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## ALTER ALTERNATIVE SAFETY NETS

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**Bulgarian National Report | Development of capacity building  
methodology for educators of alternative education institutions  
for adults**

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## 1. Introduction

The content of Output 1 (O1) is to develop the most effective capacity building methodology for the educators of adults in alternative institutions, combining on the one hand the prerequisites in terms of skills and competences driven by how web-based job search is met now (mainly through social media) and on the other hand what is the existing level of digital skills & competences of adults attending these alternative educational institutions.

The key aim of this report is the identification and study of the main methodologies, practices and tools applied by employers through the use of social and digital media for attracting, recruiting, screening and selecting personnel.

## 2. Brief summary of the desk research and online questionnaires on how social and digital media are used for job search.

### 2.1. Desk research about how social and digital media are used for job search in Bulgaria

Know and Can conducted a desk research in Bulgaria about how social and digital media are used for job search, capitalizing on information provided by employers' stakeholders: corporate annual reports, researches and press releases made by Chambers and other employers' associations, articles, announcements etc.

#### 2.1.1. General Context

According to the Bulgarian National Statistical Institute, 72.1 % of households in Bulgaria have access to the Internet in their homes in 2018. 63.6% of the population between 16 and 74 years use the Internet every other day or at least once a week, and every second Bulgarian uses the global network several times a day. Despite the rapid development of the ICT sector in Bulgaria, more than a quarter (26.7%) of people have never used the Internet (NSI, 2018).

The use of the internet and digital media is intertwined with the development and use of social media.

#### 2.1.2. Use of digital and social media in the labor market

Jobs.bg is the largest digital media for a job search in Bulgaria. It announces job opening in all business sectors and industries, publishing more than 30 000 job positions monthly. It is visited by more than 1 million unique users per month, looking for job and career development opportunities. Jobs.bg is not a recruitment agency and does not participate in any way in the recruitment process,

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nor in the consequent communication and negotiation process between the companies and the candidates.

In order to apply for a job, an applicant needs to create an account (free of charge), where it is necessary to upload a CV (if it has already) as well as it is possible to create a CV once an account is created. The website offers search criteria, where an applicant can choose the following items: a city in Bulgaria; categories of interest: currently 60 (e.g. NGO, real-estate, etc.); type of job (permanent, internship, full/part-time; suitable for students/applicants with little experience). The selection criteria can also classify when jobs are posted (today, this week, last week). It is also possible to search for jobs requiring knowledge of other languages. An applicant can also search for distance or seasonal jobs in Bulgaria or abroad. Most of the job vacancies are associated with a salary range.

By selecting a vacancy of interest, it is possible to see how many people have viewed it. Also, users have the possibility to read general information about companies as well as to subscribe to job alerts from companies of interest. The website is available in Bulgarian and English languages, thus making it suitable for foreign applicants. At the bottom of the webpage, business news is available offering tips for preparing for interviews, career development advice and others. There is an app version of the website suitable for smartphones.

The most advertised website for a job search in Bulgaria is [zaplata.bg](http://zaplata.bg). Having almost the same characteristics and functions as other job search platforms, applying for jobs is possible with/without the creation of an account or just log in via Facebook. The website classifies some jobs as “urgent”, meaning that a company needs an applicant to start a job as soon as possible. It also publishes useful articles listing the key skills for different professions, advantages of certain areas of work, motivation articles for searching for jobs, etc.

Another digital media that is widely used in Bulgaria is [karieri.bg](http://karieri.bg). In addition to announcing job offers, it publishes training opportunities both online and in different cities in Bulgaria about project management, language courses, career and professional development by different education/business centers in Bulgaria. On a weekly basis, the website publishes various opportunities for traineeships, scholarships, competitions and events which are aimed to help applicants to be more successful in work places or job searches.

Among the most used digital media websites for job search are [jobtiger.bg](http://jobtiger.bg) and [rabota.bg](http://rabota.bg) which have the same structure and principals of usage for applicants.

### 2.1.3. Social media in Bulgaria

In Bulgaria, the use of the digital and social media is widespread. Generally, the use of social media is decreasing with age. The most common social networks include: Facebook, YouTube, Instagram, Twitter, Reddit, Pinterest, Tumblr, Flickr, Google+, LinkedIn, and more.

