

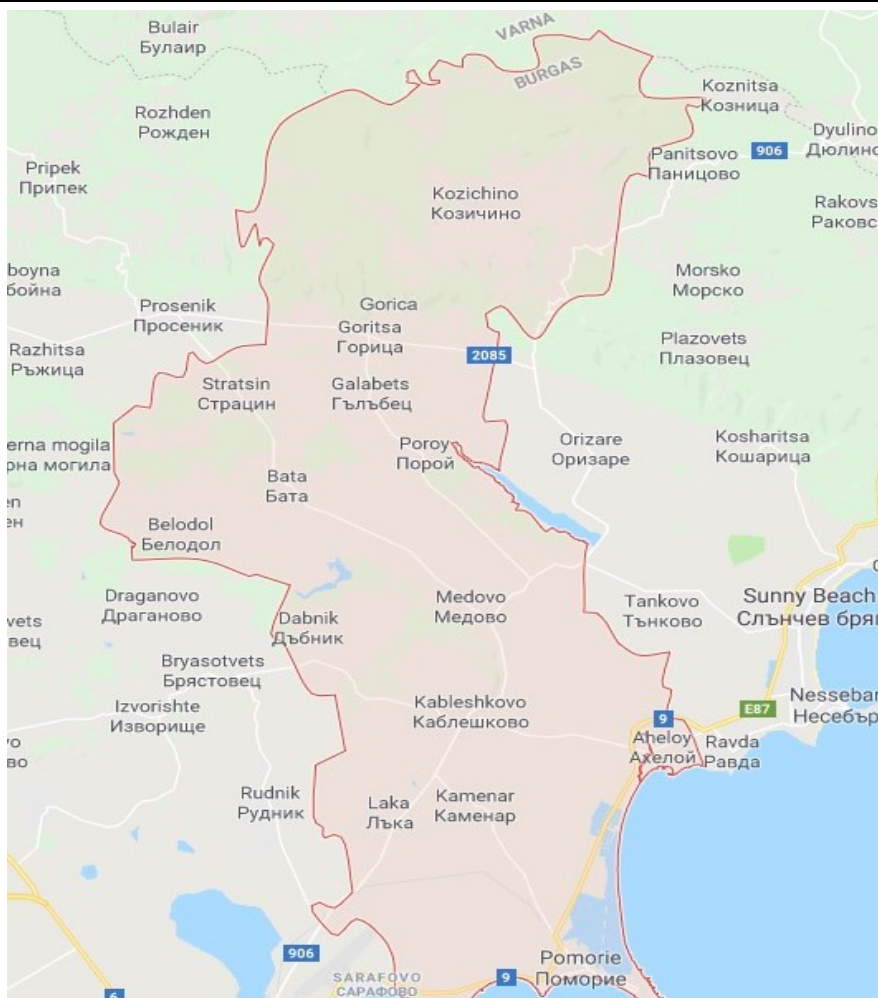


Annex № 2 to the Terms of Application

CLLD STRATEGY OF THE MIG POMORIER ASSOCIATION (MANDATORY ELEMENTS) Times New Roman 12 font, spacing 1.15	
1. Geographical area and population covered by the CLLD strategy (maximum 2 pages)	
1.1. Information on the territory and population of the LAG:	
<i>- List of municipalities covered by the LAG;</i>	The territory of the Pomorie LAG covers the Municipality of Pomorie, which is located in Southeastern Bulgaria and is one of the constituent municipalities of Burgas District.
<i>- List of settlements covered by the LAG;</i>	Within its administrative boundaries there are 16 settlements, of which three cities - Pomorie, Aheloy and Kableschkovo, as well as 14 villages - Alexandrovo, Bata, Belodol, Dabnik, Gaberovo, Goritsa, Galabets, Kosovets, Kozichino, Luka, Medovo, Poroy, Stracin.
<i>- Number of inhabitants of settlements covered by the LAG.</i>	The data from the current demographic statistics show that the population of Pomorie Municipality as of 31.12.2020 is 27791, which accounts for 6.78% of the population of Burgas District. - Pomorie - 13926 - Aheloy - 2285 - Kableschkovo - 2899 - Alexandrovo - 141 - Bata - 444 - Belodol - 442 - Dubnik - 755 - Gaberovo - 590



	– Gorica - 777 – Galabets – 1211 – Kamenar – 419 – Kosovets - 208 – Cosicino - 164 – Laka - 297 – Medovo - 423 – Torrent – 844 – Stracine – 1294 On 29 June 2022, the Government of the Republic of Bulgaria adopted a decision on an administrative-territorial change in the municipality of Pomorie, making the village of Kamenar a district of the town of Pomorie, bringing the number of settlements on the territory to 16. The territory of LAG Pomorie borders the municipalities of Burgas, Nessebar, Ruen and Aytos.
1.2. Description of the geographical area and map of the territory covered by the LAG:	
As the strongest competitive advantage of Pomorie municipality can be noted its access to the Black Sea, as well as the favorable geographical location compared to the international infrastructure corridors. Pomorie Municipality occupies an important place in the communication system of the country. The connecting roads of southern and northern Bulgaria pass through the territory of the municipality. The internal road network provides convenient transport links with the settlements of the municipality. The first-class international road E - 87 passes through its territory. The town of Pomorie is only 8 km away from Burgas Airport. The town of Pomorie is an administrative, municipal and cultural center. It has a unique nature, which makes it an attractive place for year-round recreation and treatment of various diseases. The town is located on the narrow rocky peninsula of the same name, 3.5 km in the Black Sea, on the northwest coast of the Burgas Bay. From the south, east and northeast the town is surrounded by the Black Sea, and from the north - by the Salt Pomorie Lake.	



2. Description of the process of community involvement in strategy development: (no more than 3 pages)

2.1. Description of the process - meetings, seminars, conferences, trainings, public discussions with the local community and description of the compliance of the strategy with the Integrated Territorial Strategy(s) for the development of the region(s) of level 2:

The process of developing the CLLD Strategy of the Pomorie LAG involved several stages:

1. Preparation of a study and analysis of the state and development of the territory of the Pomorie LAG (including a SWOT analysis) after the implementation of the CLLD in the period 2014-2020, which includes project attitudes/intentions of representatives of the public, non-profit and business sectors on the territory of the Pomorie LAG, with a view to preparing the CLLD for the period 2021-2027;
2. Conducting measures to promote the CLLD strategy development process: Information/workshops, Publications about the project in local regional media, Publishing regular information and materials about the project on the website of LAG Pomorie and others;
3. Preparation of a CLLD strategy, including consultation of the local community, including: Conducting discussions, meetings, surveying and consulting of the local community;
4. Drafting of the CLLD and conducting a public consultation;



5. Preparation of a version of the CLLD with the inclusion of proposals from representatives of the local community and adoption of a final version of the CLLD by the General Assembly of the Pomorie LAG.

A detailed description of the process of community involvement in developing the Strategy is shown in the following graph:

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RD50-108/30.03.2023 under sub-measure 19.1. ‘Aid for preparatory activities’ of measure 19 ‘Community-led local development’ of the 2014-2020 Rural Development Programme, an information campaign and meetings started at the end of June 2023.

Information meetings were held in all settlements on the territory of the Pomorie LAG as follows:

- 11.09-12.00 - Kableshkovo /Chitalishte/
- 11.09-14.00 - Aheloy (Chitalishte)
- 11.08 - 13.30 - villages of Stratzin and Kosovets /club/
- 14.08 – 17.00 – sq. Kamenar /Chitalishte/
- 14.08 – 18.00 – village of Laka/Chitalishte/
- 16 August – 11 a.m. – Medovo and Alexandrovo villages/Chitalishte/
- 16.08. – 18:30 – Poroy village
- 16.08. -19:30 – Galabets village /Municipality/
- 11.09.- 11.00 – village of Gaberovo /Municipality/
- 17.08. – 12:00 – village of Dabnik /School/
- 11.09.- 10:00 – villages of Bata and Belodol /Municipality/
- 23.08. – 18:00 – village of Goritsa / Chitalishte/
- 23.08.- 19:30 – Kozicino village /Municipality/
- 19.09 – 12.00 – Pomorie

After the finalization of the draft strategy, it was proposed for public discussion, which took place on 19.09.2023 in Hall №1 of Pomorie Municipality. The discussions held and the proposal made during



the discussions finally shaped the type of CLLD. The local development strategy was presented and adopted at the LAG General Assembly on 19 September 2023.

Following the publication of the regulatory documents on intervention 'Implementation of operations, including cooperation activities and their preparation, selected under the local development strategy' and complementary funding from the ESF+ and the ERDF, the CLLD was updated and new meetings, coordination and public consultation were held, with the aim of using all information and data for the preparation period to familiarise each interested party in detail with the developments and the way the approach will be implemented on the territory of the Pomorie LAG in the 2023-2027 programming period. Meetings were held to present the updated CLLD Strategy in the following locations and dates:

Bata village – 07.04.2025

Stratzin village – 09.04.2025

Medovo – 09.04.2025

On 10 April 2025, a meeting was held with the heads of schools and kindergartens, at which the updated Strategy was presented, in particular the activities concerning the educational infrastructure, the activities under the Education Programme and other aspects of the Pomorie LAG Strategy for this target group.

A meeting with the tourism industry was held on 15.04.2025. The meeting was attended not only by representatives of the tourism industry, but also by representatives of the Municipality of Pomorie, municipal enterprises, representatives of the hotel business, as well as representatives of the Historical Museum of Pomorie, trade unions, the Director of the Pomorie Labour Office, the Police, the Fire Department, municipal councillors and many regional media. In addition to the measures under the Strategy, innovative solutions set out in the Strategy (establishment of the Pomorie Geopark and creation of a smart villages strategy) were presented.

During the process of promotion and preparation of the new strategy of the Pomorie LAG, a wide range of stakeholder groups took part. Within the three sectors, business, non-profit and public, the representatives of these groups, who have a direct relevance and interest in the individual measures for inclusion in the CLLD by sources of funding, were further detailed.

After the campaign and all meetings held, a public consultation on the updated CLLD Strategy was held on 24.04.2025. It presented the measures set out in the Strategy, as well as the innovative solutions set out in the new period (establishment of the Pomorie Geopark and creation of a strategy for smart settlements).

The final version of the CLLD, including proposals from representatives of the local community, was adopted by a majority of the General Assembly of the Pomorie LAG on 05.05.2025.

Compliance of the strategy with the Level 2 Integrated Territorial Development Strategy for the South-East Region:

This Strategy has been drawn up in accordance with the strategic priorities set out in the Integrated Territorial Development Strategy for the South-East Region 2021-2027, as follows: Strategic Priority 1: Supporting a sustainable and smart economy in the South-East region: Specific objective 1.1. Strengthening research and innovation capacities and the uptake of advanced technologies; Specific objective 1.2. Developing a blue economy, tourism and value-added agriculture

Strategic Priority 2: Improving the educational level of the population and the quality of life in SEE



Specific objective 2.1. Investment in human resources
Specific objective 2.2. Improving health, social, cultural and sports infrastructure and access to services
Specific objective 2.3. Construction and/or rehabilitation of technical infrastructure
Specific objective 2.4. Clean environment

2.2. Stakeholder groups/sectors involved in the strategy alignment process:

Public sector

Local authority

Regional and state structures operating on the territory of Pomorie Municipality

Educational institutions

Economic sector

Farmers

Local business

Non-profit sector

Non-profit institutions for public and private benefit, incl. foundations

Community centers

Category: Sports clubs

Representatives of vulnerable groups

Natural persons

3. Analysis of the needs and potential for development of the territory: (no more than 10 pages)

3.1. Description of the situation on the territory of the LAG at the time of application:

The territory of the Pomorie LAG comprises the Municipality of Pomorie, which is located in south-eastern Bulgaria and is one of the constituent municipalities of Burgas District. Its total area is 413.3 square kilometers, which is 5.3% of the area. As the strongest competitive advantage of Pomorie municipality can be noted its access to the Black Sea, as well as the favorable geographical location compared to the international infrastructure corridors.

