

Leonardo da Vinci, Lifelong Learning Programme

Employing Disabled People through IT Tools in the EU

Reference: LdVP/12/266P

COUNTRY REPORT

BULGARIA

Prepared by:

FUTURE 21 CENTURY FOUNDATION

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EXECUTIVE SUMMARY

The data presented below reflects issues related to the current situation of Call Centres in Bulgaria, their potentials for future development and the readiness of employers to hire people with various type of disabilities. By means of a set of questions and interviews, Call Centre officials gave an overview on how these businesses function, what are the required competences and skills and what timing schedules they offer to the applicants. The questionnaire was focussed on the physical and technological adjustments, as well as the opportunities of people with disabilities to be employed with these institutions. The research also aimed at changing the attitude of managers towards individuals with specific needs, so that in the future they could be more familiar with the subject matter and start thinking of investing in the provision of specialized equipment to make people with disabilities a part of their staff.

1 Introduction

- Background
- Purpose of report
- Organisations involved
- Scope
- Research methods

The Bulgarian group, represented by the Future XXI Century Foundation composed a questionnaire aimed at collecting information from call centers employers regarding their eagerness to hire people with disabilities and the possibilities to provide the necessary changes or equipment for them, if necessary. The questions consisted of a number of questions related to the location of the premises, skills and competences required, working process and time schedules, as well as the readiness of employers to introduce some changes, in order to adapt the workplace for people with disabilities. These questionnaires were sent to 17 call centers but most of them haven't sent back their reply yet. We received replies from 4 call centers and the answers were almost identical. It turned out that none of them has experience with people having serious disabilities, which require special attention, adaptation of the workplace or facilities.

At the preliminary conversations on the phone some employers stated the fact that they have no knowledge of what software or hardware is used by disabled people, for instance visually impaired and that's why they are unable to test their equipment for accessibility. They said that they wouldn't mind one such person working with them but they have some concerns regarding the adaptation of the workplace, (they are not ready to invest a considerable amount of money in improving the accessibility of the office, equipment, or the programs they use).

To summarize the information gathered from the questionnaire I would say that call center employers lack knowledge regarding the daily life, needs or work of people with disabilities, so they are afraid of hiring them due to the occurrence of unpredictable obstacles which would prevent them from working efficiently. Since they are renting offices in buildings where adjustments for people on wheelchairs may prove difficult or impossible without moving or investment of a large amount of capital they are not so eager to invite such people with disabilities onboard, since the complications would be hard for both parties. One employer expressed the desire to see the government more active in this relation, to offer some form of public-private partnership, or to provide some subsidies for adjustment of the workplace and facilities

2 Review of Current Situation for Disabled Employment

- Unemployment levels.
- Unemployment according to types of disability
- Current employer initiatives – what is available for employers.

This document presents models and structures of different social groups on the territory of the Republic of Bulgaria, characterized by diverse levels of disabilities. Unfortunately, for more than twenty years there isn't an appropriate methodology and tools for objective registration that would provide a picture of the disabled people, regarding the processes which happen in these groups, of their special educational needs, their employment rate, and their social realization. A part of the presented information here is based on documental analysis from media sources. Also, we have used reports of state institutions before respective forums and conferences treating the educational and employment problems of the target groups; sociological researches from the period of 2006 to 2008 and researches done later in Bulgaria by the department of social researches for Southeast Europe of the Bologna university are included as well. Finally, here the most actual researches of the Agency for disabled people (ADP) are used, which treat the registration of disabled people in accordance with the classifiers of the EU.

According to this data, the categorized as disabled by a medical commission are about a million and four hundred thousands people at all ages. According to the National Social Security Institute and its report from 05. 30. 13 before the commission for social affairs in the national parliament, about 750000 people receive pensions for illness. What we are interested in are the people aged between 18 and 65, who are participants in the labor market according to the Bulgarian legislation. According to the ADP, these people are about 450000. Two per cent of them are employed with diverse level of labor qualification. The share of the public administration on this market is quite small. The reasons are the low level of education of the disabled people, the lack of infrastructure and free access to public buildings as schools, universities and institutions, unsolved specific educational needs, the lack of adequate normative acts, and, last but not least, the corruption in this sphere.