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Source: Global Stats

Facebook is still the most popular social networking platform in Bulgaria. An estimated 2.5 million Bulgarians, or almost 74.5% of all internet users have Facebook accounts, and their number is constantly growing across region. More than 21% of Bulgarians use Youtube, 14.3% Google+, 7.9% Twitter and 5% LinkedIn.

There are also several copycat social networks and bookmarking sites, which allow you to stay up-to-date with what is going on in the country including upcoming events, important news, etc. Some networks with more social orientation are Twist.bg which allows users to share links, news, videos and event listings, and Idi.bg (idi meaning 'go' in English), which is the Bulgarian social network for tourism.

A high number of people in Bulgaria use the professional social network LinkedIn, which they see as a good opportunity to promote themselves and to search for better jobs.

#### 2.1.4. The use of social media by Employers/Businesses

While traditional digital media is still predominant in the job marketplace in Bulgaria, the use of social media is no longer only used to connect people but has permeated into other areas of professional life such as job searching and career enhancement. Nowadays, most people in Bulgaria are supplementing their job searchers with a diverse set of social media channels.

According to the latest data of December 2019, the most used social media by the employers in Bulgaria is Facebook with 3.8 million users, with 24.9 % of those users being between 25 and 34 years. The source also notes that 48.7 percent of these users were male, and 51.3 percent were female (Statista, 2019).

In Bulgaria, there are plenty of Facebook groups for a job search (e.g. Jobs in Bulgaria/Sofia; Bulgaria Startup Jobs). These groups can be found by using the search function of the platform. In particular, as job sites in Bulgaria offer few opportunities for freelance jobs, Facebook groups for home-based/freelance work are very popular and participants are actively participating on a daily basis.

Nowadays, it is becoming more and more popular for employers to announce vacant positions on their companies' Facebook pages. In this way, if Facebook users follow them, announced post will pop up with news feeds or it might be shown as a recommended job. Thus, using social media for job search appears to be very a convenient, user-friendly and effective way.

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The most crucial social media job search site for any job seeker is LinkedIn. It is very important for users to maintain their profiles updated and to actively use the LinkedIn search bar to find companies and professional groups that are of interest, and ask to “follow” or “join” their communities. The biggest advantage of joining is that other group members, who work at organizations, may be more open to contact individuals within the group. It is also recommended for users to share articles among their network related to areas of job search, so that employers will notice that applicants are following the latest developments in the professional areas of interest. LinkedIn mainly offers jobs for more qualified job seekers and most of the vacancies are in English, thus making it more difficult for less qualified people to search for jobs.

Another social media that is sometimes used for a job search in Bulgaria is Twitter. Using hashtags are a useful tool for networking, finding job opportunities and can help for job search. By clicking on a hashtag (or search for a hashtag), users can see all the posts on the platform that have included that hashtag. Employers consider the use of hashtags as a creative and thoughtful way and it even might impress some managers. Of course, depending on the type of job and sector, hashtags might be not that relevant for job searches.

#### 2.1.5. The importance of social networks for business viability

##### 2.1.5.1. Social media is an essential and important part of our modern life.

It digitizes and change the rhythm and ways of communication among people and is actively used in everyday work. To some extent they make it easier for us to contact and communicate with candidates and specialists. When we are looking for candidates, we use social networking websites as LinkedIn, Facebook, XING, Google+, and Twitter. In Bulgaria different groups categorized by industry are used, some are professional, and others grouped by interests with members over 500 people.

##### 2.1.5.2. LinkedIn and Facebook are the most actively used social media platforms in our work.

There are some major differences between them. On one hand, LinkedIn is a completely professional network. This is not just about personal registrations, but also about the company’s employer branding. The corporate page provides “See Jobs” section, which facilitates the work of recruiters because users can directly apply for open positions. This way LinkedIn becomes a job search platform. On the other hand, Facebook has an informal tone of communication. It is a social media primarily for entertainment and informal information. Based on our experience, if you use this channel to search for suitable candidates, posts with photos and video content are more likely to attract the attention of the audience.

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## 2.2. Online research on how social and digital media are used for job search

Know and Can gathered primary information from employers and companies for identifying additional information about the tools and methodologies used.

This information was gathered through 14 online interviews with representatives of various type of companies - large enterprises, from different business fields - production, services, healthcare IT sector, agriculture and animal husbandry, state unemployment agency small and middle companies. All without exception, at some stage of recruitment, use social and digital media. In large companies, this is the primary set, usually after a documentary screening of human resources, interviews are followed, sometimes several. Medium and small companies, depending on the nature of the business, pursue more rigorous selection and fewer interviews because of their limited capacity. For job positions where specific skills and knowledge are needed, they may also have a practical on-site display.