The relief of the municipality is mostly flat. The area of Pomorie Municipality falls within the Transitional-Continental **climatic area** and more precisely - in the climatic area of the Eastern Balkan Mountains. The climate is temperate-continental with increased influence of the Black Sea.

There are two main rivers: to the south Hadzhiyska River and Aheloy River, and the northernmost part is drained by the Dvoynitsa River, which originates west of the village of Kozichino. In addition, 7 micro-dams are managed throughout the municipality. Another large water basin in the municipality is Pomorie Lake, which is a lagoon of natural origin. **Pomorie Lake** is practically preserved from pollution and is one of the preserved relatively clean lagoons along our coast. On the territory of Pomorie Municipality predominate chernozem resins, cinnamon forest and meadow-marsh **soils**. Agricultural territories cover about 66.8% of the total area of the municipality. The availability of fertile agricultural land creates opportunities for agricultural production as a raw material for the food industry. A significant share of agricultural land and fertile soils are suitable for the cultivation of cereal-bread, cereal-feed and technical crops and permanent crops.



The territory of Pomorie Municipality is characterized by extremely rich **biodiversity** due to the diverse relief and favorable climatic conditions. The greatest shortage of public green areas is reported in the towns of Pomorie and Aheloy due to the overdevelopment and overpopulation of these settlements especially during the summer season. Another problem is the uneven location of green areas. In addition, an identified problem is irrigation and maintenance of these areas, which is carried out manually and not sufficiently effective. The municipality of Pomorie is located in a very favourable geographical and **transport-communication location** in relation to the main corridor infrastructures. This factor will have a positive impact on its socio-economic development. **The communication infrastructure** on the territory of the municipality serves to connect the municipal information network with the national, European and world systems (mainly the Internet, at the most affordable prices for the user). The good quality of the telephone network, as an essential infrastructure for integrated communication services, is crucial for the development of any territorial community. Water **supply and sewerage activities on the** territory of the municipality are carried out by WSS EAD - Burgas. The territory of Pomorie Municipality falls entirely within the scope of the **Pomorie electricity distribution region** of the Burgas electricity transmission region. **The demographic situation** in cities shows the same trend of population decline as in municipalities. As a result of the relatively low birth rate and the trend of population ageing, the share of people of sub-working age in the municipality of Pomorie is decreasing. The majority of the working population is concentrated in cities nearly 68%, and 32% of the working population lives in villages. The Municipality of Pomorie currently operates numerous **social services** which largely cover the needs of the local population.

The health care of the population of Pomorie municipality is provided by: Pomorie Hospital EOOD; AMP 'Health'; Medical Centre I; Affiliate of CSMP; Ambulances for primary practices of doctors in settlements; Individual dental practices; Specialized individual practices; Lina Clinical Laboratories; Microbiology lab. On the territory of Pomorie Municipality there are **19 educational institutions and one support center for personal development - municipal children's complex**. The rich cultural and historical heritage on the territory of Pomorie Municipality creates many prerequisites for diversification of sources for sustainable local development, given that the inner areas of the municipality provide many opportunities for alternative tourism (cultural, eco, spa, rural) to attract tourists, diversify the economic base and create new employment. There are 15 community centers on the territory of Pomorie Municipality. Chitalishtes are the only public buildings in rural settlements where socio-cultural activities are carried out and have not yet lost their cultural and educational significance. Numerous **sports clubs and associations have been established and are active on the territory of Pomorie Municipality**.

In the Municipality of Pomorie, the number of unemployed persons as of 6 September 2021 was 1 349 and the number of economically active persons was 5 508. The general characteristic of the economy of Pomorie municipality showed that this is a leading economic activity not only in the tertiary sector, but in the local economy. Tourism, identified as the economic activity 'Hotels and restaurants', has a tradition in the municipality. Businesses are mostly micro-type (up to 9 people employed). Data on the number of employees show that trade and service are second only to tourism. As of 2018, 756 persons were employed in the economic activity at issue, or of the total number of persons employed in the municipal economy. At the same time, by number of enterprises, the largest number of enterprises operating in the field of trade and repair of cars and motorcycles. Construction,



seen as an economic activity in the services sector, is linked to the activity of several firms. They carry out various construction works in the field of residential, tourist, road and other types of construction. The manufacturing industry comprises economic activities of a different nature. It provides employment for part of the workforce in the municipality. The structure of the manufacturing industry is dominated by the activity 'Manufacture of food, beverages and tobacco products'. Traditionally, Pomorie Municipality specializes in winemaking. Agriculture occupies a major place in the agricultural sector. The cereals are traditional for the municipality - wheat, barley, rye, corn. Some technical cereals, mainly sunflower oilseeds, are also grown. Permanent crops occupy the second place in terms of utilised area in the structure of arable land. They are from vineyards and fruit plantations. A small area occupies essential oil crops (mainly lavender). The vineyards included 24.6 thousand decares. In agriculture, forestry and fishing, a total of 197 enterprises operated in 2019 and their number increased by nearly 30% compared to 2014. The species and number of farmed animals in the municipality were severely reduced.

3.2. Identified groups of stakeholders in the implementation of the CLLD strategy on the territory of the LAG:

During the process of promotion and preparation of the new strategy of the Pomorie LAG, a wide range of stakeholder groups took part. Within the three sectors, business, non-profit and public, the representatives of these groups, who have a direct relevance and interest in the individual measures for inclusion in the CLLD by sources of funding, were further detailed. There were **10 stakeholder groups analysed in the study**. In the surveys and during the information campaign, **9 groups of stakeholders were identified on the territory with the greatest contribution and interest in the preparation of the CLLD Strategy of the Pomorie LAG 2023-2027**, whose needs can be met by the measures included, as follows:

Public sector

- Local authority
- Educational institutions

Economic sector

- Farmers
- Local business

Non-profit sector

- Non-profit institutions for public and private benefit, incl. foundations
- Chitalishta
- Sports clubs
- Representatives of vulnerable groups
- Individuals

In this regard, in the framework of the conducted public discussions and trainings, about 90% of the stakeholders participated in the process of developing the strategy, which declares the active participation of the community and the desire for integrated development of the identified stakeholders from the territory of the Pomorie LAG.

Based on the discussions and opinions of the stakeholders, the Pomorie LAG included in the CLLD Strategy in the activities under the measures, as well as in the evaluation criteria - potential opportunities for future beneficiaries to apply and implement investment intentions. During the



meetings, the long-term project for the establishment of a Geopark on the territory of Pomorie Municipality was presented as part of the world network of geoparks to UNESCO. The audience was also aware of the intention of the Pomorie LAG to develop a Smart Villages Strategy, as well as to include activities under the CLLD measures supporting this innovation.

3.3. Presence of vulnerable and minority groups on the territory of the LAG and description of their needs:

Criterion name	Number
total number of adults with permanent disabilities	1 419
total number of children with permanent disabilities up to the age of 18	54
total number of persons with permanent disabilities	1 471
total number of adults with permanent disabilities of working age	466
total number of children with permanent disabilities living in a home environment	32
Number of non-self-service disabled adults with permanent disabilities living in a home environment	143
total number of adults with mental disorders	46
Number of adults with mental disorders incapable of self-care living in a home environment	18
total number of adults with intellectual disabilities	181
number of adults with intellectual difficulties incapable of self-service living in a domestic environment	21
total number of adults with physical disabilities	1 419
Number of physically handicapped adults incapable of self-service living in a home environment	83
Total number of adults with dementia	39
Number of adults with dementia incapable of self-care living in a home environment	11
total number of adults with sensory impairments	43
number of adults with sensory impairments incapable of self-service living in a home environment	13
number of non-disabled over-workers	6 456
number of non-disabled overworkers incapable of self-service living in a domestic environment	56
Number of children with permanent disabilities living at home	48
total number of permanently handicapped adults with certain care	92
Number of home-living adults with permanent disabilities with certain care	61
total number of non-self-employed over-workers	202
Number of non-self-employed over-working people living at home	143
number of unemployed persons	1349
Number of Roma at risk of social exclusion	879



According to the 2021 population census in the Municipality of Pomorie, the Bulgarian ethnic group had self-identified 17080 of the total population of the municipality, the Turkish one 4167, the Roma one 879 and another 548. The main religion is Eastern Orthodox Christianity.

Needs of vulnerable groups

The unemployment factor is related to the socio-economic development of the municipality and is a major reason for the emigration of the active working population. Unemployment can be considered as a major risk factor related to the income and standard of living of people of working age. Among the unemployed, persons with reduced working capacity/disabled persons and representatives of ethnic minorities are the most affected. The main problems in general are social isolation, lack of work experience or qualification, loss of work habits, low motivation to work, permanently reduced or lost working capacity due to illness, engagement in the family - especially for single parents, mothers of young children.

Despite the relatively optimal number of medical institutions for specialized medical care, the total number of working specialists in outpatient and inpatient medical care is insufficient, which affects the quality of medical services. Due to the lack of a sufficient number of GPs and dental practitioners, the physical care of patients in the villages is difficult. The need to improve the health services and health culture of vulnerable and minority groups in the territory was highlighted. Socio-health mediation, social inclusion and support are needed to overcome stereotypes and discriminatory practices of this group of society. On the territory of the Pomorie LAG there are problems related to the detention of children from minority groups in the education system. Inclusion and educational integration of children and pupils from vulnerable groups is needed, as well as ensuring equal access to quality education for all children and pupils.

3.4. Analysis of the strengths, weaknesses, opportunities and threats on the territory of the LAG:

The methodologies used for SWOT analysis are based on a presented hybrid method, which eliminates weaknesses in the analysis performed and creates steps for their assessment using a technique involving **an analytical hierarchical process (AHP)** as a first step and is combined with the so-called **multi-layered decision-making concept (MADMP)** as a second step of the prioritisation assessment of the SWOT analysis.

In the first step, a ranking of needs in the SWOT analysis is carried out on the following thematic groups:

- Natural resources and environment;
- Technical infrastructure;
- Social infrastructure;
- The economy.

The four elements of the SWOT analysis (strong; weaknesses, threats and opportunities) are ranked as follows:

A - high, B - medium and C - low.

In the second step of the SWOT analysis, high- and medium-priority weaknesses, threats and opportunities (A and B) are prioritised according to the following **criteria**:

1. Environmental protection/clean technologies/circular economy;
2. National and regional priorities;
3. Social impact/contribution;



4. Knowledge and innovation;
5. Urgency of addressing and sources of funding;
6. Overcoming demographic, social and cultural barriers (socio-economic).