For the aims of the project, most attractive are the people between 18 and 35 years. Their potential is best to be developed in the project. They are between twenty and twenty five per cent of all active-aged disabled people. Between ten and twelve percent of them have high education and maybe half of the high-educated people have the will to develop themselves further.

In order to understand better the processes connected with how society accepts the problems of the disabled people, we must first understand the structures that the state institutions have established for these groups. This model is inherited from the totalitarian regime which tried to isolate the society from the problems of disabled people, and the vice versa – it isolated the disabled people from the society. The problems of the disabled people were solved in specialized closed schools, ghettos, enterprises, and organizations within which they had to solve the problems in the community itself.

This segregating model reproduced itself in the post-totalitarian period during the nineties of the previous century. Hardly, after Bulgaria joined the EU, it was possible some changes in the legislation to be made, and the social biases to be influenced a bit more than before. Nevertheless, the government continues to waste money on national representative

organizations (NPO-s) which, according to the legislation, have to improve the life standard of their members. In fact, about twenty organizations have deserted from the roles they are paid to maintain. They include about 70-80% of the disabled people; however, in many cases their members consist of recovering groups. As a result, the state pays twice for the same people, financing outdated, closed, ineffective and uncontrolled structures, creating conditions for corruptive practices. Meanwhile, the public falsely believes that the NPO-s are able to solve the problems with education, realization on the labor market, human rights and the rest of the problems that the disabled people have.

One good example for the problems in the sector is the Union of the Blind in Bulgaria. This organization for the last five years lost three thousand of its members and they dropped from eighteen to fifteen thousand. This is not due to some improvement in the health care, the demographic collapse, or a breakthrough in ophthalmologic technologies, but due to the fact that people see no reason to participate in a useless structure. Also, the reasons should be sought in the state's policy.

Through legislative means the State is trying to influence the medical committees which are responsible for the expert certification and classification of the disabled people to register less people as disabled. Besides, these committees have to evaluate the capacity of every disabled person to work. In the medical disability certificate, doctors often put labels like "unfit for work", "a hundred per cent lost ability to work" and so on. This is quite stressful in psychological and social aspect, but besides, it is a barrier in the professional realization of the disabled people. These labels embarrass the potential employers and they often choose to neglect the preferential conditions for employers with disabled workers offered by the government.

In fact, the practice shows that the visually impaired people can attain proficiency in many skills and a wide range of professions are open for them. This is proved in the research of Dr. Staykov which is attached here (appendix 1). The research is of the year 2005 and it was extended in 2011. Though it does not pretend for exhaustiveness, it is often used to convince hesitating employers in the skills of the disabled people proved in the specialized enterprises a long time ago. In this research Dr. Staykov proves that information technologies are possible alternatives for the visually impaired people. However, there are necessary changes in the educational policies of both the state and the NPO-s. These policies should be well-financed and the corruptive practices must be minimized as much as possible etc.

In Bulgaria, not more than 25-30 visually impaired people are working in the IT area and one third of them is doing it professionally.

In 2003, during a project implemented by the "Vision" foundation, four people with disabilities were prepared to start working professionally in client centers in Sofia. Though some employers were enthusiastic at the beginning, the project failed at the end. During the previous year (2012), six people with disabilities applied for vacant positions in client centers, with two of them being visually impaired. One of them overcame three interviews before being rejected because of his medical disability certificate and the stamped there percentage of lost ability to work.

It is not fair to accuse the society and employers in particular for their attitude toward people with disabilities. Serious legislative changes in the labor medicine and in other social spheres are necessary, which have to encourage the social and labor integration of disabled people.

3 Review of Contact Centre Industry and Economic Outlook for the Future.

- Current state of sector.
- Size of market.
- Employment levels.
- Future economic outlook.

Contact Centre industry is considered to be a stable, prosperous and fast developing sector. The daily life of most people becomes more and more technology-related, so that advanced technologies allow the provision of new services and they require the ever increasing need of improving skills and competences to use such devices. That is why, the sector foresees the creation of more positions and new services in the near future, given that the trust of people to use the services of Contact Centres is increasing.

Many Contact Centres especially related to communication services, such as Internet providers, mobile phone operators, banking services are nation-wide and they operate in the territory of the whole country. Fewer Centres are limited to one, or several towns,

The positions which are usually offered on the market are related to customer support, that is dealing with incoming or outgoing customer calls and providing information or solutions to certain problems. Management positions are rare to be found.