Usually the following steps are used when posting job advertisements in social networks:

1. Post the ad on the official website of recruitment agencies.
2. Share the post in corporate pages in social network websites and in the relevant groups as well. Usually the post goes together with a link to the recruitment agencies or the employer directly enclosing a photo and a summary of the post/position information.
3. Recruitment consultants directly target and contact specialists through their personal professional database profiles. They also share posts with job advertisements from their profiles.

Of course, there are risks behind the virtual communication in social networks. Some of them that encountered and shared by recruitment agencies in their work are the following:

- One major disadvantage is that the shared information is out of control after posting it and we cannot filter the audience that will see it.
- Sometimes the job ad reaches too many people who do not meet the requirements, but decide to apply. It could be very time-consuming for our specialists to handle all of them.
- There are also cases in our practice when candidates are contacting us regarding a position that is no longer up to date (published several months ago). That is why it's important to keep track of our channels and to provide systematic and regular information. People often see the job title, but not the date when the message was published.

Here are some good practices from recruitment agencies experience:

- Creativity and non-standard approach are a must in today's society overwhelmed with information.
- From marketing point of view, publications with photo and text reach a larger audience and are more likely to receive a response than the text-only ones. When we publish a post on



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social networking websites, we often add a short call-to-action text or phrase. We also share a link to our website for more details.

- Good working practice is also the well-known hash tag (#). They help for the better post targeting.
- If the company can afford this, we recommend hiring a digital marketing specialist who will approach professionally and will pay off in the long term. The area of online marketing is dynamic, constantly changing and requires continuous learning and updating. Therefore, such a specialist, in addition to delivering better results, will save valuable time and efforts of company’s consultants or managers.

What works for one company, doesn’t always work for another. It is a good idea to create a social media strategy that matches your recruitment vision. We share the practices that works for us and hope that they are helpful for you too. BUT the candidate must have the same approach when applying for a job. One and the same CV and motivation letter doesn’t fit all job positions.

### 3. Focus group with educators of adults having dropped out of school

As described above - there are two possibilities for further education or improvement of digital skills in Bulgaria for ESL - formal courses with a full education program for the respective grade, and non-formal courses for specialized subjects and topics in the digital world. The conclusions of the teachers in the two forms are quite different, so they will be summarized separately.

