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"Leader" - Catalyst of Ideas and Opportunities for Improving the Quality of Life in Rural Areas in Bulgaria

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SUMMARY:

Policy for rural development and improving the quality of life in their part of the Common Agricultural Policy (CAP) and Bulgaria's accession to the EU has gained wide popularity with its focus on addressing the socio - economic, environmental, infrastructure and others. problems in order to reduce inequalities in rural areas in Bulgaria than in other European countries. One of the tools and innovative approach to the implementation of EU policy for sustainable rural development approach is "Leader".

Keywords: politics, 'Leader', rural, sustainable development, economic

INTRODUCTION:

The thesis of this study is the sustainable development of rural regions in Bulgaria and in particular in North planning region can be seen as a precondition for - easy adaptation to the region's changing environment and the ability to generate ideas and storage capacity in line with the CAP, not as an effect of the "Leader"

The aim of this paper is to reflect the hidden potential of a 'Leader' as a "laboratory" for generating innovative ideas and solutions on the development of rural economy and improve the quality of life in them. Emphasis was placed on the opportunities offered by adequate implementation of a 'Leader' in rural communities in North planning region.

Object of study is the effect of applying the "leader" of rural communities from North planning region

Objects of study are rural communities from North planning region.

Tasks is addressing in realizing the goal are grouped as follows:

- 1) Nature of a 'Leader' in the context of the policy of rural development and principles of implementation.
- 2) Opportunities offered "Leader" for rural development in North planning region, according to their natural and

climate conditions, socio - economic and socio - cultural environment, technical infrastructure, and environmental potential.

3) Analysis of the experience of other countries in the implementation of the "Leader" as a prerequisite for the transfer of best practices and reduce inequalities in rural North-region with those of other national and European community.

Essence of a 'Leader' in the context of the policy of rural development and principles of implementation.

The "leader" is seen as an innovative approach to implement the EU policy for rural areas. Acronym is derived from the French "Lianisons entre actions de development rural", which means "the links between actions for the development of rural areas." As the name "Leader" is a method of mobilizing local capacity to support community development in the region rather than a series of steps that should be followed to achieve a common target. In political terms "leader" was founded as a community initiative funded by the EU Structural Funds. Since its founding as a pilot initiative now passed to four generations "Leader" - Leader 1 (from 1991 to 1993), 2 Leader (1994-1999), Leader + (2000-2006) and "The Leader as an integrated approach (Axis 4) the program for rural development from 2007 to the present.

The basic idea of a 'Leader' lock in that, given the diversity of rural areas in different parts of the EU's development strategies would be - efficient and effective if they are developed and implemented by local stakeholders through clear and transparent procedures supported by the municipal administrations. through the transfer of best practices from outside and promoting socio - economic and public-private partnerships. The application of deductive and traduktivni approaches to solving problems of local communities in rural municipalities Sveroztochen planning region would be - rational and appropriate method on the way to seek positive synergies and meet ekspektatsiite local action groups and stakeholders in the development of region.

According to the adopted in the public domain nature and structure of the performance of "Leader" as an operational tool for sustainable rural development in Bulgaria it can be expressed, respectively, illustrated by seven key characteristics that express its basic principles reflected in Figure 1 .