The economic perspectives of the industry are very promising. The only concern is the fact that together with the expansion and advancement of technologies, the requirements for new skills and competences also change over time. However, outsourcing to other towns of the country, remote working seem possible, due to the gradual change of employers' attitude towards the effectiveness of distance learning. The change of this attitude will encourage more employers to invest capital in adapting the workplace for people with disabilities or applying for some EU or Government sponsored Programmes in this direction.

4 Potential for Disabled Employment within the Contact Centre Industry

- Current use of disabled staff
- Current available technology – according to type of disability
- Potential for disabled employment in-house
- Potential for remote working

The current analysis shows that the potential of people with disabilities to work in Contact Centres are limited to a large extent. Some employers have a person with some medical condition but they admit that the type of disability does not require any changes in technology, premises or software.

Specific technology is not available but employers are eager to introduce some changes if devices are inexpensive or these changes are related to the installation of assistive software.

Some employers stated that they have some worries, if the load of work would be agreeable to one such people with disabilities, or whether they have to bear in mind additional issues like inability to fulfill the norms or standards of work. All the 4 employers stated that they doubt if their offices and buildings are accessible for people on wheelchairs, for instance because, even if they make a ramp, they have no knowledge of the accessibility of the infrastructure the employee uses in order to go to work, or whether the toilet of the building for instance won't be too small.. In-house employment generally is not a practice and employers have some concerns regarding coordination with other colleagues, tracking working-time, security if a specialized software has to be installed etc.

5 Employment Needs of the Contact Centre Industry.

- Current employer needs
- Future employer needs – plans, trends
- Skills required – generic, specific
- Qualification levels required
- Flexibility/working patterns
- **Research method - Questionnaires, interviews**

According to the analysis it turns out that the work in many Contact Centres is very demanding in general. For most places speaking a foreign language at a high level is a must which limits considerably the potential applicants. Excellent communication skills and a pleasant voice are also required as well as computer literacy which is often related to the ability to work with the Microsoft Office products. As these are the main requirements the level of education to make the applicants eligible is high school or above. Any additional language or computer courses are regarded as a plus. Most Centres work on a full time basis which frequently involves shifts. Shifts increase the flexibility of employers on the one hand but on the other they cause some additional obstacles related to transportation to and from the workplace. Some centres allow the opportunities of part-time work which is one of the few industries where such an option is possible.

The data for the purposes of the current analysis has been gathered by means of specially prepared questionnaires which were sent to employers, as well as interviews and conversations on the phone.

6 Barriers to Disabled Employment within the Contact Centre Industry.

- Physical barriers in the workplace
- Flexibility/reliability barriers
- Technological barriers
- Social barriers
- Financial barriers

The analysis of Contact Centre conditions found out that most buildings are inaccessible for wheelchair employees, since the lift is not adapted for such people or there exist additional barriers before reaching the lift. Employers are eager to introduce the necessary changes, provided that these are not very expensive and they do not affect changing the architecture or the location of the premises which is considered impossible.

As far as technology is concerned, for visually impaired people a specialized software or programs are necessary, Braille displays etc but these devices have never been tested for interoperability and compatibility with the software used by the Contact Centres.

Social barriers are not regarded as an obstacle for the fact that most Contact Centre employees are sociable, extrovert people, they are eager to accept newly hired officials and yet many things depend on the abilities of people with disabilities to adapt themselves to a new environment and let the others learn more about their physical condition.

Financial barriers are considered to be the greatest obstacle for Contact Centres as most employers have not comprehended the need of investing large capital in introducing changes, provided that it is easier to manage without coping with these issues.

7 Opportunities to Create Disabled Employment within the Contact Centre Industry.

- Training programmes – examples, internal or external trainings?
- Work experience
- Technology
- Employer incentives

Most Contact Centres provide trainings for their future employees before starting work on a certain position. These training courses usually last from a couple of days to several weeks, or the employee is assigned to an experienced official to learn the subtleties and the specific character of the work. These involve learning the software that the Contact Centre uses, how to deal with the databases, as well as some rules related to customers' communication. The training courses are internal and as they require a specialized software and databases, working from a remote distance is not considered as an option. For most employers previous experience on a similar position is not a must. What is regarded important are pleasant voice, good communication skills and the ability to speak at least one foreign language. The used technology encompasses computer equipment, telephone lines and a specialized software. Most managers do not mind letting a person bring a specialized device which would assist people with disabilities if they possess such, but in general they are not eager to invest large amounts of money in technology.