As the final step of the evaluation, depending on **the number of criteria met** by an element of the thematic groups, they shall be prioritised as follows:

From 0 - 2 - low priority, 3 - 4 - medium priority, 5 and more - high priority

Natural Resources and Environment			
STRONG PARTIES	SLOW COUNTRIES	OPPORTUNITIES	THREATS
Favourable geographical location and climatic conditions – A; Natura 2000 sites (14 pieces) – A Availability of fertile agricultural land – 66.2% of the total area of the Municipality – A; Use of Bratovo-West Regional Waste Landfill C; - Opportunities for the use of natural resources for the development of tourism, eco-agriculture, processing industry, trade – A.	Forest territories account for 25.23% of the total area of the municipality – C; A large part of the population of Pomorie Municipality is heated with solid fuels during the winter months - A - 1,2,3; A large amount of waste generated during the summer tourist season and the need to raise public awareness – A-1,2,3,4; Shortage of public green areas in Pomorie and other settlements and insufficient technical support for their maintenance – A-1,2,3,5; Insufficient use of new technologies in the protection of the environment and natural resources - B-1,4;	Financing and use of the dams on the territory for water supply - B-1,2; Financing of renewable energy sources – A-1,2, 3, 4,5;	Prolonged drought and insufficient water supply of the municipality from Kamchia Dam – A-1,5; Desalination of Pomorie Lake as a result of rainwater and freshwaters – B-1,2,5; Disappearance or reduction of the population of certain species and habitats as a result of climate change – C-1,2; Climate change and natural disaster risk - A-1,2; Insufficient resources for conservation and preservation of natural resources in Natura 2000 sites and burdensome administrative procedures for approval and implementation - A-1,2,5
Technical infrastructure			
STRONG PARTIES	SLOW COUNTRIES	OPPORTUNITIES	THREATS



Good sea and land location – A; Built water supply network and WWTP Pomorie in most of the Municipality - A; Electrified settlements – A; A number of energy efficiency projects implemented by the Municipality of Pomorie-A; Renovated and renovated public buildings-A; Replaced lighting fixtures on the territory of Kableshekovo, Aheloy, Kamenar and Pomorie-B	Poor condition of part of the municipal roads – A-2,3,5; Undeveloped sewerage network in the settlements remote from Pomorie on the territory of the Pomorie LAG – A-1,2,3,5; Insufficient use of environmentally friendly renewable energy sources - A-1,2,4; Obsolete and depreciated housing stock in small settlements - C; Saturated traffic in the central part of the city, especially during the active summer season and lack of parking spaces-A-3,5,6; Lack of a complete bike-network-B-1,2,3,5;	Financing of projects for the construction of renewable energy sources - A-1,2,3,5; Improving the connections of the municipal center with the villages to maintain their vitality through the exchange of services-B-2,3,4,6; Improvement of living conditions in all settlements (parks, sports grounds, lighting, irrigation) and municipal roads-A-1,2,3,4,5,6; Restoration of irrigation systems and construction of new-B-3,5,6;	Lack of built gasification system - B-1,2; Deterioration of the quality of the transport services provided on the territory of the Pomorie-C LAG; Deterioration of the technical and small-scale infrastructure due to lack of funds and postponed repairs in small settlements-A-3,5,6.
Social infrastructure			
STRONG PARTIES	SLOW COUNTRIES	OPPORTUNITIES	THREATS
Working-age population (60%) and low unemployment-A; Urban-rural ratio unchanged over the last 6 years-C; Availability of specialized hospitals and rehabilitation centers, incl. mud treatment - A;	Negative natural growth, mainly in small settlements-A-3,5,6; Loading of medical institutions and insufficient level of medical care especially during the active tourist season - A-2,3,5,6;	Preserving demographic potential with care for young people, such as A 2,3,4,6; Improving the quality of school education, training to improve the qualification of the workforce and providing a suitable	Migration to larger cities for economic reasons and deepening territorial imbalances – B-2,3,5,6,; Predominant population with primary and secondary education; presence of school drop-outs especially in



Optimized number of childcare facilities, satisfying the service by settlements-A; Targeted policy to improve the quality and coverage of social -A; Rich cultural and historical heritage -A; A well-developed network of cultural institutions with a rich cultural calendar-B; Availability of various sports clubs with a rich sports calendar-B;	Depreciated and outdated educational infrastructure in small settlements-A-2,3,4,5,6; Reduction of students-B-2,3,4,5,6; Insufficient connection between the needs of the labour market and the education system in the municipality - B-2,3,4,5,6; High number of children and pupils at risk of social exclusion-A-2,3,4,5,6; Insufficient means of protection and maintenance of immovable cultural property, especially in small settlements-A-3,5,6; Lack of funding for modernization of the facilities in small settlements-A-3,5,6;	environment for social inclusion-B-2,3,4,5,6; Improving educational infrastructure and sustainable integration of Roma in the education system-A-2,3,4,5,6; Sustainable development of the cultural and historical sites of Pomorie Municipality - A-2,3,5; Existence of unused mineral water resource on the territory of the villages Medovo and Kamenar -B-1,3,4; Potential for development of various forms of sports tourism B-2,3,5; Available terrains for sports and attractions in villages, the potential of which has not been developed-A-2,3,5; Creation of a Geopark on the territory of the Pomorie LAG and - opportunities for cross-border cooperation A-1,2,3,4,5;	marginalised communities-B-2,3,4,5,6,; Continued ageing of the population and an increase in the absolute and relative share of the population aged 65+-B-2.3; Deepening the isolation of the inner parts of the municipality-B-2,3,5,6.
Economy			
STRONG PARTIES	SLOW COUNTRIES	OPPORTUNITIES	THREATS
Good economic indicators-A; The economy of Pomorie Municipality	Concentration of qualified personnel in the municipal center - V-3,5,6;	Using technological options as a preventive measure for financial	External economic crises that have an impact on the state of the economy and



has a strong, dominant tourist profile and the complementary sub-sectors of the serving tourism - A; Employment rates are relatively constant-A; Good absorption of European funds under European funds-C; Variety of tourist services, as well as types of tourism and good advertising campaign-A; -Good information and advertising campaign of Pomorie Municipality as a tourist destination-V; Well-developed service sector -C; Balanced and stable public revenues and expenditures of Pomorie Municipality and financial stability-A; Growth of micro-enterprises in the region-A; Trend for creation of new vineyards, vegetables and fruit trees-A;	Lack of foreign investment in the last few years - B-2,3,4,5,6; Shortage and unevenness in the demand for skilled labour especially during the summer tourist season - A-3,5,6; Need for modernization of production structures, as well as implementation of innovations - A-2,3,4,5,6; Insufficient financing of micro-enterprises for 53% of employed persons-A-3,5,6; Reduction of the share of vegetable and livestock production in agriculture-A-2,3,5,6; Weakly built short supply chains of agricultural products; poor cooperation between farmers and products offered directly by the producer-A-2,3,5,6	and other global crises-A-2,3,4; Extension of seasonal usability of tourist resources and attractiveness of tourist sites-A-2,3,5; Mainstreaming the principles of the circular and sustainable economy, both in agriculture and in other sectors of the economy - A-1,2,3,4,5,6; Development and optimal use of public-private partnerships-A-2,3,5	directly on all activities related to tourism-A-2,3,5,6; The state of the economy depends on external factors as part of the regional, regional and national economy - B-2,3,5; Reduction of direct private investment-A-2,3,5,6.
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The results obtained from the SWOT analysis serve to determine the objectives and priorities for development on the territory of the Pomorie LAG, depending on the funding eligible under the CLLD Strategy and the identified needs of the local community.

4. Objectives of the strategy, including measurable result targets, and corresponding planned actions: (no more than 10 pages)

4.1. Objectives of the strategy and priorities for development of the territory:



The priorities and specific objectives are formulated after a detailed study of the territory, holding numerous meetings of the project team and external experts, with representatives of the three sectors, as well as conducting a series of information meetings and trainings with the different target groups. The communication tools used helped the team developing the LAG's LLLD Pomorie to accumulate information on the number of potential projects to address the problem areas and needs of the territory in the different spheres.

The main weaknesses identified as a result of the overall SWOT analysis (based on surveys, interviews and surveys, meetings and public consultation) can be summarised as:

- **economic**
- **social**
- **infrastructure**

In view of the needs and potential of the territory, the objectives and priorities of the community-led local development strategy of the Pomorie LAG have been defined.

The main **strategic objective** for the development of the Pomorie LAG is:

Improving the quality of living conditions by building and renewing infrastructure, supporting the introduction of innovations and stimulating the competitiveness of the local economy, providing opportunities for employment, quality education and sustainable development of the cultural and tourist potential of the territory.

Limited job creation in all economic sectors, seasonal employment and low entrepreneurial activity are a prerequisite for worsening the economic situation on the territory of the LAG. As a result of these factors, the first priority for the development of the territory is identified:

Priority 1:

Increasing the competitiveness of the local economy, promoting innovation activity and developing sustainable business

Specific objective 1.1

Farm development and increasing the competitiveness of the local economy

Specific objective 1.2

Promoting innovation, growth and sustainable socio-economic development

The underdeveloped infrastructure, the increasing number of people from at-risk and disadvantaged groups in small settlements, as well as the insufficient culture and awareness of the population in the field of environmental protection and waste recovery leads to the need for support in these areas. Insufficient funds for the preservation and maintenance of the immovable cultural values, for the preservation and preservation of the natural heritage and for the introduction of innovative solutions for the creation of sustainable models in the territory require the introduction of a complex intervention aimed at overcoming the listed deficits by formulating the second priority in the CLLD strategy:

Priority 2:

Fostering local economic and cultural development, promoting social inclusion and environmental protection

Specific objective 2.1



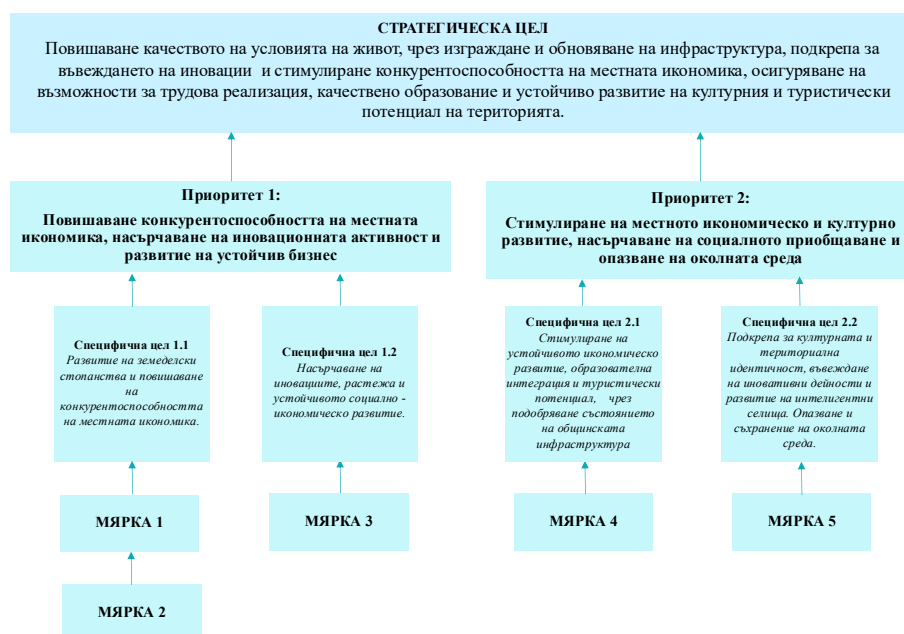
Promoting sustainable economic development, educational integration and tourism potential by improving the state of municipal infrastructure

Specific objective 2.2

Support for cultural and territorial identity, introduction of innovative activities and development of smart villages. Protection and conservation of the environment

The objectives of the Strategy, the priorities for the development of the territory and the interventions that will achieve this are presented in the following graph:

The implementation of the CLLD of the Pomorie LAG in the programming period 2023-2027 also covers part of the specific objectives under Article 6 of Regulation (EU) 2021/2115 of the European Parliament and of the Council of 2 December 2021.