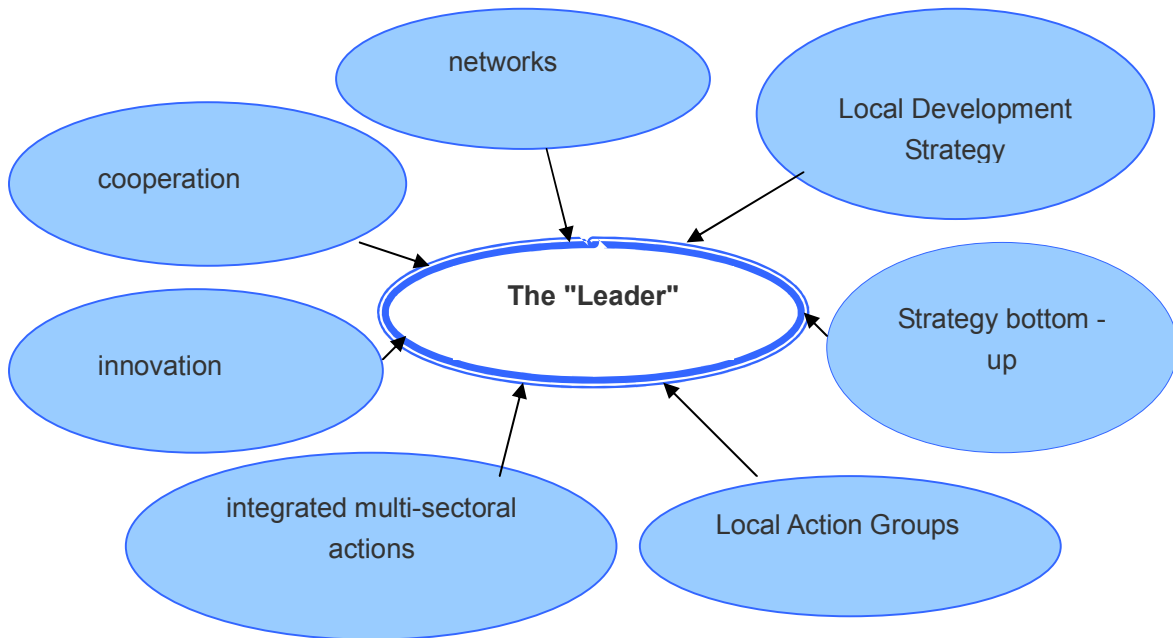


Fig.1. Basic principles of the "Leader" as adopted in the literature feature.

The purpose of the article and arguments, the study allow us to state that the presentation in the public domain and illustrated by us as Figure 1 Schematic of the characteristics of "Leader" does not express the fullness of its potential and the action taken in this direction in contrast to the general concept of the approach, which can reasonably be called the approach of the future and a laboratory for new ideas and innovative solutions to revive the economy not only of the region but also to the national economy as a whole. "Leader" promote rural initiate ideas for improving competitiveness to meet the challenges of the time - economic upheavals demograski collapse, globalization, etc.. He encourages them to seek solutions to problems using and further develop the potential of the region and the business units it by creating conditions for cooperation between groups in the area - administration, business, science and other community formulate steps that need to be followed in order to develop an adequate strategy for local development and serves as a laboratory for ideas for initiating development projects in agriculture and rural development, improving quality of life and competitiveness of small and medium enterprises (SMEs) which dominate the rural areas and in particular in the area to be surveyed in the article.

The main steps to be followed in applying the "leader" to achieve positive synergistic effect are as follows:

1) Capacity building - requires identification of all available resources and capacities - human resources, financial resources, material - material resources, know - how, etc.. The available capacity is united around a common idea and encouraged intresa local actors.

2) Bringing together the actors (local stakeholders) - the idea is by organizing meetings, seminars, symposia, etc.. To exchange ideas, experiences and to pinpoint the specific region needs to act accordingly.

3) Analysis of the territory known as territorial approach to solve the problems of the region and its target groups. Describe the characteristics of the area and his vision are analyzed, weaknesses, opportunities and threats as a prerequisite for the development of a - an effective and efficient strategy.

4) Identifying existing activities, respectively initiatives. In this step izpalnnie a full review of the measures in the program for rural development and other operational programs, to establish which of the measures has active and recently completed projects and what is the outcome. It is estimated in real terms what is - reasonable alternative - to develop and implement projects in other priority area or to continue the same. It is essential to avoid duplication and associated risks.

5) Creation of a partnership - this stage requires the pooling of interest groups and affects both active groups which process and all other communities in order - greater awareness and commitment to the needs and aspirations of the region.

6) Develop a strategy for local development - requires the preparation of a policy document that includes goals, strategic priorities and actions to be taken to achieve the objectives and the priority axes and the economy of the countryside. As a basis for developing an appropriate strategy for the region is the analysis of strengths, weaknesses, opportunities and threats, known in the literature as SWOT - analysis and analysis of the factors and trends known as STEP - Analysis

Opportunities offered "Leader" for rural development in North planning region, according to their characteristics - natural and climate conditions, historical and socio - cultural values, technical infrastructure and environmental potential

Northeast Planning Region is located in the northeastern part of the country and covers an area of 19 966.6 square

meters with a population of approximately 1,290,025 people. Covers six districts - Varna, Dobrich, Shumen, Razgrad, Silistra, Targovishte. The region is crossed by two important pan-European corridors Corridor № 7 (Danube waterway) and Corridor № 8 (Durrës - Skopje - Sofia - Bulgaria) and Varna port complex connects the country with Asia and the Black Sea region, which enables the development of tourism and international trade. Large areas of arable land and favorable soil - climatic and natural conditions in turn allows the development of alternative agriculture and rural tourism. The region is characterized by a rich historical and socio - cultural values that provides an additional competitive advantage. SMBs are prevalent in rural communities of the North planning region, but many scientific institutions and organizations allow cohesive cooperation between science and business, and multiplying the results of this cooperation in the rural economy and the national economy as a whole.

