

# **Bulgaria in WiFi4EU initiative**

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# WiFi4EU

# Bulgaria

- ❑ Population: 6 951 482 (31 December 2019);
- ❑ Capital city: Sofia;
- ❑ Area: 110,994 km<sup>2</sup>;
- ❑ 28 provinces;
- ❑ 265 municipalities;
- ❑ 5 257 settlements:
  - ✓ 257 towns,
  - ✓ 4 998 villages,
  - ✓ 2 monasteries;
- ❑ 6 planning regions;
- ❑ Member state since 2007.



# 265 municipalities

257 registered on the WiFi4EU Portal –

97 %.



244 selected for a voucher (242) – 92 %.

WiFi4EU

# Calls

**First  
call**

**7-9  
November 2018**

**113+2  
Vouchers**

**1 725 000 €**

**Second  
call**

**4-5 April 2019**

**63+9  
Vouchers**

**1 080 000 €**

**Third  
call**

**19-20  
September 2019**

**41+1  
Vouchers**

**630 000 €**

**Fourth  
call**

**3-4 June 2020**

**15  
Vouchers**

**225 000 €**

**WiFi4EU**

# 92 % applicants were successful

## First call

**215** municipalities applied

**115** municipalities won a voucher

**53%** applicants were successful

## Second call

**117** municipalities applied

**72** municipalities won a voucher

**61 %** applicants were successful

## Third call

**45** municipalities applied

**42** municipalities won a voucher

**93 %** applicants were successful

## Fourth call

**20** municipalities applied

**15** municipalities won a voucher

**75 %** applicants were successful

# How we did it? 1/4

- ❑ One person served as a help desk from the beginning of the initiative until today.
- ❑ Prepared more than 20 informational and analytical materials for the initiative, published on the website of the Ministry.
- ❑ Created news for the special section of the Ministry's website, re-published from many news sites and news agencies.
- ❑ Created a question and answer section on the Ministry's website with an option to ask questions and receive fast feedback.



# How we did it? 2/4

- ❑ Held 1 information day before the start of the initiative with more than 100 representatives of the municipalities and telecommunications operators – 22.08.2017.
- ❑ Organized a media event with the EU Commissionaire for Digital Economy and Society - Mariya Gabriel, the Minister of Transport Information Technology and Communications and local authorities before the opening of the first call and the launch of the WiFi4EU Portal - 24.03.2018.

# How we did it? 3/4

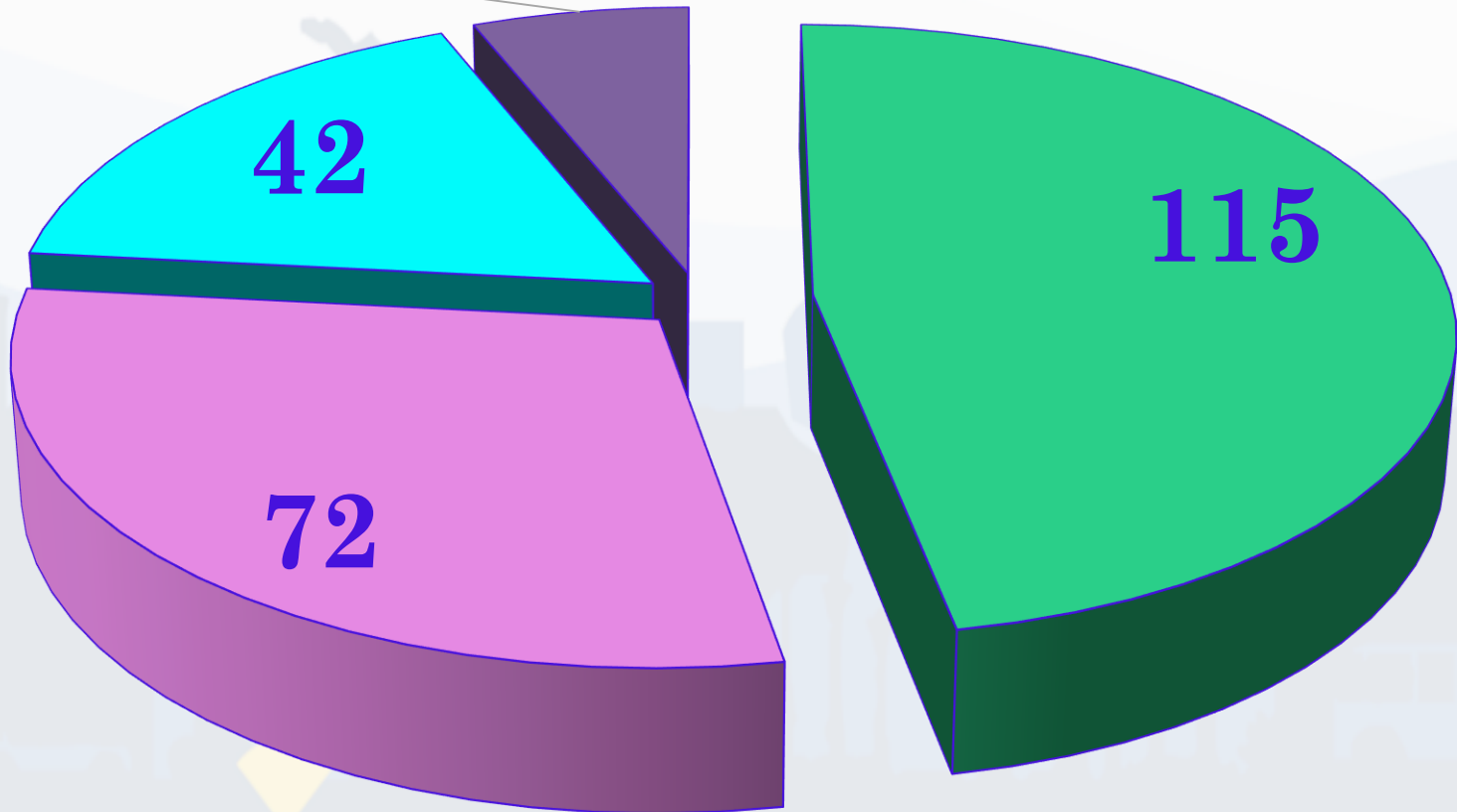
- ❑ 3 delivered presentations at national forums with a large number of representatives of the municipalities and operators.
- ❑ 5 interviews for the National Radio and one interview for one of the National Televisions.
- ❑ e-Mails and official letters to all municipalities.
- ❑ Phone calls.



