – **10 points** 6. Projects of applicants who did not receive EU aid in the 2014-2020 programming period – **10 points** 7. Support for projects the implementation of which leads to the creation of at least 1 job – **10 points** 8. Project submitted by a candidate - woman or young entrepreneur - **10 points** 9. Application for support including investments ensuring the protection of environmental components, including sustainable renewable energy for self-consumption - **10 points** **Maximum points: 100** **Threshold to pass – 30**

	In the event that two or more project proposals receive an equal total number of points and in the absence of sufficient financial resources, these projects will be consistently prioritised/classified according to the following criteria: - according to criterion 9. Application for support including investments ensuring the protection of environmental components, including sustainable renewable energy for self-consumption - according to criterion 7. Support for projects the implementation of which leads to the creation of at least 1 job - according to criterion 3. The project is related to production activities.