4.2. Measurable result targets (indicators):

4.2.1. Indicators for the overall implementation of the CLLD strategy – mandatory and LAG-specific:



INDICATORS RELATING TO THE COMPLETE APPLICATION OF CREDIT				
Spec ies	Indicator	Unit of measure ment	Target by 30.09.2029	Source of information
Implementation/ product	Projects funded under the CLLD	Number	22	LAG database, UMIS 2020 – Project Management and Reporting Module
	Total grant amount	Leva	5 867 400	
	Total value of contracts concluded with beneficiaries	Leva	7 867 400	
Outcome	R.37 New jobs in supported projects	Number	9	Monitoring and evaluation of the implementation of the CLLD
	Number of modernised farms/businesses	Number	8	
	Number of projects promoting the socio-economic and/or cultural development of the territory	Number	11	
	Public infrastructure created/improved	Number	5	
	R.41 "Connected European Rural Areas: Share of rural population benefiting from improved access to services and infrastructure through CAP investments	%	60	Annual reports of the LAG to the MA
	R.40 "Smart economic transition in rural areas: Number of Smart Villages Strategies supported	Number	1	
	R.0 Number of persons involved in training activities, information meetings and seminars and other knowledge transfer activities	Number	200	Project documentation
	Number	Number	5	



	Number of projects supporting innovation in the territory	Number	1	
	Number of projects supporting territorial identity of the territory	Number	1	

4.2.2. Indicators by measure:

Measure 1: INVESTMENTS IN AGRICULTURAL ESTABLISHMENTS				
Species	Indicator	Unit of measurement	Target to 30/09/2029	Source of information
Implementation/ product	Projects funded	Number	6	LAG database, UMIS 2020 – Project Management and Reporting Module
	Total grant amount	Leva	850 000	
	Total value of contracts concluded	Leva	1 700 000	
Outcome	Number of modernised farms/businesses	Number	6	Monitoring and evaluation of the implementation of the CLLD
	R.37 New jobs in supported projects	Number	4	

Measure 2: Investments in the processing of agricultural products				
Species	Indicator	Unit of measurement	Target to 30/09/2029	Source of information
Implementation/ product	Projects funded	Number	2	LAG database, UMIS 2020 – Project Management and Reporting Module
	Total grant amount	Leva	300 000	
	Total value of contracts concluded	Leva	600 000	
Outcome	Number of modernised farms/businesses	Number	2	Monitoring and evaluation of the



	R.37 New jobs in supported projects	Number	2	implementation of the CLLD Annual reports of the LAG to the MA Project documentation
Measure 3: Investments for non-agricultural activities in rural areas				
Species	Indicator	Unit of measurement	Target to 30/09/2029	Source of information
Implementation/ product	Projects funded	Number	6	LAG database, UMIS 2020 – Project Management and Reporting Module
	Total grant amount	Leva	850 000	
	Total value of contracts concluded	Leva	1 700 000	
Outcome	Number of projects promoting the socio-economic and/or cultural development of the territory	Number	6	Monitoring and evaluation of the implementation of the CLLD
	R.37 New jobs in supported projects	Number	3	Annual reports of the LAG to the MA Project documentation
Measure 4: Investments in basic services and small-scale infrastructure in rural areas				
Species	Indicator	Unit of measurement	Target to 30/09/2029	Source of information
Implementation/ product	Projects funded	Number	5	LAG database, UMIS 2020 – Project Management and Reporting Module
	Total grant amount	Leva	2 000 000	
	Total value of contracts concluded	Leva	2 000 000	



Outcome	R.41 "Connected European Rural Areas: Share of rural population benefiting from improved access to services and infrastructure through CAP investments	%	60	Monitoring and evaluation of the implementation of the CLLD
	Public infrastructure created/improved	Number	5	Annual reports of the LAG to the MA
	Number of projects promoting the socio-economic and/or cultural development of the territory	Number	5	Project documentation
Measure 5: Cooperation and its preparatory activities				
Species	Indicator	Unit of measurement	Target to 30/09/2029	Source of information
Implementation/ product	Projects funded	Number	3	LAG database, UMIS 2020 – Project Management and Reporting Module
	Total grant amount	Leva	400 550	
	Total value of contracts concluded	Leva	400 550	
Outcome	Number of projects supporting innovation in the territory	Number	1	Monitoring and evaluation of the implementation of the CLLD
	R.40 "Smart economic transition in rural areas: Number of Smart Villages Strategies supported	Number	1	Annual reports of the LAG to the MA
	Number of projects supporting territorial identity of the territory	Number	1	Project documentation
Measure 6: Management, monitoring and evaluation and promotion				
Species	Indicator	Unit of measurement	Target to 30/09/2029	Source of information



Implementation/ product	Total grant amount	Leva	1 466 850	LAG database, UMIS 2020 – Project Management and Reporting Module
	Total value of contracts concluded	Leva	1 466 850	
Outcome	Number of monitoring assessments during the CLLD implementation period	Number	5	Monitoring and evaluation of the implementation of the CLLD Annual reports of the LAG to the MA Project documentation
	R.0 Number of persons involved in training activities, information meetings and seminars and other knowledge transfer activities.	Number	200	

4.3. Planned activities to achieve the strategy's objectives and priorities

Projects and activities under them will be implemented on the territory of the Pomorie LAG. All activities eligible for support under the measures of the strategy are eligible for funding if they do not have a negative impact on the environment under the ZOOC.

The planned activities for the implementation of the objectives and priorities in accordance with the identified needs and potential of the territory, as well as the measures under the CLLD Strategy, are illustrated in the following table:

Specific objective	Activities for the implementation of the CLLD	Eligible applicants	Indicators (target values)	Time coverage	Budget (BGN)
SO 1.1: Farm development and increasing the competitiveness of the local economy	Activities under measures: Measure 1: "Investments in agricultural holdings" Measure 2: Investments in the processing of agricultural products	Farmers, Producer Groups/Organisations; Processors of agricultural products	Number of modernised farms/enterprises - 8 New jobs in supported projects - 6	2025-2029	1 150 000



SO 1.2: Promoting innovation, growth and sustainable socio-economic development	Activities under measure: 3 "Investments for non-agricultural activities in rural areas"	Farmers; Micro-enterprises; Natural persons registered under the Crafts Act	Number of projects promoting the socio-economic and/or cultural development of the territory – 6 New jobs in supported projects - 3	2025-2029	850 000
SO 2.1: Promoting sustainable economic development, educational integration and tourism potential by improving the state of municipal infrastructure	Activities under measure: 4Investments in basic services and small-scale infrastructure in rural areas	Municipality of Pomorie	Share of rural population benefiting from improved access to services and infrastructure through CAP investments – 60% Public infrastructure created/improved – 5 Number of projects promoting the socio-economic and/or cultural development of the territory-5	2025-2029	2 000 000
SO 2.2: Support for cultural and	Actions under measure:	LAG Pomorie	Number of projects supporting	2025-2029	400 550



territorial identity, introduction of innovative activities and development of smart villages. Protection and conservation of the environment.	5."Cooperation and its preparatory actions"		innovation in the territory – 1; Number of Smart Villages Strategies supported – 1; Number of projects supporting the territorial identity of the territory – 1;		
5. Description of the measures: (no more than 4 pages per measure)					
Measures and activities financed by the EAFRD:					
Measure 1: Investments in agricultural holdings					
Description of objectives:		The measure will lead to the achievement of Specific Objective 1.1 ‘Development of agricultural holdings and enhancing the competitiveness of the local economy’ of the CLLD, linked to Priority 1 ‘Enhancing the competitiveness of the local economy, encouraging innovation activity and developing sustainable business’ of the CLLD, of the Specific Objective ‘Enhancing the competitiveness of local economies and opportunities for local business creation, including through diversification and support for alternative activities’ and of the Specific Objective ‘Promoting sustainable and quality employment’ in the implementation of the CLLD approach. By implementing the eligible activities under the measure, it will contribute to climate change mitigation through sustainable and efficient management of natural resources, with support for biomanufacturing and modernisation of farms, with priority for innovation and digitalisation.			



Eligible applicants:	1. Eligible farmers must also comply with the following conditions: - be natural persons or; - be legal entities registered under the Commerce Act or the Cooperatives Act, the Religious Denominations Act or established under the Agricultural Academy Act; - have a business plan for the activities on the agricultural holding and demonstrating the improvement of the activity of the agricultural holding by implementing the planned investments and activities. Projects should be sustainable and financially viable. 2. Eligible producer groups and organisations must also comply with the following conditions: - be recognised as a producer group or organisation in accordance with national and/or European legislation for producer organisations and/or groups; - have a business plan for the activities in the producer group/organisation and demonstrate improvement of its activity by implementing the planned investments and activities. Eligible applicants/beneficiaries must have their permanent address or registered office on the territory of the LAG.
Eligible activities:	– Activities on agricultural holdings linked to the production of agricultural products listed in Annex I to the Treaty on the Functioning of the European Union or cotton, with the exception of fish and fishery products; – Activities related to modernization and mechanization /investments in physical assets/, related to reducing production costs and increasing labor productivity; – Activities directly related to improving the energy efficiency of farms; – Activities for storage of agricultural production in order to preserve the quality of production; – Activities aimed at protecting the environmental components of organic production and precision/smart/digital farming;



	– Activities related to social farming and/or collective investment; – Activities related to the acquisition of real estate related to the activity of agricultural holdings; – Activities related to the creation and/or replanting of permanent crops, table vineyards, melliferous tree species for honey production and fast-growing shrubs and tree species for bioenergy production; – Activities related to the production of energy from renewable energy sources (water, wind, solar, geothermal and residual/waste biomass) for own use for the needs of agricultural holdings. – Basic agricultural investments where they relate to social farming and/or to collective investment. Installations for the production of energy from renewable sources must not exceed a capacity of 1 megawatt and must comply with the sustainability conditions in the Renewable Energy Act.
Eligible costs:	- construction and installation works for construction, repair, reconstruction, reconstruction, maintenance or restoration; – the purchase of new machinery, facilities, equipment and furniture, including unmanned aerial systems and associated equipment; – 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 (books, films, etc.); – basic agricultural investments where they relate to social farming and/or to collective investment; – 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:	Support is also not eligible for basic agricultural investments - the purchase of machines, except those intended for social farming and those related to collective investments, as well as for expenditure under 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. Definitions: Social farming: All activities using agricultural resources to promote or develop social services in rural areas such as rehabilitation, therapy, sheltered employment*, lifelong education and other activities that contribute to social inclusion. Social farming includes the following four main types of activities - rehabilitation and therapy; work inclusion and social integration; education; care for people. <i>Protected employment - an environment in which people with disabilities receive services and training to develop work skills and behaviour, and which is safe and not competitive.</i> Collective investment: Investments by two or more natural or legal persons who have registered a legally established structure under the Commerce Act, the Cooperatives Act or the Obligations and Contracts Act, which is established for the joint purchase and



	use of tangible assets for agricultural activities in accordance with Article 73 of Regulation (EU) 2021/2115.
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. Project activities are implemented in less-favoured areas (Gaberovo, Dabnik, Laka) – 10 points 3. Project proposals with investments that ensure the protection of the components of the environment through the production of sustainable energy from renewable sources for self-consumption - 10 points 4. Support for projects, the implementation of which leads to the creation of at least 1 workplace - 10 points 5. The project proposal includes activities related to social farming and/or collective investments - 10 points 6. Projects of applicants who have not received EU aid in the 2014-2020 programming period - 10 points 7. Project submitted by a female or a young entrepreneur – 15 points 8. Project proposals targeting the fruit and vegetables sector and/or the livestock sector - 10 points 9. The project envisages investments for the production of organic products – 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: - Criterion 3: Project proposals with investments that ensure the protection of the components of the environment through the production of sustainable energy from RES for own consumption; - for criterion 4: Support for projects, the implementation of which leads to the creation of at least 1 job; - according to criterion 2. The project activities are implemented in the scope of disadvantaged areas (Gaberovo, Dabnik, Laka).
<i>Measure 2: Investments in the processing of agricultural products</i>	
Description of objectives:	The measure will lead to the achievement of Specific Objective 1.1 ‘Development of agricultural holdings and enhancing the competitiveness of the local economy’ of the CLLD, linked to Priority 1 ‘Enhancing the competitiveness of the local economy, promoting innovation activity and developing sustainable business’ of the CLLD ,, as well as the Specific Objective ‘Enhancing the competitiveness of local economies and opportunities for setting up local businesses, including through diversification and support for alternative activities’, the Specific Objective ‘Supporting territorial identity, marketing and brands based on specific territorial potential and local products’ and the Specific Objective ‘Promoting sustainable and quality employment’ in the implementation of the CLLD approach. Support will be aimed at modernising the physical assets of enterprises and farmers processing agricultural products. The modernisation of assets will bring about the introduction of new and energy-saving technologies and innovations, the introduction of new products, processes and technologies, including short supply chains, technologies leading to emission reductions, sustainable and digital economic recovery,



