

# PROUD OF

My Parents' Work



# BAZAAR of PROFESSIONS



This programme is the proof that business has a visionary role and is working in favour of the community. The programme shows our active position for coping with the lack of well prepared and motivated workforce.

Our role is to be innovative not only in terms of the products and services we create, but also to manage recognising the challenges and opportunities ahead of us, to seek, dream, experiment, find and propose possible solutions. Seven years ago we were the first ones to acknowledge and show the power of the collective project. We managed to attract the interest of thousands of children, companies, teachers, parents and today this initiative is recognised by the Bulgarian Ministry of Education and Science, the European Commission and the society. The programme has many supporters and followers. The decision young people make when choosing a career path should be based on their personal strengths, good understanding of the different professions and the opportunities for practicing them. 'Proud of my parents' work' and the Bazaar of professions gives exactly this type of close encounter with the professions.

We look forward for you joining the initiatives, thus showing that together business is a force for good!

**Ognian Trajanov,**  
Chairman of UNGC Network Bulgaria



### WHAT DO THE PROGRAMMES INCLUDE?

- Meeting the children with the professions practiced in the companies
- Welcoming the employees' children at their parents' workplaces and presenting their professions through specially developed educational programmes
- Introducing children with important topics such as: money and their role, safety at the workplace and when surfing the internet, healthcare, environment protection, etc
- Presentation of the company's business and the professions involved
- The biggest public event where students learn about various professions from professionals
- Presentation of professions on interactive stands and through open lectures by experts
- For children aged 7-14 years old

**7<sup>th</sup>** consecutive edition

**100+** companies participated

**4000+** children in the companies

**100+** presented professions in the companies

**5<sup>th</sup>** consecutive edition

**6000+** visitors

**70+** presented professions

**40+** schools participated

**30+** volunteers



### BENEFITS OF PARTICIPATION

- Enhancement of the employees' loyalty and motivation through the possibility to see their job from the eyes of the children
- Better understanding and awareness of the corporate values and priorities
- Establishment of an emotional relationship between the employees, their families and the companies
- A sense of satisfaction from presenting their skills and profession to the children
- Improvement of the internal communications and the organizational environment
- Establishing a strong employer brand, affirming the company as a desired employer
- Unconventional representation of the company and its activities in the media and society
- Support and orientation of the young people in making an informed choice of their future profession
- Enhancing the youth's interest towards the company's key professions

### RECOGNITION AND PRIZES

- **First place** in communications in the annual prizes of Bulgarian Public Relations Association 'PR prize 2014'
- **Second place** in the category CSR project for non-economic sector in the annual prizes of the Bulgarian Public Relations Association 'PR prize 2015'
- A **prize** in the category "Best project for integration of education in business" for 2015 from the annual HR prizes of the Bulgarian Association for People Management
- Public presentation in front of the **UN Global Compact** international community in 2017
- Being added at the **European skills week** of the **Commission** in 2017



*The early acquaintance of children and youth with the different types of professions, gives them the chance to not only make an informed choice for their future career path, but it also helps them understand that our society functions and develops thanks to the work and efforts of various experts. It helps them understand that every person, regardless of the profession, is highly valuable for the society.*

**Denitsa Sacheva,**  
Deputy Minister of the Bulgarian Ministry of education and culture

# JOIN NOW!

## WHY JOIN?

- Focuses on the values of labour, diligence and learning and contains the social message “money is not an end in itself”;
- Addresses important social issues in the sphere of education in relation to the professional orientation of the youth;
- Guarantees a successful execution, effectiveness and efficiency based on the experience from previous editions;
- Has various options for realization, a positive message and energy;
- Enjoys high publicity and interest from the media and is honored with various awards.



## WHO CAN JOIN?

- Companies
- Branch organisations
- NGO's
- Universities

## PARTICIPATION FEES

### For 'Proud of my parent's work' and the Bazaar of professions:

- 700 BGN** for member companies
- 1000 BGN** for companies outside the membership list of the Network

### Only for the Bazaar of professions:

**500 BGN**



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