Some employers intend to outsource their business in other towns and take into account some of the issues, specified in the questionnaires regarding the accessibility of buildings, providing technology that is suitable for people with various impairments.

More flexible working schemes and remote work are also foreseen by some Call Center managers, though they admit there are some additional issues which need to be thought of in relation to distance working.s

Recommendations

Since most Call Center employers are unfamiliar with the needs and abilities of people with disabilities, as well as the changes which are to be introduced in the workplace for each type of disability to enable these persons cope with their daily work as potential employees we recommend that the management of these Contact Centers to be provided with information on web-sites or campaigns related to the needs of people with disabilities.

9 Partner Comparison Summary

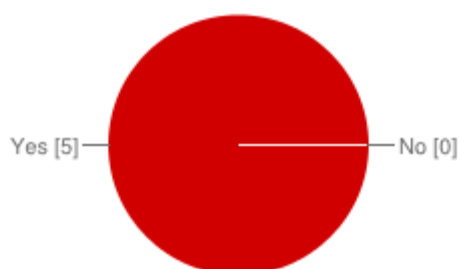
1. IS THERE A WAGE SUBSIDY FOR EMPLOYERS RECRUITING DISABLED PEOPLE?

COMPANHIA DE IDEIAS	YES
FUTURE 21 CENTURY	YES
MCSENCE	YES
INSTITUT PRE REGIONÁLNY ROZVOJ	YES
ECCC FOUNDATION	YES



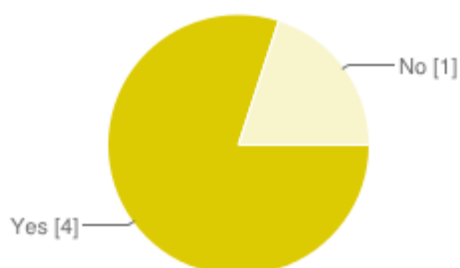
2. ARE INCENTIVES AVAILABLE TO EMPLOYERS FOR ADAPTATIONS TO ENCOURAGE EMPLOYMENT?

COMPANHIA DE IDEIAS	YES
FUTURE 21 CENTURY	YES
MCSENCE	YES
INSTITUT PRE REGIONÁLNY ROZVOJ	YES
ECCC FOUNDATION	YES



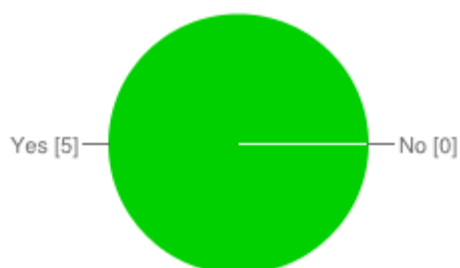
3. IS THERE A WILLINGNESS FROM DISABLED PEOPLE TO TAKE JOBS ON OFFER?

COMPANHIA DE IDEIAS	YES
FUTURE 21 CENTURY	YES
MCSENCE	NO
INSTITUT PRE REGIONÁLNY ROZVOJ	YES
ECCC FOUNDATION	YES



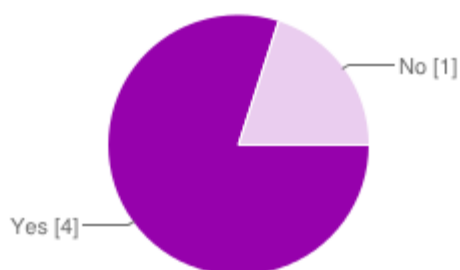
4. IS THERE A LEGISLATIVE REQUIREMENT FOR THE GOVERNMENT TO ASSIST DISABLED PEOPLE INTO WORK?