	digitalisation and robotisation, including sustainable energy.
Eligible applicants:	1. Eligible farmers must also comply with the following conditions: - be natural persons registered under the Commerce Act or; - be legal entities registered under the Commerce Act or the Cooperatives Act or; - be registered as farmers under the Agricultural Support Act producers; - have developed a business plan for the activities of processing agricultural products and proving the improvement of the applicant's activity by implementing the planned investments and activities. 2. Applicant producer groups/organisations eligible for support must also fulfil the following conditions: Recognized by the Minister of Agriculture - have a business plan for the processing activities of agricultural products produced by the members of the producer group/organisation 3. Applicant processors of agricultural products eligible for support must also meet the following conditions: - be natural or legal persons registered under the Commerce Act, the Cooperatives Act or others established in accordance with specialized national legislation. - have developed a business plan for the activities of processing agricultural products and proving the improvement of the applicant's activity by implementing the planned investments and activities. Eligible applicants/beneficiaries must have their permanent address or registered office on the territory of the LAG.
Eligible activities:	– Processing and/or marketing activities (marketing of products) as described in Annex I of the Treaty on the Functioning of the European Union and cotton in the following sectors: milk and milk products, including poultry eggs; meat and meat products; fruits



- and vegetables, including mushrooms; · honey; cereal, milling and starch products; · vegetable and animal oils and fats; technical and medicinal crops, including oil-bearing roses and herbs; ready-made feedingstuffs for farmed animals; grape must, wine and vinegar;
- Activities for the processing of agricultural products aimed at protecting the components of the environment and related to the processing of certified organic products;
 - Activities related to basic agricultural investments when related to social farming and/or those related to collective investments;
 - Activities related to the construction, acquisition and modernisation of buildings and other real estate assets necessary for production and marketing;
 - Activities related to the installation of new machinery and equipment to improve the production process and marketing;
 - Activities related to storage, processing, packaging, cooling, freezing and drying assets in order to preserve the quality of production and raw material;
 - Activities related to the acquisition of specialised means of transport for the transport of raw materials and/or finished products, including refrigerated means of transport;
 - Activities related to the implementation of quality management systems;
 - Activities related to the production of energy from renewable energy sources (water, wind, solar, geothermal and residual/waste biomass) for self-consumption;
 - Activities to acquire software related to the applicant's processing activity, including through financial leasing;
 - Basic agricultural investments where they relate to social farming and/or to collective investment.

Installations for the production of energy from renewable sources must not exceed a capacity of 1



	<i>megawatt and must comply with the sustainability conditions in the Renewable Energy Act.</i>
Eligible costs:	– construction and installation works for construction, repair, reconstruction, reconstruction, maintenance or restoration; – the purchase of new machinery, facilities, equipment and furniture, including unmanned aerial systems and associated equipment; – 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 (books, films, etc.); – 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:	Support is not eligible for basic agricultural investments - the purchase of machinery, except for those provided for social farming and those related to collective investments, as well as for expenditure under 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. Definitions: Social farming: All activities using agricultural resources to promote or develop social services in rural areas such as rehabilitation, therapy, sheltered employment*, lifelong education and other activities that contribute to social inclusion. Social farming includes the following four main types of activities - rehabilitation and therapy; work inclusion and social integration; education; care for people. <i>Protected employment - an environment in which people with disabilities receive services and training to develop work skills and behaviour, and which is safe and not competitive.</i> Collective investment: Investments by two or more natural or legal persons who have registered a legally established structure under the Commerce Act, the Cooperatives Act or the Obligations and Contracts Act, which is established for the joint purchase and use of tangible assets for agricultural activities in accordance with Article 73 of Regulation (EU) 2021/2115.
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. The project envisages the use of local suppliers of goods and/or services - 15 points 2. Project activities are implemented in less-favoured areas (Gaberovo, Dabnik, Laka) – 10 points 3. Project proposals with investments that ensure the protection of environmental components through the



	production of sustainable renewable energy for self-consumption – 10 points 4. Support for projects, the implementation of which leads to the creation of at least 1 workplace - 15 points 5. The project proposal includes activities related to social farming and/or collective investment – 10 points 6. Projects of applicants who did not receive EU aid in the 2014-2020 programming period – 10 points 7. Projects related to the processing of certified organic products- 10 points 8. Project submitted by a candidate - woman or young entrepreneur - 10 points 9. Projects submitted by applicants with experience or education in the sector they are applying for – 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 3. Project proposals with investments that ensure the protection of the components of the environment through the production of sustainable energy from RES for own consumption - according to criterion 4. Support for projects the implementation of which leads to the creation of at least 1 job - according to criterion 2. The project activities are implemented in the scope of disadvantaged areas (Gaberovo, Dabnik, Laka)
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. <i>Applicants must submit a business plan demonstrating the sustainability and financial viability of the project by implementing the planned investments and activities.</i> Eligible applicants/beneficiaries must have their permanent address or registered office on the territory of the LAG.



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.
<i>Measure 4: Investments in basic services and small-scale infrastructure in rural areas</i>	
Description of objectives:	The measure will lead to the achievement of Specific Objective 2.1 ‘Stimulating sustainable economic development, educational integration and tourism potential by improving the state of municipal infrastructure’, linked to Priority 2 ‘Stimulating local economic and cultural development, promoting social inclusion and environmental protection’ of the CLLD. The measure corresponds to the specific objective ‘Improving the living conditions in the territories of local communities’ and the specific objective ‘Preserving and protecting the environment and promoting resource efficiency, including risk prevention and management activities and exploiting the potential of cultural heritage’ in the implementation of the CLLD approach. The support under the measure is aimed at increasing the attractiveness and improving the quality of life in all settlements in the municipality of Pomorie, through support for investments in areas for wide public use, social, cultural, sports and educational infrastructure, energy efficiency in municipal buildings. In this way, both the preservation of settlements and raising the standard of living will be achieved, as well as ensuring the maintenance of educational services and the provision of jobs in these areas.
Eligible applicants:	Municipality of Pomorie.



	The applicant should provide a cost-benefit analysis showing that the project proposal will not generate revenue or, if it does, that it will only be spent for the applicant's non-economic purposes linked entirely to the objectives of the project.
Eligible activities:	1. Reconstruction, repair, equipment and/or furnishing of municipal educational infrastructure of local importance in rural areas; 2. Reconstruction, renovation, equipment and/or furnishing of municipal buildings in which public services are provided in order to improve their energy efficiency, including activities for the production of energy from renewable energy sources for own use; 3. Construction and/or renovation of areas for wide public use, designed to permanently meet the public needs of municipal importance; 4. Construction, reconstruction, repair, equipment and/or furnishing of sports infrastructure. 5. Reconstruction, repair, restoration, purchase of equipment and/or furnishing of objects related to cultural life. 6. Construction, reconstruction, repair of infrastructure related to roads, water supply and sewerage systems, if they are part of a larger project or related to activities consistent with the concept of smart villages; 7. Investments in basic services and small-scale infrastructure, activities related to the development of smart villages in the territory: Activities shall be considered to be related to the development of 'smart villages' where they are: • related to supporting innovative solutions for creating sustainable models – smart eco villages, social villages, IT villages, etc., landscape planning and reconstruction of old buildings – the use of old buildings or available plots for the benefit of the local community; • related to digitization and improvement of telecommunication connectivity for sustainable development of the area concerned.
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.
Ineligible costs:	Expenditure on infrastructure related to roads, water supply and sewerage systems, unless they are part of a larger project or related to activities consistent with the concept of smart villages, as well as expenditure under 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. <u>Smart Villages:</u> An integrated territorial development approach based on a concept (simplified version of a strategy or strategy) for its implementation and/or as stand-alone innovative social, technological and/or digital solutions in line with the principles of this concept as a tool(s) for territorial development of rural areas to improve their economic, social and/or environmental conditions.



Financial parameters of the projects:	Minimum total eligible costs per project – BGN 30 000 Maximum total eligible costs per project: BGN 390 000
Amount of financial assistance:	The financial assistance shall amount to 100 % of the total eligible expenditure.
Criteria for the evaluation of projects and their weighting:	1. The project includes activities corresponding to the concept of smart villages – 15 points 2. Projects with activities in settlements outside the municipal center - 15 points 3. Number of population to benefit from improved basic services and scope of territorial impact – 20 points - The investment is implemented on the territory of a settlement/villages with a total population of more than 2000 people (according to data from the National Statistical Institute at the end of the year preceding the date of application) – 20 pt. - The investment is implemented on the territory of a settlement/villages with a total population of 1001 to 2000 people (according to data from the National Statistical Institute at the end of the year preceding the date of application) – 10 pt. - The investment is implemented on the territory of a settlement/villages with a total population of up to 1000 people (according to data from the National Statistical Institute at the end of the year preceding the date of application) – 5 pt. 4. The project envisages the construction of accessible infrastructure for disadvantaged people - 15 points 5. Projects containing activities to increase energy efficiency – 15 points 6. The investment covers more than one settlement - 10 points



	7. The project includes activities stimulating the socio-economic and/or cultural development of the territory – 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 3. Number of population to benefit from improved basic services and scope of territorial impact - according to criterion 1. The project includes activities corresponding to the concept of smart villages - according to criterion 2. Projects with activities in settlements outside the municipal center.
Measure 5 "Cooperation and its preparatory actions"	
Description of objectives:	The measure will lead to the achievement of Specific Objective 2.2 "Supporting cultural and territorial identity, introducing innovative activities and developing smart villages. Protection and preservation of the environment", linked to Priority 2 'Promoting local economic and cultural development, promoting social inclusion and protecting the environment' of the CLLD. The measure contributes to achieving objectives; 'Supporting territorial identity, marketing and brands based on specific territorial potential and local products', 'Supporting the introduction of innovation' and 'Creating a dynamic living environment and improving quality of life through the development of horizontal and cross-sector partnerships and synergies for initiatives of common interest, as well as good governance practices and models and stakeholder involvement in territorial development, as a basis for territorial development', applying the CLLD approach.