Opportunities offered by "Leader" in the context of the relevant literature can be focused in the following areas:

- ♣ CBC;
- ♣ Creation of Local Action Groups (LAGs) and networks - recruitment, selection and training of participants for awareness, empathy, creating a laboratory for generating ideas and initiating proposals and exchange of experience in the management of the economy of rural account of its specific characteristics and concentration of resources in its comparative advantages.
- ♣ Public - private partnership directed to the cause to turn the area into a pleasant living space science and business.
- ♣ Stimulirane innovation in government and business - by changing the strategy and vision for the development of the region and its units to create the preconditions for the introduction of innovative approaches to management, innovative production technologies, diversification of products and services and more.
- ♣ Use of natural potential and strategic location of the region and its municipalities to develop alternative rural tourism and creating attractions for Expatriates and others.

The experience of other countries in the implementation of the "Leader" as a prerequisite for the transfer of best practices and reduce inequalities in rural Bulgaria, in particular from North planning region with those of other European countries

- Experience of Austria in the implementation of a 'Leader' in the management of areas By creating local

action groups (LAGs) and the application of the territorial approach and "bottom - up" Austria promote the image of craftsmen in a new way so that they can be recognized as an important economic sector. Through networking and cooperation between craftsmen, which is a new concept, creating a new culture not only among the project participants, but generally in the area. Include other regions in the overall concept is a prerequisite for sustainable business growth, promotion and positioning of companies and brands. Similarly, expansion is promoted and theater and music industry.

■ Experience of Belgium in enforcement approach "leader" in the management of areas

In most regions in Belgium developed agricultural production and the - now breeding. In three municipalities has 150 holdings, but their development is facing a threat due to the migration of young people in countries with - better pay for agricultural labor. By "Leader" to reintegrate agriculture in public life and the potential of the region to make it more attractive to promote products and production through close collaboration and networking between farmers from the region and beyond are initiated project ideas taking into account the characteristics of the region to achieve - greater positive effect. Moreover, eksperimetirai new ways to stimulate the sector by helping beginners to create farm or by assisting in the recruitment and selection of people to take over the existing economy. In Bulgaria this stage, this initiative is not among the preferred perhaps because of attitudes and perceptions of people, in addition, government policy and economic conditions do not create such favorable conditions. Through public - private partnership in Belgium is an impetus for the development of tourist activities in the regions .. Priority given to innovation in tourism as tourists are familiar with agricultural activities in the region, organize tastings of agricultural products and thus also income from tourism activity creates benefits for the region and its local production companies and to promote crop varieties and brands .. Such initiatives are very few in rural regions in Bulgaria, which means that local communities do not benefit enough from the opportunities offered them "Leader."

■ The experience of Denmark in the implementation of a 'Leader' in the management of areas Some areas, such as in Denmark Bornholm Island, located in the eastern part of Denmark near the southern tip of Sweden, followed in the development strategy of the three lamps, which means that their economy is based primarily on three areas - agriculture, arts and crafts . By "Leader" is achieved partnership and cooperation between the three lighthouse and growth through creativity and quality. To promote activities and products of each priority area, ie from each lamp and contributes to stability and maximum positive synergistic effect. And solve problems such as unemployment and migration, which have national significance.

■ Experience of France in the implementation of a 'Leader' in the management of areas

In rural France problems decline, demographic decline and high unemployment are solved by using the opportunities provided by "leader" and - particularly by initiating ideas and projects based on the territorial approach and the "bottom - up. " The emphasis on the competitive advantages of the region and creating lag and public - private partnership to develop the potential of the area and the business - its units

In conclusion it should be noted that it can be reviewed and the experience of many other countries such as Germany, Finland, Greece, but on which to practice and Bulgaria should refer primarily to reassess its overall policy for rural areas because of this stage is not used rationally for their development, there is unconsciousness and one in the actual capacity of the regions visible weaknesses and cooperation between business and the public sector and it seems there is still no clarity about the possibilities offered by the approach "Leader "and from there the loss of their economy and the national economy as a whole.

Proposal to the North planning region in initiating ideas to revive the economy in line with the concept of "Leader"

The location of the area and specialization allows networking and cooperation between farmers, traders and artisans of the three main principles, practice in Denmark. It can be applied alone or in combination, and the attempt of France to solve the problems of high unemployment, economic decline and migration in this regard in seaside regions can prioritize tourism and trade, and crafts. In other rayoniv where agriculture is developed to prioritize production, alternative rural tourism and trade. In other regions through the development of cross-border cooperation and public - private partnership can attract foreign investment to change the overall appearance of the regions and their culture. Whatever approach is chosen should always follow the rule of comparative advantage in economic theory known as the law of comparative advantage, which states that the manufacturer, the country or region will benefit most - much, if you concentrate on manufacturing or areas where have the - great comparative advantage or least - opportunity costs (lost wages).

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