# How we did it? 4/4

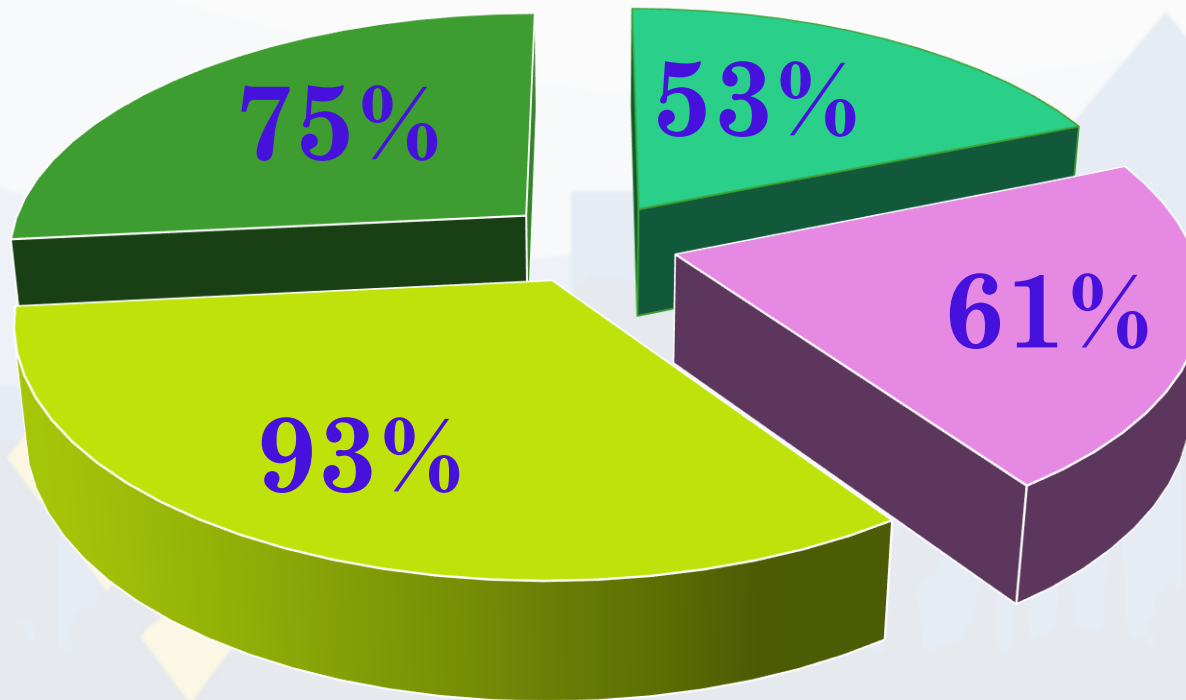
- ❑ Contact person from the municipalities who was responsible for participating in the initiative.
- ❑ Opportunity for direct and fast communication by phone and e-mail.
- ❑ Providing informational and logistical support for participation in the initiative.