Eligible applicants:	LAG Pomorie
Eligible partners:	- LAGs from Bulgaria and/or LAGs implementing CLLD strategies from another EU Member State signing a partnership agreement identifying a lead project partner; - other legal entities from the country and abroad with their own financial contribution.
Eligible activities:	- Drawing up a strategy for the creation of smart villages as a separate strategic document; - Development of a joint product/service/activity, including costs of tangible and intangible assets; - Carrying out research, studies and analyses directly related to the joint product/service/activity; - Implementation of promotional and marketing campaigns; - Organization of meetings, trainings, seminars, joint events, meetings with potential partners or project partners; - Conducting information campaigns, including organizing meetings, conferences, publishing and broadcasting in the media; - Coordination activities (costs of hiring additional staff, travel costs, accommodation and meals costs, experts' fees, translation costs, communication costs).
Eligible costs:	- development of a joint product/service/activity, including tangible and intangible investments; - construction, installation or repair works on the territory of the partners from the Republic of Bulgaria; - other tangible and intangible assets; - studies and research directly related to the cooperation, including for issuing opinions; - remuneration of external experts, whether natural or legal persons, for carrying out activities, including interpreters; - remuneration related to the coordination of the planned activities of LAG staff; - promotional and marketing campaigns for the joint product/service;



	- organizing and conducting trainings, seminars, joint events and partnership meetings; - Awareness – creation of a website for the project, publications in regional media, information conferences; - publicity – production and dissemination of information material and provision of publicity, including information boards; - missions of LAG staff, project experts, including interpreters, members of the collective governing body and members of the collective supreme body of the LAG, as well as other participants from the territory in activities related to the implementation of the project, in accordance with the Regulation on missions in the country adopted by Decree № 72 of the Council of Ministers of 1986 (published in SG No 11 of 1987) and the Regulation on official missions and specialisations abroad adopted by Decree № 115 of the Council of Ministers of 2004 (published in SG No 50 of 2004); - translations (written and simultaneous); - postal and courier services; - fees for issuing documents related to the implementation of the project.
Ineligible costs:	- expenditure receiving funding from the national budget or the budget of the European Union, including under sub-measure 19.4 ‘Current expenditure and promotion of a community-led local development strategy’ of the RDP 2014-2020; - the cost of simple replacement; - purchase of animals; - the purchase of annual plants; - purchase of land and buildings; - contributions in kind; - costs paid in cash (excluding mission costs, postal and courier services, fees for issuing required documents and costs of insurance premiums), as well as simplified costs pursuant to Article 83(1), points (b), (c) and (d), of Regulation (EU) 2021/2115 of the European Parliament and of the Council of 2



	December 2021; - bank charges; - costs claimed for funding in so far as they exceed the established reference values, where available; - remuneration related to coordination of activities exceeding 10% of the value of the eligible costs for each LAG, project partner; - expenditure paid before the application for planned cooperation activities is submitted and after the deadline for its implementation; - expenditure on the purchase of means of transport; - costs for the construction and repair of accommodation; - costs for information and publicity that do not meet the requirements set out in the Beneficiary's Single Manual for the application of the rules on information and communication 2021-2027, in accordance with Annex № 1 of the National Communication Strategy for the programming period 2021-2027; - travel, subsistence and accommodation expenses incurred for the benefit of the cooperation partner(s); - mission expenses exceeding the amounts laid down in the Regulation on missions in the country adopted by Decree № 72 of the Council of Ministers of 1986 (published in SG No 11 of 1987) and the Regulation on official missions and specialisations abroad adopted by Decree № 115 of the Council of Ministers of 2004 (published in SG No 50 of 2004); - daily allowances for missions abroad exceeding those set out in Annex № 2 of the Ordinance on business missions and specialisations abroad, adopted by Council of Ministers Decree № 115 of 2004; - for overnight stays in the country exceeding BGN 120 per person and costs exceeding those laid down in the Regulation on missions in the country, adopted by Decree № 72 of the
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	Council of Ministers of 1986 (published in SG No 11 of 1987). - Expenditure not meeting the Specific conditions for reasonableness of costs set out in point 7.3.2.2 Brief description of the control system for non-IACS elements (control methods, cross-checks, durability of investments and related ex-post controls, etc.), section 7.3.2 is not eligible for support. Non-IACS of the 2023-2027 SPRZSR.
Total amount of financial assistance under the measure:	The total amount of financial assistance under the measure is BGN 400 550. The financial assistance shall amount to 100 % of the total eligible expenditure.
<i>Measure 6 ‘Management, monitoring and evaluation of the strategy and its promotion’</i>	
Description of objectives:	The measure includes support for the management, monitoring and evaluation activities of the CLLD Strategy and its promotion.
Eligible activities:	Activities for the management, monitoring and evaluation of the Strategy under Article 34(1)(c) of Regulation (EU) 2021/1060, as well as activities related to the promotion of the CLLD Strategy, are eligible for support. Support for the management, monitoring and evaluation of CLLD strategies and their promotion shall not exceed 25 % of the total EAFRD public contribution to the strategy.
Eligible costs:	1. Costs of management, monitoring and evaluation of strategies: - salary costs, as well as statutory costs for social and health insurance for staff, benefits for temporary incapacity for work, etc., due by the employer under a statutory act; - costs of external services, fees and contributions payable by the LAG to experts (natural or legal persons) related to the implementation of the strategy (evaluators, consultants, external experts, accounting services);



	- indirect costs: - for services indirectly linked to the implementation of the strategy (legal, auditing); b) the cost of renting an office; - costs for communication and external services (phone, internet, postal services, courier services, heat and electricity, water, office security, electronic signature, insurance of fixed tangible assets within the meaning of Article 50, item 2 of the Corporate Income Tax Act, purchased with funds from the current or previous programming period under the CLLD approach); d) costs for the purchase of office supplies and stationery; e) costs of renting a car with less than 150 hp and with more than 5+1 seats for LAGs that do not have a purchased car; - the cost of purchasing fuel for a passenger car; (g) other unforeseen operating costs. - mission expenses of the team and members of the collective supreme body of the LAG in accordance with the Regulation on missions in the country adopted by Decree № 72 of the Council of Ministers of 1986 (published in SG No 11 of 1987) and the Regulation on official missions and specialisations abroad adopted by Decree № 115 of the Council of Ministers of 2004 (published in SG No 50 of 2004); - expenditure on the purchase of office equipment, furniture and software; 14.1.2.1.6. costs for the purchase of one passenger car with less than 150 hp and more than 5+1 seats if the LAG does not have one or has been purchased before 2016; - training costs for the team and members of the collective supreme body in relation to the implementation of the local development strategy; - costs related to public relations (costs of organising LAG meetings, networking costs, participation of the team and members of the collective supreme body in meetings with other LAGs); - costs for participation of the LAG in activities of the National and European Rural Development Network, as well as of the European Leader Association and other associations of the LAG;
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	- financial costs, including bank fees for managing an account and fees for issuing required documents; - costs for monitoring and evaluation of the CLLD strategy. 2. Costs of promoting the CLLD strategy: - costs of studies and analyses on the territory concerned (territorial, economic, social and other analyses and studies); - expenditure on promotion, information and publicity: for the creation and maintenance of a website; b) for the creation and realization of publications in print and electronic media and broadcasts in radio and television media of invitations to organized events and other related to the promotion of the activities of the LAG; c) printing brochures, training materials and other printed materials, production of promotional materials and others related to the promotion of the activities of the LAG; d) translations; e) manufacture and installation of signs and billboards to promote the LAG; related to the preparation of materials supporting potential recipients of financial assistance in the development of activities and the preparation of applications; other expenditure on promotion, information and publicity; - costs of organising trainings, seminars and information meetings for local leaders and for vulnerable groups and at-risk-of-poverty target groups, including Roma, related to the preparation, implementation and reporting of projects and others related to the promotion of the CLLD strategy and implementation of the approach.
Ineligible costs:	- for the purchase of second-hand machinery or equipment; - for insurance of tangible fixed assets not acquired with funds allocated under these Guidelines or under measure 19 'Community-led local development' of the 2014-2020 Rural Development Programme; - relating to staff remuneration which is not



	mandatory by virtue of a statutory instrument; - for the purchase of land and buildings; - for taxes and value added tax (VAT), excluding non-refundable VAT; - for interest, fines and penalties, loan servicing fees and legal costs; - for membership fees; - relating to a leasing contract, such as profit for the leasing company, interest refinancing costs, operating and insurance costs, penalties and charges and other costs relating to the leasing contract; - for salaries of more than four employees in the LAG and exceeding 4 national minimum wages per month for the position of Executive Director and 3 for the position of Expert; - for overnight stays in the country exceeding BGN 120 per person and costs exceeding those laid down in the Regulation on missions in the country, adopted by Decree № 72 of the Council of Ministers of 1986 (published in SG No 11 of 1987); - paid in cash, excluding mission costs, car fuel costs, public relations costs, costs of participation of LAGs in activities of the National and European Rural Development Networks, as well as the European Leader Association and other LAG associations, costs of communication and external services – telephone, internet, postal services, courier services, heat and electricity, water, as well as costs of car maintenance and annual vignette fees, fees for issuing required documents and costs of insurance premiums, as well as simplified costs pursuant to Article 83(1), points (b), (c) and (d), of Regulation (EU) 2021/2115 of the European Parliament and of the Council of 2 December 2021; - daily allowances for missions abroad exceeding those set out in Annex № 2 of the Ordinance on business missions and specialisations abroad, adopted by Council of Ministers Decree № 115 of 2004;
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	- to set up more than one LAG website for the duration of the strategy; - for the purchase of a passenger car carried out after 2026; - for external services and evaluation of projects carried out by persons who have participated in a committee for selection of strategies under the SPRZSR, including when such persons are representatives of or experts from legal entities; - for remuneration and insurance for the provision of external expert services and project evaluation of employees in the same or another LAG; - for salaries and insurance for the Chairperson and Secretary of the Project Proposal Selection Committee, when they are employees of the LAG; - for more than 3 surveys and/or analyses per year; - costs for information and publicity that do not meet the requirements set out in the Beneficiary's Single Manual for the application of the rules on information and communication 2021-2027, in accordance with Annex № 1 of the National Communication Strategy for the programming period 2021-2027; - costs claimed for funding to the extent that they exceed the established reference values, where available.
Total amount of financial assistance under the measure:	The total amount of financial assistance under the measure is BGN 1 466 850.

6. Financial plan including the planned EAFRD contribution:

Measure code	Measure name	Total over the strategy period	
		lev	%
M1	Investments in agricultural holdings	850 000	14,49 %
M2	Investments in the processing of agricultural products	300 000	5,11 %



M3	Investments for non-agricultural activities in rural areas	850 000	14,49 %
M4	Investments in basic services and small-scale infrastructure in rural areas	2 000 000	34,09 %
M5	<i>Measure "Cooperation and its preparatory actions"</i>	400 550	6,82 %
M6	<i>Measure 'Management, monitoring and evaluation of the strategy and its promotion' (Up to 25% of the total EAFRD strategy allocation)</i>	1 466 850	25 %
	TOTAL EAFRD STRATEGY MEANS	5 867 400	100%

Financial statement and allocation of funds per measure

After preparing the SWOT analysis and identifying the strengths, weaknesses, opportunities and threats for development on the territory of the Pomorie LAG, the structured strategic framework of the CLLD was also formed. Thus, the financial plan is defined and distributed by measures, depending on the declared interest in applying with project proposals and the real needs of the target groups. In this sense, the Pomorie LAG Strategy strikes the optimal balance between funding sources and measures to achieve strategic objectives and priorities. In the preparation of the financial plan, the aim is to financially support projects whose activities are defined according to its priorities, specific objectives, and the implementation of each intervention aims at the development of the territory of the Pomorie LAG.

The budget allocation of funds under measures is mainly consistent with the vision for development of the territory on the part of the local community and with the investment intentions, project readiness and financial opportunity of potential beneficiaries to apply with projects to the CLLD. The budget balance aims to help implement policies aimed at overcoming the weaknesses on the territory of the Pomorie LAG. The strategy of the Pomorie LAG is planned with a total value of BGN 5 867 400 for 6 measures for the entire period of its operation. The amount is consistent both with the grant amount eligible under the terms of the call for strategies and with the potential of the three sectors on the target territory to absorb the planned funds in implementation of the Strategy. The budget allocates funds to 6 measures financed by the EAFRD.

The allocation of the CLLD financial plan to EAFRD measures is in line with the specificity of the territory and the objectives and priorities set. The territory of the LAG, given its geographical location,



is characterized by a highly developed tourism sector, but also a great potential for the development of the agricultural sector. In this sense, maintaining the balance between these two sectors and introducing new forms of employment will gradually ensure the sustainable development of the area. The various problems and difficulties encountered by the sector are related to outdated technological equipment and limited investment opportunities for farmers and established agricultural cooperatives, low entrepreneurial culture and, at the same time, insufficient knowledge and information to prepare projects for funding from EU funds. In order to allow the situation to improve, the CLLD foresees **a budget under two measures corresponding to Specific Objective 1.1 of Priority 1**. The project readiness of the business in the agricultural sector, as well as the deteriorated economic and demographic indicators, requires the provision of financial resources in the amount of **BGN 1 150 000**.