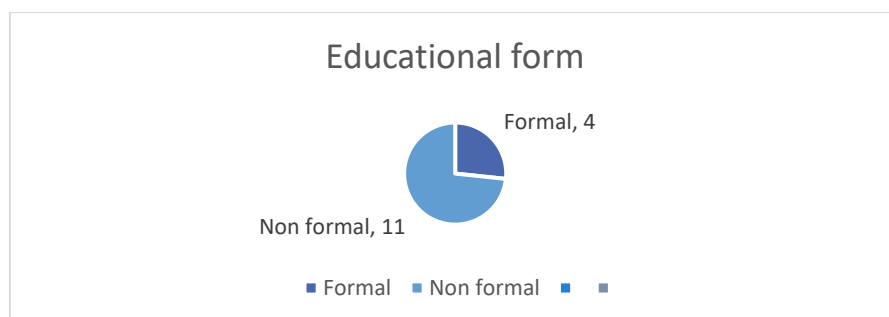
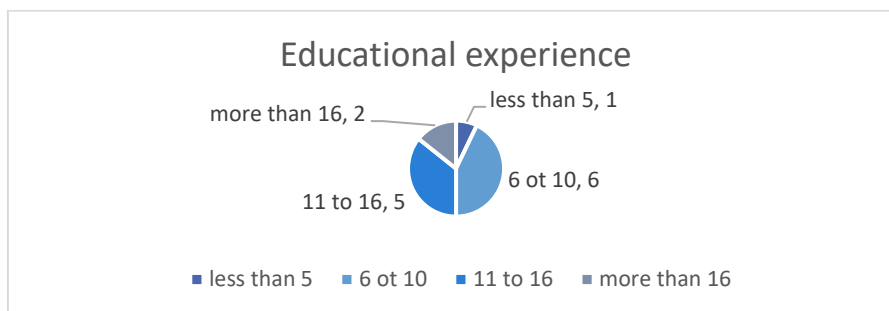
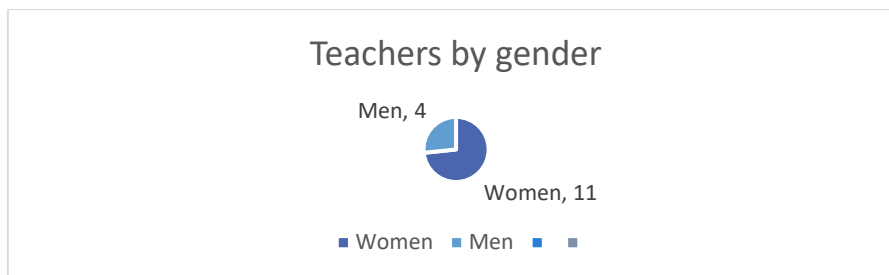
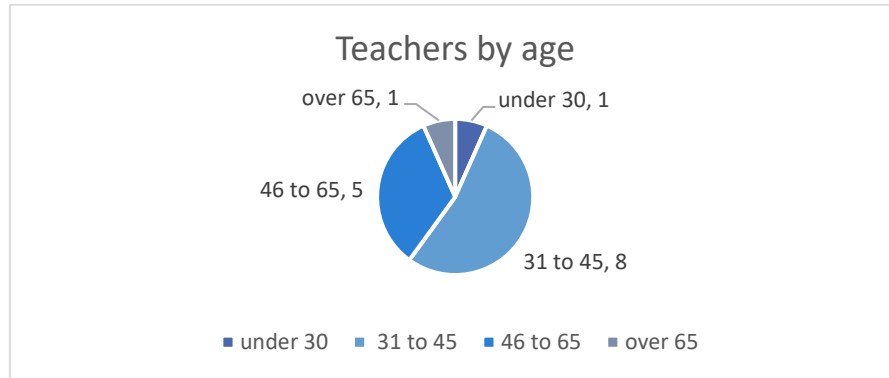
In the formal education (4 teachers), where there is a compulsory entry level and the learner is directed to a class with a corresponding level in maths and Bulgarian language, there is an increase in general literacy, which is consequently extremely useful - easier work with interfaces of different applications and programs, quick and proper filling of online documents, a fairly rich IT curriculum with diverse and modern equipment - VR, AI, holographic projectors, cloud structures, etc. In general, learners are more motivated, peer supportive, and have better success in mastering digital skills.

In the informal education (11 educators), the trainings are on different topics and levels, usually specialized and requiring a moderate or high level of literacy, as well as the opportunity for home preparation (related equipment, software, internet). Some of the courses are funded by the state, but lack of basic skills and motivation combined with other disadvantage factors reduces the success of the early-school dropout focus group in these courses to be below 35% and in some regions with a compact Roma population - below 15% on basic ICT topics. What should also be mentioned is that in the informal education, educators rarely have pedagogical background which in some cases is a problem.

The work with the focus groups of adult educators was conducted in two stages - preparatory with answering questions of both closed and open type, and online video meetings, where the data from the questionnaires were supplemented with specific comments, examples and figures. The questions were common to both formal and non-formal education teachers. Some of them were

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related to the profile of the trainer - age, gender, educational experience, subjects of teaching. The second type of the questions was open-ended and of greater interest to us. First it is presented diagrams with the answers of closed questions, and then the answers to the open ones with additional comments to them, made during the online meetings.



All 15 educators teach ICT connected educational programs. Formal ones follow the state curricula for ICT education, the non-formal ones mostly imply certificated courses for different programs – Office, Web development, Programming in different languages.