COMPANHIA DE IDEIAS	YES
FUTURE 21 CENTURY	YES
MCSENCE	YES
INSTITUT PRE REGIONÁLNY ROZVOJ	YES
ECCC FOUNDATION	YES



5. ARE THERE OTHER STAKE HOLDERS WITH THE CAPACITY TO DO THIS?

COMPANHIA DE IDEIAS	NO
FUTURE 21 CENTURY	YES
MCSENCE	YES
INSTITUT PRE REGIONÁLNY ROZVOJ	YES
ECCC FOUNDATION	YES

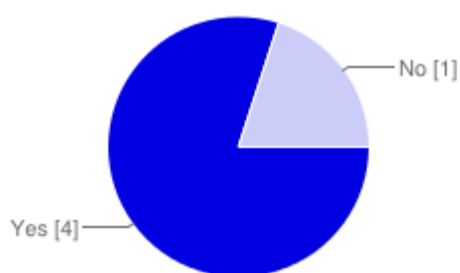


6. WHAT IS THE PROJECTED GROWTH RATE OF CONTACT INDUSTRY SECTOR?

COMPANHIA DE IDEIAS	15% GROWTH
FUTURE 21 CENTURY	THERE ARE VERY BRAVE PLANNS FOR THAT . BUT THERE IS A SHORTAGE OF QUOLIFIED SPECIALISTS. 8 % NEXT YEAR.
MCSENCE	13% IN SCOTLAND CURRENTLY, PROJECTED TO GROW AT AROUND 10%
INSTITUT PRE REGIONÁLNY ROZVOJ	THERE ARE NOT INFORMATION ABOUT PROJECTED GROWTH RATE
ECCC FOUNDATION	NO DATAS AVAILABLE

7. IS THERE A SIGNIFICANT DEMAND FOR SKILLED STAFF?

COMPANHIA DE IDEIAS	NO
FUTURE 21 CENTURY	YES
MCSENCE	YES
INSTITUT PRE REGIONÁLNY ROZVOJ	YES
ECCC FOUNDATION	YES

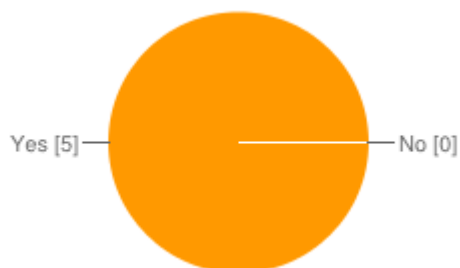


8. WHAT SKILL LEVEL IS REQUIRED?

COMPANHIA DE IDEIAS	HIGH-SCHOOL
FUTURE 21 CENTURY	QUITE DIFFERENT SKILLS ESSPECIALLY FOR THE BIGGER SERVICE PROVIDERS LIKE HP - THEY ENGAGED OVER 3000 PERSONS UP TO NOW.
MCSENCE	UK EMPLOYERS LOOKING FOR EXPERIENCED CALL HANDLERS RATHER THAN FORMAL QUALIFICATIONS. OVER 50% ON NEW RECRUITS LACK SOFT SKILLS NECESSARY, ACCADEMIC QUALIFICATIONS OR LANGUAGE SKILLS LESS REQUIRED BY EMPLOYERS
INSTITUT PRE REGIONÁLNY ROZVOJ	COMPLETED SECONDARY EDUCATION (GRADUATION)
ECCC FOUNDATION	NO DATAS AVAILABLE

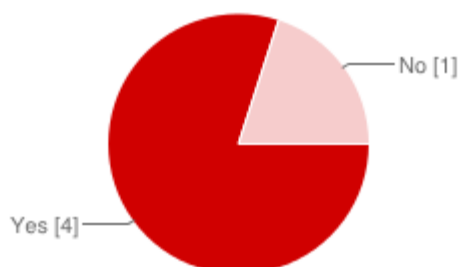
9. DO CONTACT CENTRES RECRUIT AND TRAIN INTERNALLY?

COMPANHIA DE IDEIAS	YES
FUTURE 21 CENTURY	YES
MCSENCE	YES
INSTITUT PRE REGIONÁLNY ROZVOJ	YES
ECCC FOUNDATION	YES



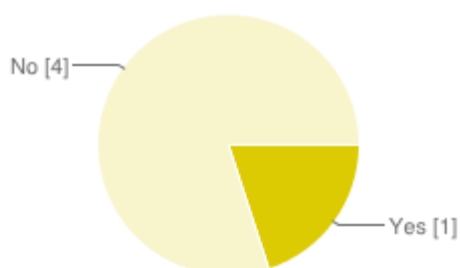
10. IS THERE A STRONG REGULATORY ENVIRONMENT IN THE PARTNER COUNTRY?

