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Европейския съюз



Information on a Signed Administrative Contract for the Provision of Grant Funding under the Call for Project Proposals BG05SFPR002-1.013 **“Promoting the Social Economy at Local and Regional Level”**, financed under the **Human Resources Development Programme 2021–2027**, co-funded by the **European Union through the European Social Fund Plus (ESF+)**

Project **“Social Performing Arts Innovations: Integration and Digitalization of Young Talents in the Arts”**

Total project value: EUR 120,271.75

Grant funding: EUR 120,271.75

Implementation period: 15.07.2026 – 15.07.2027

BRIEF PROJECT DESCRIPTION

The project of **Small Theatre Company Ltd.** aims to support the sustainable development of the social enterprise through the creation of new jobs and the enhancement of key competences among young people up to 29 years of age with no prior professional experience. Within the project, a new business line will be established and positioned on the market—a motion capture studio and “digital puppets” unit—providing real work opportunities and prospects for long-term employment.

The main activities include: hiring 4 young people (2× motion capture actors and 2× computer animators), providing individualized workplace support (assessment, mentoring, psychological/social counselling and learning-by-doing), English language training under Key Competence 2 for 4 newly hired employees and 2 members of the management team, development of business processes through strategic business planning, mentoring, design and marketing, participation in 3 international and 1 national exhibition for experience exchange and partnership building, as well as the provision of key equipment (tangible fixed assets) required for the effective operation of the studio.

The expected impact includes sustainable employment and social integration of the target group, increased competitiveness of the enterprise, expanded market access and long-term revenue growth that will ensure the continuation of employment beyond the project period, while also contributing to greater awareness and recognition of the social and solidarity economy.



OBJECTIVES

General Objective

To achieve the sustainable development of the social enterprise by creating new and sustainable jobs for young people without professional experience, enhancing their key competences and integrating them into a real market environment—thereby reducing the risk of poverty and social exclusion while strengthening the enterprise's capacity for long-term growth.

Specific Objectives

- **Labour market integration and skills development:** Recruitment and retention of young people without professional experience through workplace support (Activity 1) and targeted Key Competence 2 training (Activity 3).
- **Market sustainability and new technologies:** Development of the new technological business line (motion capture studio) through strategy, branding, marketing and participation in trade fairs and exhibitions (Activities 4–5), supported by modern equipment (Activity 6).
- **Visibility and cooperation within the Social and Solidarity Economy (SSE):** Increasing the recognition of the SSE through public events, case studies and business partnerships generating real market orders.

Contribution to the European Pillar of Social Rights

The project contributes to:

- **Principle 3 – Equal Opportunities** (non-discriminatory recruitment and access to training);
- **Principle 4 – Active Support to Employment** (individualized support and mentoring);
- **Principle 5 – Secure and Adaptable Employment** (employment contracts, internal policies and workplace safety);
- **Principle 17 – Inclusion of Persons with Disabilities** (universal design of processes, adaptable materials where necessary, non-discrimination and accessibility).

Rationale

Social entrepreneurship is an effective mechanism for creating sustainable employment opportunities for vulnerable groups. The combination of new technologies, practical training and access to real market channels helps reduce the risk of poverty and social exclusion, particularly among young people without previous work experience. The project transforms support into measurable outcomes: employment, skills development, international contacts and business opportunities.



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RESULTS

- Creation of 4 new jobs for young people up to 29 years of age with no prior professional experience in the fields of performing arts and digital technologies.
- Improved professional and language skills of participants through practical training, mentoring support and participation in real creative projects.
- Establishment and development of a new motion capture and digital character production line, expanding the social enterprise's capacity to create innovative cultural products.
- Improved business processes, marketing capacity and market positioning of the enterprise through strategic planning, brand development and marketing support.
- Expanded partnerships and international contacts through participation in national and international professional exhibitions and events.
- Increased competitiveness and sustainability of the social enterprise through the introduction of new equipment and the development of new market opportunities.
- Enhanced visibility and recognition of the social and solidarity economy through the presentation of good practices, innovative solutions and successful social entrepreneurship models in the cultural sector.
- Creation of conditions for the long-term employment and professional development of the young participants beyond the project's completion.