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- **Services offered by the interviewees’ institutions.** In formal education, a full course in computer training and technology is followed, including topics as computer structure, operational systems, file structures, working with texts, working with tables, creating presentations, working with video editing programs, internet, web search engines. The training program provides practically all the necessary knowledge for successful job search, filling in documents and applying online, both in Bulgaria and abroad. The program also includes 4 face-to-face classes on successful online job search. Non-formal education centers offer a wide variety of topics and levels of training. The predominant are the trainings for unemployed, financed by the state, in two main directions - short general course in ICT with basic levels of Word and Excel and specialized courses for advanced training with the issue of relevant certificates.
- **Main target groups/beneficiaries of the interviewees’ institutions.** The groups can be divided in two on a motivational basis. The diversity in age, gender, educational boundaries is great. The first group, regardless of formal or non-formal education - seek knowledge in the field, are active during the training and self-training, with high chances of using skills in job search, correct preparation of documents, prompt in applying. The second group again, regardless of the form of training, have low motivation to work on ICT. Unfortunately, a large percentage of them, have lack of basic literacy, learning habits and upgrading knowledge, in many cases obtaining a certificate finalizes the training, without realizing the need to obtain skills and their possible application in the labor market.
- **Experiences and challenges faced while teaching/working with adults who want to improve their digital skills for job search.** More and more services are being digitized - online banking, online services in government institutions, online shopping, online communication with video connection opportunities, online news and television and, of course, online job search. With the exception of trainings conducted under various European programs and affecting relatively small groups of people, the organizations offering comprehensive thematic training to create digital skills job search skills are very small number, the training is paid and expensive for the Bulgarian market. There is undoubtedly a desire, but there are also serious limitations in the choice and possibilities.
- **Qualifications of adult education providers and their main challenges** – as seen from the graphs, the focus group has serious experience in teaching/training. With the exception of one, all have university pedagogical education, additional qualifications, 3 of them are also certified as job consultants. One of the biggest challenges noted by practically all of them is the different level of primary knowledge, which leads to demotivation both by those for whom the level is too high and by those for whom the level is too low. Another problem is the duration of the courses, especially in the paid state programs for unemployed led by non-formal education. The hours are not enough. A third problem is the lack of adequate equipment- computers, tablets and smart devices with the necessary software, as well as internet at home. The state of emergency due to the corona virus has added additional challenges, but its positive impact on improving general ICT skills due to online training should be noted. The opportunity to spend more time in front of computers, to use

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different online learning platforms, gave a natural boost with visible results for both trainers and learners.

- **Interviewees’ opinion about the importance of specific digital skills.** As ICT-related teachers, all participants consider their acquisition to be important at the moment, and vital both personally and professionally in the near and distant future. The variety of opportunities, including the labor market, is growing with each passing day. Corona virus has caused great damage to the labor market in the region, Europe and the world. There is a dynamic redistribution of jobs with higher requirements for candidates, new interactive forms (mostly remote) for selection. Unfortunately, the teachers realistically take into account the situation in Bulgaria that if for the domestic market the current level of knowledge and skills in ICT would be enough, then for the international labor market the chances of success in applying for serious jobs are quite weak.

#### 4. Focus Groups with adults having dropped out of school and attending alternative educational institutions

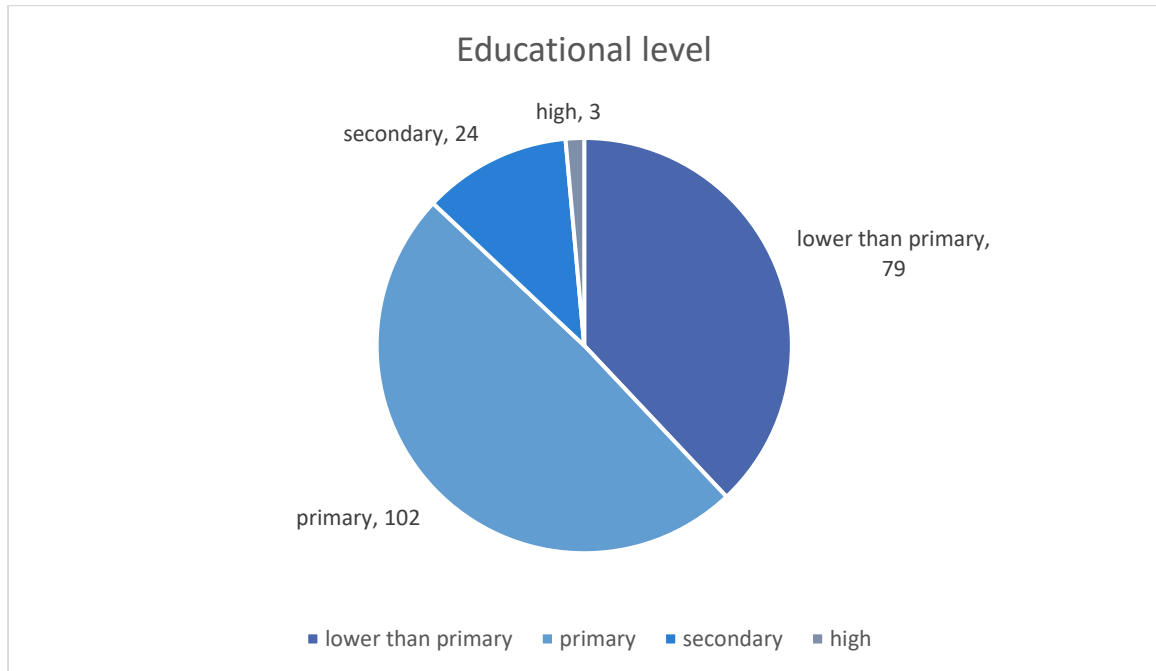
Some key conclusions can be drawn from the focus group work on early school leavers. After 1990s, the control over people leaving school was diminished during the transition years. In the same period, the rapid development of technology and social networks began. Until the start of the coronavirus pandemic (early 2020), unemployment level in Bulgaria was one of the lowest in Europe, below 5%, but the factors behind this are not the subject of this study. However, one of them is the seasonal or temporary economic migration of low-educated people and can not be ignored.