Measure M1 ‘Investments in agricultural holdings’ provides for funds amounting to **BGN 850 000.00 or 14.49 %** of the funds for the EAFRD strategy. This measure will finance projects aimed at increasing the competitiveness of the agricultural sector. On the one hand, the territory of the Pomorie LAG has good soil and climatic conditions and traditions for the development of sustainable agriculture, which to some extent forms a large part of the local landscape and domestic identity, and on the other hand is a source of income for the population and an important source of raw materials for tourism.

Under Measure M2 ‘Investments for the processing of agricultural products’, funds amounting to BGN 300 000.00 or 5.11 of the funds for the strategy from the EAFRD are provided, which lead to an improvement in the overall activity of processing enterprises. The area is also known for the large number of wine producers. Many of them have a clear intention to invest in their farms related to innovation and new equipment, activities related to the production of energy from renewable energy sources for production, marketing and other necessary for this type of business investment.

The intensive development of the territory is also directly related to the increase in the diversification of locally produced products. The main challenges facing the Pomorie LAG territory in this area of intervention are the typical seasonal employment and economic isolation of the inner parts of the LAG territory, the lack of diversification of economic activities and production with high added value, as well as a greater concentration of residents in coastal areas than in the inner areas of the territory and as a result a reduced demand for labour due to limited job creation and insufficient investment in employment and entrepreneurship. The financial resources under the next measure aim, on the one hand, to stimulate entrepreneurial initiative and, on the other hand, to renew and develop local micro-enterprises, providing more employment and increasing their competitiveness.

Measure M3 ‘Investments for non-agricultural activities in rural areas’ provides for **BGN 850 000.00 or 14.49 %** of the EAFRD funds for the strategy, which aim to develop the competitiveness of the area by restructuring small firms and farms, diversifying activities and strengthening their economic resilience. The aim is also to encourage the start-up and development of non-agricultural activities on the territory of the Pomorie LAG. This measure is in line with **Specific Objective 1.2 of Priority 1**, taking into account the identified needs for restructuring and modernisation of the non-agricultural sector on the territory of the LAG in order to promote the local economy and



entrepreneurship in non-agricultural activities and especially in the field of tourism, so as to increase employment and income of the population.

For stakeholders in the Pomorie LAG, it is extremely important to improve the general type of infrastructure of settlements and the services that can be provided.

Under Measure M4 ‘Investments in basic services and small-scale infrastructure in rural areas’, funds amounting to **BGN 2 000 000.00 or 34.09%** of the funds for the EAFRD strategy have been allocated. The measure is included in **Priority 2, Specific Objective 2.1**. This is a public measure and due to the specifics and through the implementation of an individual project, benefits are generated for a large part of the population. Of particular importance, due to the presence of a large number of small settlements outside the municipal center, with significant urban problems, as well as the existing problems in the socio-economic development of the territory, caused by the extreme dependence of the income of the population on the development of agriculture, is the provision of adequate financial resources from the general budget of the CLLD for interventions aimed at improving the quality of life by improving the living environment.

The trend of increasing the relative share of the urban population and decreasing the population in the villages, which applies to the whole country, is also observed on the territory of the Pomorie LAG. In this regard, the economic and cultural development of the areas outside the municipal center is of particular importance for the territory. The Pomorie LAG successfully implemented five projects in the 2014-2020 programming period with various activities, the introduction of innovations in the territory and the development and support of territorial identity. In the CLLD for this programming period, the LAG envisages the sustainable continuation of the initiatives launched (establishment of the UNESCO Geopark Pomorie on the territory), the establishment of a Smart Villages Strategy and other initiatives for the development of the local cultural identity and environmental protection.

Under Measure 5 ‘Cooperation and preparatory actions for it’, funds amounting to **BGN 400 550.00 or 6.82%** of the funds for the strategy from the EAFRD are provided for. The measure is included in **Priority 2, Specific Objective 2.2**. The measure contributes to the achievement of objectives such as support for territorial identity, marketing and brands based on the specific territorial potential and products of a local nature, the introduction of innovative products in the territory and the development of a Smart Villages Development Strategy.

Sectoral breakdown:

Public and non-profit sector – Measure 4 and Measure 5 with a total value of:

BGN 2 400 550.00 or 40.91% of the funds for the strategy from the EAFRD.

Economic sector – Measure 1, Measure 2 and Measure 3 with a total value of:

BGN 2 000 000.00 or 34.09% of the funds for the strategy from the EAFRD.

The implementation of the measures provides for the management, monitoring and evaluation of the CLLD Strategy and its promotion. **Under Measure 6 ‘Management, monitoring and evaluation of**



CLLD and publicity, funds amounting to BGN 1 466 850.00 or 25.00% of the funds for the strategy from the EAFRD **are provided for**. The main objective of the measure is quality management, effective monitoring and evaluation of all the main parameters of the Strategy – achieving the objectives, priorities and result indicators set, as well as promoting the planned measures and the approach during the implementation of the CLLD.

Timetable: The implementation of the project activities under the CLLD strategy shall be by 15 September 2029.

The maximum period for the implementation of project activities and operations under the CLLD strategy may not exceed 36 months for projects of contracting entities under the Public Procurement Act / Decree № 4 of the Council of Ministers of 11 January 2024 laying down the rules for the examination and evaluation of tenders and the conclusion of contracts in the selection procedure with a public call by beneficiaries of grants from European funds under shared management and 24 months for the other beneficiaries.

The maximum period for the implementation of cooperation and preparatory activities for it is up to 24 months for projects involving construction works and up to 18 months for other activities. The period shall start from the date of conclusion of the administrative grant agreement.

The balance in the implementation of the Local Development Strategy of the Pomorie LAG is defined in terms of the real needs of the community, the readiness to absorb funds and the economic characteristics of the territory. The strategy envisages the implementation of measures with adequate financial resources, corresponding to the investment intentions and the vision for community development. The strategic objectives and priorities thus formulated and the measures set out to achieve them are a prerequisite for the overall balanced implementation of the Strategy, both in terms of the funds envisaged and in terms of potential beneficiaries.

7. Description of the governance, monitoring and evaluation arrangements showing the capacity of the LAG to implement the strategy: (no more than 6 pages);

7.1. Organisational structure of the LAG:

- *Organisational structure/scheme.*

The Pomorie LAG is a non-profit legal entity engaged in activities for the public benefit, registered under the Non-Profit Legal Entities Act (NPLPA), with the Pomorie Municipality in operation. The members of the association are natural persons with permanent address and legal persons with registered office and registered office on the territory of operation of the LAG.



7.2. LAG management:	
- <i>Management and control bodies;</i>	According to Article 29. (1) of the Statute of LAG Pomorie The bodies of the association are the General Assembly (GA) and the Management Board (MB). The GA is the collective supreme management body of the LAG and consists of all members of the association or persons authorised by them, of which the Municipality of Pomorie is a member and representatives of all stakeholders, 100% of those identified in studies and analyses, including vulnerable groups and young people, as well as a balanced participation (60:40) of women and men from the territory of the LAG. The share of the representatives of the public sector, of the representatives of the business sector and of the representatives of the non-profit sector in the collective supreme body and in the collective governing body of the association shall not exceed 49 % of those entitled to vote, in accordance with Article 28(1) of the Non-Profit Legal Entities Act. Decision-making is not controlled by any of the groups representing the specific stakeholders identified in the CLLD strategy. This ensures transparency and compliance with the principles of the CLLD approach – setting up and implementing a bottom-up strategy, local public-private partnerships, cooperation, etc. The General Assembly of the Pomorie LAG consists of 17 members, of which:



	- 4 representatives of the public sector or 23,53 %; - 6 representatives of the business sector or 35,29 %; - 7 representatives of the non-profit sector or 41,18 %. The members of the KVO of the Pomorie LAG represent 9 out of 16 settlements on the territory or 56.25 %. The management is carried out in compliance with the principles of publicity, election, equality, accountability and responsibility of the bodies of the Association. All information about the activities of LAG Pomorie is published on the website of the Association. OS: Amends and supplements the Articles of Association, approves every year and through the Board manages the expenses of the Association, basic guidelines and program for the activities of the Association, the annual report on the activities and the financial statements of the Association accepts, dismisses members of the Association on a proposal from the Board, takes decisions on the establishment and participation in commercial companies or other non-profit legal entities on a proposal from the Board or on the termination of the Association, takes decisions on all other issues provided for in the Articles of Association and related to the activities of the Association, approves the Community-led Local Development Strategy on the territory of the Pomorie LAG and updates it as necessary. The collective management body (the Management Board) of the Pomorie LAG consists of 5 members of the Association,
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	including one representative of the public sector and two representatives of the business and non-profit sectors. The ratio between the sectors listed in the MB is 20%-40%-40%. Board: Represents the Association through its Chairman as well as determines the extent of the representative power of other members of the Association, manages the activities of the Association, organizes and ensures the implementation of the decisions of the General Assembly, performs the duties provided for in the Statute, takes decisions on all matters that by law or according to the Statute do not fall within the rights of other bodies, provides and disposes of the property and financial resources of the Association, according to the adopted budget, manages and controls the activities of the service units of the Association, reports on its activities to the General Assembly. The Board also has the following specific functions: Takes final decisions for financing projects under the CLLD approach or other funding programmes, implements the budget of the Association adopted by the GA, is responsible for the process of preparation and subsequent management of integrated CLLD in accordance with the requirements of the normative legislation, approves the criteria for selection of external experts hired by the Association, adopts the organizational structure and the staff of the Pomorie LAG, elects members in the Commission for selection of project proposals (CPPR), adopts rules for the work of the CRPD and others related to the activities of the Association. The team of LAG Pomorie is selected and appointed by the MB and performs the
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	program and financial activities of the Association, in accordance with the Statute, the Internal Rules and the Decisions of the MB.
- <i>Description of the positions and requirements for the Executive Director and staff.</i>	The staff of the LAG is the team that practically implements the decisions of the General Assembly and the MB of the LAG and takes care of the quality, effective and transparent implementation of the Community-led Local Development Strategy. The office of the LAG is located in Pomorie and is accessible to people with disabilities and people with disabilities. The team consists of an Executive Director of the LAG, selected by the Management Board, and two full-time CLLD implementation experts with sufficient capacity in the areas of project management, monitoring and administrative compliance. Executive Director: He manages the activities related to the implementation of the CLLD Strategy and is responsible for the overall coordination and administrative activities of the Association. It is subordinate to the President of the Pomorie LAG Association, the Management Board and the General Assembly. Responsible for the implementation of the approved budget of the project, ensuring the appropriate and lawful spending of the financial resources of the project. Supports the organizational and technical activities of the experts in the implementation of the CLLD and the evaluators by monitoring the compliance with the statutory deadlines and the commitments made. Ensures the effective implementation, coordination and monitoring of the activities of the Strategy. Takes all necessary management decisions required by the specific situation, does not



	contradict the Statutes of the Pomorie LAG and meets the requirements of the MA of the SPRZSR. Plans and manages CLLD promotion activities. Maintains confidentiality of the information that has become available as a result of his official duties. The Executive Director of the Pomorie LAG should meet the following requirements: 1. completed university studies, at least master's degree; 2. work experience and/or insurance period of at least 5 years; Management experience of at least two years or at least three years as an expert in the LAG on the implementation of a CLLD strategy; 4. experience in implementing a project, program or strategy with a value of over BGN 100 thousand, funded by the EU or other international donors. The experts on the implementation of the CLLD shall: Assist the Executive Director in organizing and implementing the activities for the implementation of the CLLD Strategy. The duties of the experts in the team are designed in such a way that, on the one hand, the activities related to the implementation of the CLLD are carried out smoothly and, on the other hand, the work of the LAG is not hindered in any way. In this regard, the activities carried out by the two experts are divided into main and secondary ones, based on the administrative capacity built and the experience gained in the implementation of the Strategy for CLLD for the period 2014-2020.
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	The main activities are mandatory for both experts in order to have interchangeability in case of absence in order to ensure continuity and sustainability of work, such as the development of the necessary documents in connection with the conduct of project selection procedures under the CLLD strategy, preparation of reports, reports and information to the Executive Director in connection with the activities of the Association, preparation of payment requests, etc. The secondary activities are distributed between the two experts, such as technical and financial reporting, maintenance and updating of a database, preparation of reports, etc. Experts in the implementation of the CLLD should meet the following requirements: 1. completed university studies, at least a ‘bachelor’; 2. work experience and/or insurance period of at least two years. For these positions, job descriptions have been compiled detailing the job requirements, rights, duties, subordination and interaction for each position.
7.3. Capacity of the LAG to implement the CLLD strategy:	
<i>- Administrative capacity;</i>	LAG Pomorie has the necessary capacity to implement the CLLD strategy, which has been demonstrated by the successful implementation in the previous programming period of the Community-Led Local Development Strategy, financed under sub-measure 19.2 ‘Implementation of operations within CLLD strategies’ by contract № RD50-10 of 25 January 2017, concluded with the MA of the RDP 2014-2020, the MA of the OPIC 2014-2020, the