COMPANHIA DE IDEIAS	YES
FUTURE 21 CENTURY	NO
MCSENCE	YES
INSTITUT PRE REGIONÁLNY ROZVOJ	YES
ECCC FOUNDATION	YES



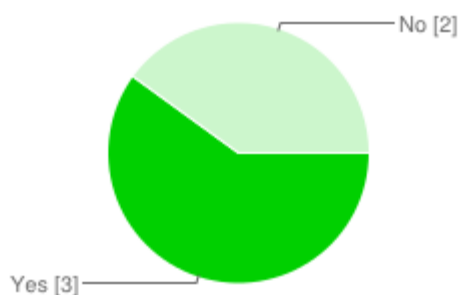
11. DO THE CALL CENTRES OFFER REMOTE JOBS?

COMPANHIA DE IDEIAS	NO
FUTURE 21 CENTURY	NO
MCSENCE	NO
INSTITUT PRE REGIONÁLNY ROZVOJ	NO
ECCC FOUNDATION	YES



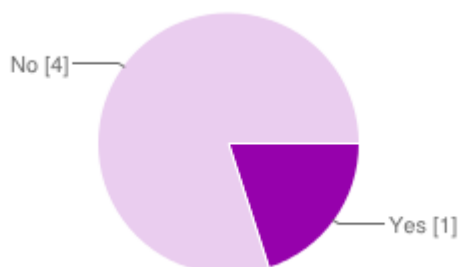
12. ARE THERE MORE THAN 50 PERCENT OF PEOPLE WITH DISABILITIES WITH BROADBAND INTERNET ACCESS?

COMPANHIA DE IDEIAS	YES
FUTURE 21 CENTURY	NO
MCSENCE	YES
INSTITUT PRE REGIONÁLNY ROZVOJ	YES
ECCC FOUNDATION	NO



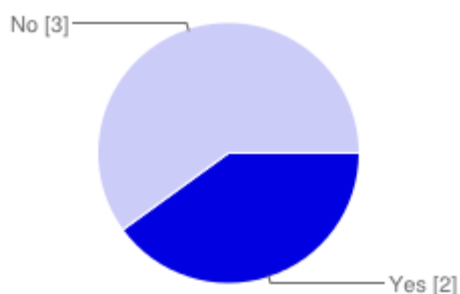
13. ARE THE PARTNER COUNTRIES EDUCATING DISABLED PEOPLE WITH THE LANGUAGE AND IT SKILLS REQUIRED FOR THE CONTACT CENTRE INDUSTRY?

COMPANHIA DE IDEIAS	NO
FUTURE 21 CENTURY	NO
MCSENCE	NO
INSTITUT PRE REGIONÁLNY ROZVOJ	NO
ECCC FOUNDATION	YES



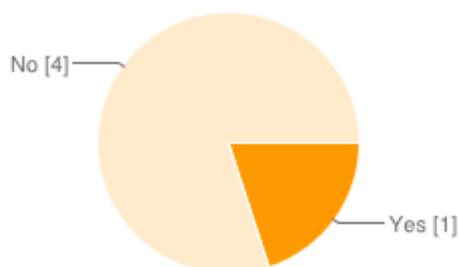
14. DO THE ALLOWANCES AVAILABLE INCENTIVISE DISABLED PEOPLE TO ACCESS THE LABOUR MARKET?

COMPANHIA DE IDEIAS	NO
FUTURE 21 CENTURY	YES
MCSENCE	NO
INSTITUT PRE REGIONÁLNY ROZVOJ	NO
ECCC FOUNDATION	YES



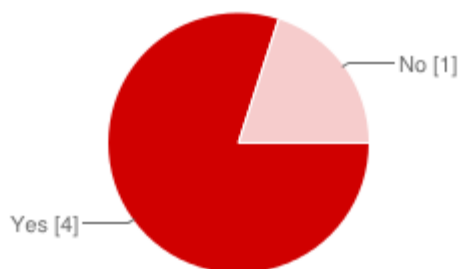
15. IS THERE TOO MUCH LEGISLATION PROVISIONS OVERPROTECTING DISABLED PEOPLE IN EMPLOYMENT?