According to the Employment Agency, low education is the factor that determines unemployment to the greatest extent. 47% of people drop out of school early, have either a primary or lower education. And 64% of them live in a village or a small town. The survey also shows that 51% of the group are of Turkish and Roma origin and 46% are Bulgarian. Of course, all these numbers apply not only to literacy but to digital skills too. The Bulgarian formal education system offers two forms for the continuation of education - evening and shift, but with a complete educational program. State-funded courses should also be added to the labor agencies. Non-formal educational institutions are more flexible, but with full functional illiteracy, specialized courses on one topic or another lose their meaning. Last but not least, the lack of adequate equipment in the group (47%) for using the Internet and its opportunities for finding and finding a job is also an obstacle.

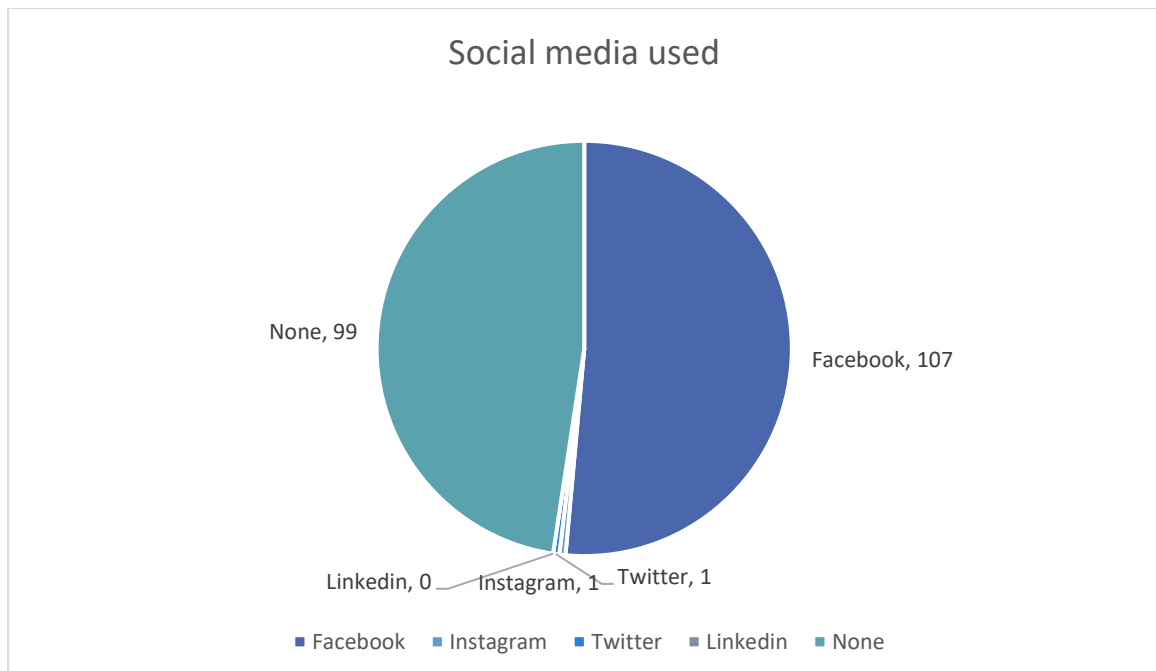
- **Interviewees’ educational level and employment status.** For the focus groups for adults who dropped out of education, data from two projects implemented by the Association in 2019 were used - 2017-1-RO01-KA204-037242 (DECENT) and BG05M9OP001-2.018-0033-C01 (Integration of vulnerable groups). The data are for 208 people from remote areas, characterized by a relatively high level of unemployment, about 8% compared to 4.5% on a national basis, with a predominant Roma population among the unemployed. Each of them was sent a personal e-mail to

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participate in the Alter project. Unfortunately, only 35 of them returned the e-mail, which is a worrying fact.