	MA of the OPE 2014-2020 and the MA of the OPHRD 2014-2020. In addition to implementing a CLLD strategy, the Pomorie LAG has built experience in inter-territorial cooperation under sub-measure 19.3 'Preparation and implementation of cooperation activities of local action groups', acquired in the preparation and implementation of 5 projects. LAG team members have the necessary education and qualifications, and their experience creates the necessary administrative capacity to manage and successfully implement this CLLD strategy. The Executive Director and the experts in the implementation of the CLLD Strategy have a solid experience of over 5 years in the implementation, monitoring, control and reporting of projects under RDP/Programmes financed by other European funds.
- <i>Material – technical capacity;</i>	For the successful implementation of the objectives of the Pomorie LAG, a management office is provided. In addition to the working room, where separate and separate workplaces have been created for LAG employees, the office also has a separate room for holding working meetings, meetings and trainings for informing and consulting the stakeholders from the territory, as well as a separate archive room. The necessary office equipment, equipment and consumables for the successful and quality performance of the work process are provided. The office is accessible to people with disabilities and people with disabilities. In order to ensure the publicity of its activities, LAG Pomorie has a website where it publishes and regularly updates the following information:



	- an agreement concluded and the approved CLLD strategy, the budget initially approved and any subsequent amendments; - all decisions and minutes of meetings of the collective governing body and the collective supreme body; - an up-to-date list of the members of a collective supreme body and of the members of the collective governing body; - statutes of the LAG and its amendments and supplements; - a register of contracts concluded with natural and legal persons when awarding public procurement contracts under the Public Procurement Act; - information pursuant to Article 36 of the Public Procurement Act; - an electronic register of projects submitted under the CLLD strategy; - the decisions of the selection committee relating to the results of the various stages of project approval; - all the operating rules of the LAG; - activity and financial reports on the activities of the LAG; - annual reports reporting on the implementation of the CLLD strategy.
- <i>Financial capacity;</i>	For the successful, quality and timely implementation of the strategy, a decision of Pomorie Municipal Council provided the necessary financial resources amounting to 5.11% of the amount of financial resources for the activities related to the management, monitoring and evaluation of the strategy and its promotion.



7.4. Description of the monitoring and evaluation system:

The Pomorie LAG will report on the progress in the implementation of the Local Development Strategy with the help of regular monitoring and evaluation to control the quality of its implementation, which will be based on the Internal Monitoring and Evaluation Rules developed by the LAG team and adopted by the MB. The Pomorie LAG will carry out monitoring and evaluation in accordance with the following indicators set out in the CLLD:

1. Indicators of the overall implementation of the CLLD strategy (exit (implementation/product) and result);

2. Indicators by measure (output (implementation/product) and result).

Output (implementation/product) indicators are directly linked to activities after the implementation of the CLLD strategy and result indicators are directly linked to the specific objectives of the CLLD strategy, in line with the intervention logic and reflect the expected results of the implementation of the strategy.

In order to monitor the progress in the implementation of the activities and the results of the implementation of the CLLD Strategy, the Pomorie LAG will apply a system of ongoing monitoring and evaluation. This system shall include all monitoring and evaluation activities:

- Ongoing data collection for monitoring indicators and updating of indicators;
- Aggregation and analysis of the data collected in order to verify the level of achievement of the various indicators, at least once a year during the implementation period.

The main objective of the **ongoing monitoring and evaluation system is to monitor the implementation of all the main parameters of the Strategy – the achievement of the objectives, priorities and result indicators set**, to analyse progress, quality and problems in implementation in a timely manner and to make timely adjustments if necessary.

The planning and implementation of ongoing monitoring and evaluation activities is the responsibility of the Pomorie LAG team. Evaluations will be planned and supported by the LAG team and outsourced to external experts.

The main means of monitoring by the LAG are:

- o Monitoring system
- o Beneficiary reports.
- o On-site visits.

Through monitoring, the LAG collects information on the funds contracted, the projects funded and the immediate results of their implementation. For monitoring purposes, the LAG team prepares and maintains an electronic monitoring system that will analyse the ongoing work on the implementation of the CLLD, as well as the implementation of individual projects. The information will be obtained from the beneficiaries' payment requests, from the Beneficiaries' Performance Reports submitted and from the Reports of the on-the-spot visits.

The implementation of the projects will be reported by the beneficiaries when submitting requests for interim and final payments, which will reflect the progress of the project in the light of the indicators set out therein. The data collection will be carried out using the INFORMATION SYSTEM FOR MANAGEMENT AND MONITORING OF THE EU INFORMATION SYSTEM IN BULGARIA



2020 (ISUN 2020), following a code provided in advance by the beneficiary with a right of access for employees of the Pomorie LAG.

Information from beneficiaries' reports will be entered into the monitoring system. Beneficiaries will indicate in their applications the sources of information from which the achievement of the various indicators can be verified, which must be official and verifiable.

On-site visits will be carried out for each project. They will be conducted according to a pre-established schedule, but can also be initiated additionally if necessary. They aim to monitor the progress of the implementation of the projects, the degree of achievement of the intended results compared to the planned indicators, verification and approval of the cost-effectiveness of the projects financed through the Local Development Strategy. As a result of the check, a checklist in accordance with a model, a bilateral statement of findings in accordance with the drawn up models of checklists for documentary checks and an on-the-spot check report are completed. The inspection report is approved by the Chairman of the MB of the Pomorie LAG.

Evaluation will be carried out once a year, thus providing management with control mechanisms through information on costs and results. In this regard, the evaluation will include:

Evaluation of the process - assess how and to what extent the CLLD is implemented, in accordance with the set objectives. The assessment of the processes will cover the compliance of the activities and interventions with the legal and regulatory requirements and standards;

Evaluation of results - this part of the evaluation focuses on results and achievements (including side effects, unplanned and undesirable effects) in order to assess the effectiveness of a specific measure of the CLLD and the results of the implementation of the strategy in its entirety;

Impact assessment - the assessment focuses primarily on the degree of achievement of the objectives and their impact on the territory. This is a longer-term assessment and has a synergistic and cumulative nature, taking into account inputs, people, time and actual results obtained at the end of the period.

When difficulties are identified for the implementation of the projects and the objectives of the CLLD Strategy, the LAG will report to the MA of the SPRZSR and propose measures to overcome them.

Progress reports:

Based on the information received in the monitoring and evaluation process, the LAG team will prepare an annual evaluation, which is part of the LAG's annual report. The annual report shall be prepared on the basis of the results of the ongoing monitoring and the prepared annual evaluation and shall be submitted to the Managing Authority of the SPRZSR by 15 February of the following calendar year. The report will cover an assessment of the extent to which the set objectives, priorities and results of the implementation of the CLLD have been achieved. The Executive Director will be responsible for organising the necessary activities for the preparation of the annual reports and for finalising and compiling them. The annual report will be approved by the collective supreme and collective governing bodies of the LAG.

When monitoring the indicators set, the LAG will propose interventions where there are discrepancies and will also look for the causes of the discrepancies in order to understand the nature of the problems and work to resolve them.

In order to assess the overall implementation of the Strategy at the end of its implementation within 2 months of the last payment to a beneficiary under a project under the CLLD Strategy, the Pomorie LAG will submit a final report on the implementation of the CLLD.



Proposals for changing and updating the strategy on the basis of the normative documents, contracts and conditions will be prepared by the Executive Director, who will submit it for approval to the Collective High and Collective Managing Authority of the LAG and, upon approval, will submit the proposal to the MA of the SPRZSR, together with the required supporting documents.

8. Description of the application of the horizontal EU principles under Article 9 of Regulation (EU) 2021/1060 in the implementation of the strategy: (no more than 2 pages)

The community-led local development strategy of the Pomorie LAG has been developed in accordance with the horizontal principles of the EU - gender equality and prevention of discrimination, the principle of equal opportunities, sustainable development, respect for fundamental rights and respect for the Charter of Fundamental Rights of the European Union, etc.

Gender equality

This Community-Led Local Development Strategy takes into account the principles of equality between men and women, gender mainstreaming and gender mainstreaming, which are taken into account and promoted throughout the preparation of the Strategy. These will be strictly observed during its implementation, monitoring, reporting and evaluation.

Respect for gender equality and respect for the principle of equal opportunities will be mandatory requirements in the application guidelines, which must be observed by beneficiaries in the implementation of project activities.

Prevention of discrimination

In order to prevent discrimination in the process of preparation and development of the strategy, the participation of all vulnerable and ethnic groups from the territory of the municipality was encouraged. In the implementation of the local development strategy, one of the main priorities will be to encourage the participation of all groups of the population in the territory in compliance with neutrality as regards the affiliation of the beneficiaries to any group on any grounds.

During the implementation and monitoring of the CLLD, the Pomorie LAG will focus on preventing any discrimination based on sex, racial or ethnic origin, religion or belief, disability, age or sexual orientation during the preparation, implementation, monitoring, reporting and evaluation of programmes. Accessibility for people with disabilities will be taken into account throughout the entire process of preparation and implementation of the projects submitted to the CLLD of the Pomorie LAG.

Sustainable development

In the preparation of the CLLD of the Pomorie LAG and its subsequent implementation, the principle of sustainable development will be applied taking into account the UN Sustainable Development Goals, the Paris Agreement on Climate Change and the 'do no significant harm' principle under the Recovery and Resilience Facility Regulation 2021/C 58/01 in line with the Specific Objective 1.2 'Promoting innovation, growth and sustainable socio-economic development' of Priority 1 and under Priority 2: "Promoting local economic and cultural development, promoting social inclusion and



environmental protection" by the CLLD. The development and implementation of the CLLD will also take into account the objectives of the 2030 Agenda for Sustainable Development of the EU, namely: reducing inequalities, creating developed and sustainable settlements and communities, gender equality, etc.

Respect for fundamental rights and compliance with the Charter of Fundamental Rights of the European Union

The CLLD strategy is in line with the principles of the Charter of Fundamental Rights of the European Union. During its implementation, the submission of project proposals by applicants and taking into account the implementation of individual projects will respect the application and implementation of the Charter of Fundamental Rights, respecting the indivisible and universal values of human dignity, freedom, solidarity, equality and others in accordance with the principles of democracy and the rule of law.