COMPANHIA DE IDEIAS	NO
FUTURE 21 CENTURY	YES
MCSENCE	NO
INSTITUT PRE REGIONÁLNY ROZVOJ	NO
ECCC FOUNDATION	NO



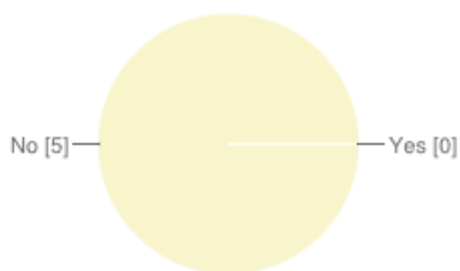
16. IS THE STATE OVER BUREAUCRATIC IN DISTRIBUTING THE ALLOWANCES?

COMPANHIA DE IDEIAS	YES
FUTURE 21 CENTURY	YES
MCSENCE	NO
INSTITUT PRE REGIONÁLNY ROZVOJ	YES
ECCC FOUNDATION	YES



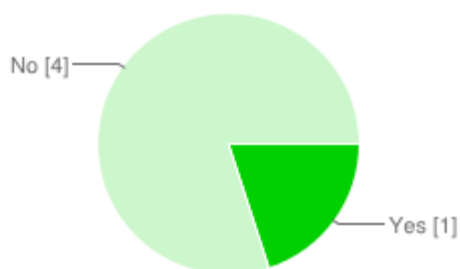
17. ARE THERE SUFFICIENT INCENTIVES FOR EMPLOYERS TO PRIORITISE PEOPLE WITH DISABILITIES?

COMPANHIA DE IDEIAS	NO
FUTURE 21 CENTURY	NO
MCSENCE	NO
INSTITUT PRE REGIONÁLNY ROZVOJ	NO
ECCC FOUNDATION	NO



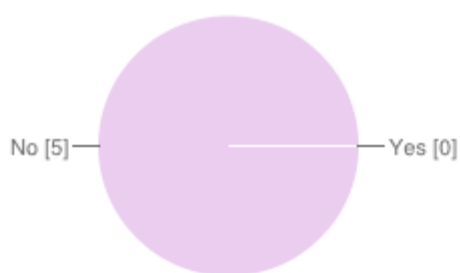
18. WILL GOVERNMENTS PAY FOR THE TRAINING OF CALL CENTRE STAFF WHEN THERE ARE SO MANY PEOPLE WITH HIGH LEVEL EDUCATION ALREADY AVAILABLE?

COMPANHIA DE IDEIAS	NO
FUTURE 21 CENTURY	YES
MCSENCE	NO
INSTITUT PRE REGIONÁLNY ROZVOJ	NO
ECCC FOUNDATION	NO



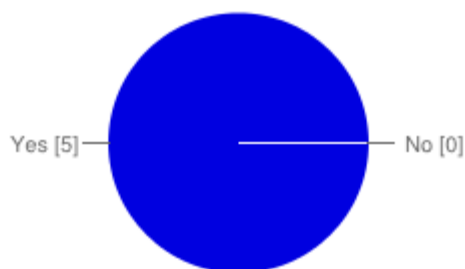
19. ARE EXISTING CONTACT CENTRE STAFF TRAINED TO RECEIVE STAFF WITH DISABILITIES?

COMPANHIA DE IDEIAS	NO
FUTURE 21 CENTURY	NO
MCSENCE	NO
INSTITUT PRE REGIONÁLNY ROZVOJ	NO
ECCC FOUNDATION	NO



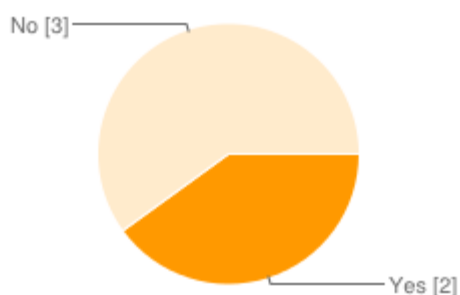
20. DO DISABLED PEOPLE FEEL THERE IS DISCRIMINATION IN ENTERING THE LABOUR MARKET?