- **Social media sites/networks used by the interviewees**



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- **Main challenges faced by adults having dropped out of school in search for a job**
  - Financial problems connected with transport to the nearest city and lack of possibility to work in shifts
  - Lack of competences and skills (including basic literacy and computer skills), low educational level
  - Lack of equipment and internet
  - Corruption
  - Family related (cultural determinants)
  - Ethnic origin
- **Interviewees' interest in receiving training for developing social and digital skills and competences.** The very fact of their participation in the projects, in which there are also trainings in language and ICT, speaks of a positive attitude. The issue of opportunities and motivation is quite different. During the training, hours were set aside for individual work with each of them - identifying strengths and weaknesses, preparing a CV, creating a mailbox, accounts and setting up online job search engines depending on individual attitudes and capabilities. The result was impressive for them - 4 people found a job during the training. Over the next 3 months, another 23 found work thanks to opportunities of an updated job search online.
- **Interviewees' opinion about the importance of specific digital skills.** Unfortunately, the prevailing opinion is skeptical that I will not use the word negative. Some of the reasons are described above. The lack of answers from most of them to the mail sent also speaks of low interest and underestimation of the opportunities for online improvement of knowledge and skills and their proper use. Naturally, there is a small group that realizes it, uses and receives results from the acquired and upgraded skills in ICT.

Low education, economic and geographical disadvantage factors are the three main reasons for the social and economic alienation of this focus group.

## 5. Conclusions and recommendations

The processes of recruitment and selection of staff has changed significantly with the appearance of social networks, globalization and increased labor mobility of talents. There are too many channels for a recruitment of potential candidates and too many candidates. Technology has changed the way employers look at potential employees. Lately the question is "for" or "against" making the search and selection of candidates in social networks for job search.

The main reasons for the increasing use of social networks are: this is a very cheap way to find candidates; this is how the most suitable people can be found to work; this also reveals passive applicants who do not visit job posting sites - job applicants. More than half of organizations do not have enough HR to reach the right staff for the position in the old-fashioned way.

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In addition to actively seeking out passive employees, employers also use social networks to gather additional information for active candidates. Nearly half of employers always check applicants' profiles on social networks, and a quarter always check when needed. Among social networks, LinkedIn remains the most widely used professional platform for both employers (61%) and job seekers (34%). For Bulgaria, the percentage of job seekers on LinkedIn is 39%. Facebook is the most used network for social activities and personal branding, with over 84% of surveyed Bulgarians using the social network for personal purposes

The conclusions will be made on the basis of statistics submitted by the Labour offices in Bulgaria for the period 13 March 2020 (the beginning of the state of emergency because of the corona virus) and 1 May 2020. For this period, 108 000 new unemployed people were registered in the Labour offices. 89% of them have primary and lower education. In the announcement of emergency measures not only in Bulgaria but also in Europe, many seasonal workers were forced to get back and fill the lines of the local unemployed. The government-announced measures to support the business have obviously not worked for the poorly educated categories. When it is added that out of these 108 000 more than half of 51% are over 45 years, it can be concluded that the training programmes for them must be of a combined character, where basic skills must be first and only then digital. Against the backdrop of previously reached unemployment of 4.6% at the end of 2019, this growth of almost 3% is sensitive, and this is not the final figure. Many businesses currently enjoying state support will experience difficulties in close future and the amount of unemployed will grow. Competition in the labour market will become greater as well as employers' requirements. To overcome such a challenge, capacity building methodologies must be adapted. Last but not least is the psychological preparation of future job applicants. The non-typical for the southern countries in Europe long social isolation, the uncertainty about the job placement in the future, leads to serious additional psychological problems. Guidance and training in this area would be extremely useful to them, and in general, to each candidate for work.

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