COMPANHIA DE IDEIAS	YES
FUTURE 21 CENTURY	YES
MCSENCE	YES
INSTITUT PRE REGIONÁLNY ROZVOJ	YES
ECCC FOUNDATION	YES



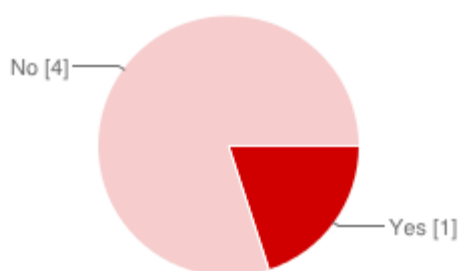
21. IS THE PHYSICAL INFRASTRUCTURE ACCESSIBLE FOR DISABLED PEOPLE?

COMPANHIA DE IDEIAS	NO
FUTURE 21 CENTURY	NO
MCSENCE	YES
INSTITUT PRE REGIONÁLNY ROZVOJ	NO
ECCC FOUNDATION	YES



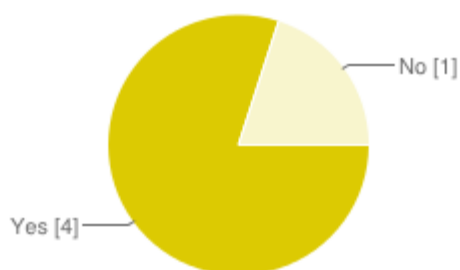
22. IS THE TECHNOLOGY IN CALL CENTRES BARRIER FREE?

COMPANHIA DE IDEIAS	NO
FUTURE 21 CENTURY	NO
MCSENCE	YES
INSTITUT PRE REGIONÁLNY ROZVOJ	NO
ECCC FOUNDATION	NO



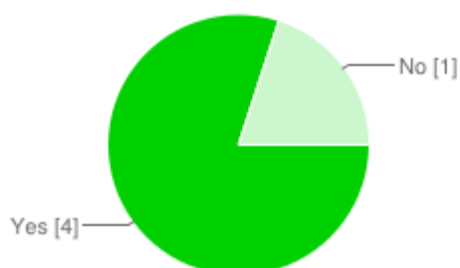
23. DO YOU EXPECT HIGH GROWTH IN THE CALL CENTRE INDUSTRY IN YOUR COUNTRY?

COMPANHIA DE IDEIAS	YES
FUTURE 21 CENTURY	YES
MCSENCE	YES
INSTITUT PRE REGIONÁLNY ROZVOJ	YES
ECCC FOUNDATION	NO



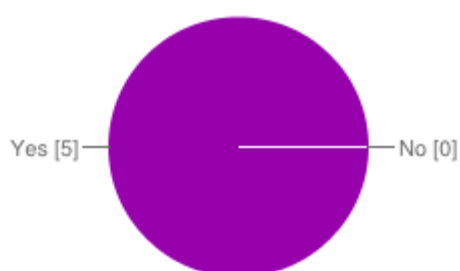
24. DO YOU HAVE ORGANISATIONS WHO CAN SUPPORT DISABLED PEOPLE IN LOOKING FOR JOBS IN CALL CENTRES?

COMPANHIA DE IDEIAS	YES
FUTURE 21 CENTURY	YES
MCSENCE	YES
INSTITUT PRE REGIONÁLNY ROZVOJ	YES
ECCC FOUNDATION	NO



25. DO THE DISABLED PEOPLE HAVE OPPORTUNITIES TO FURTHER DEVELOP THEIR SKILLS IN CALL CENTRES?

COMPANHIA DE IDEIAS	YES
FUTURE 21 CENTURY	YES
MCSENCE	YES
INSTITUT PRE REGIONÁLNY ROZVOJ	YES
ECCC FOUNDATION	YES



26. WOULD IT BE APPROPRIATE TO LAUNCH A SOCIAL ENTERPRISE CALL CENTRE BUSINESS?

COMPANHIA DE IDEIAS	YES
FUTURE 21 CENTURY	YES
MCSENCE	YES
INSTITUT PRE REGIONÁLNY ROZVOJ	YES
ECCC FOUNDATION	YES