# 15 Winners per call



■ Call 1   ■ Call 2   ■ Call 3   ■ Call 4

# Percentage of successful applicants per call



■ Call 1   ■ Call 2   ■ Call 3   ■ Call 4

NEWS ARTICLE | 22 March 2019

## **WiFi4EU stories: an interview with Mayor of Troyan, Bulgaria**

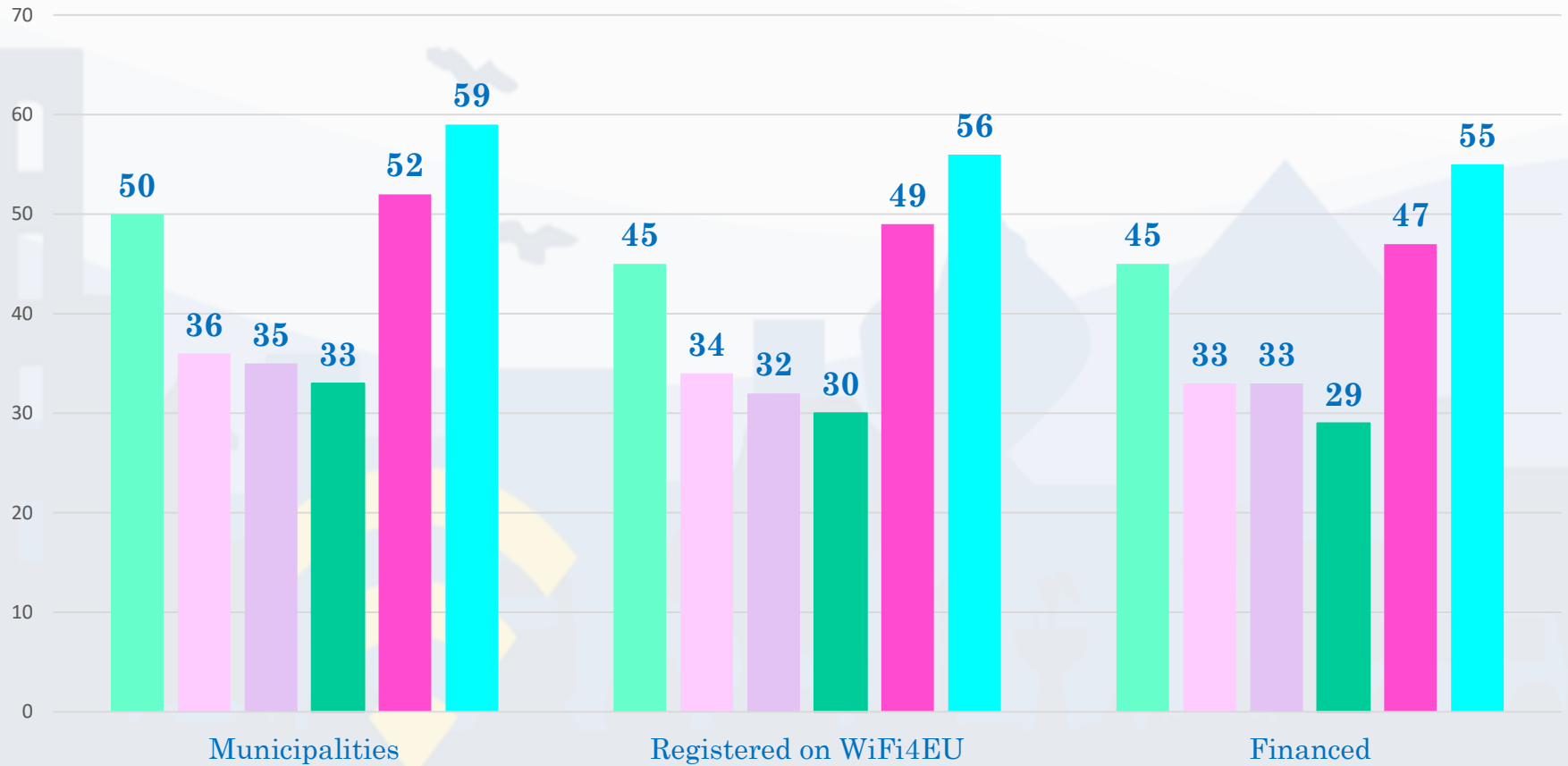
With a brand-new EUR 15,000 WiFi4EU voucher from the European Commission in tow, the municipality of Troyan now has its eyes set on delivering high-speed connectivity, expanded network coverage, and new e-services.

[Read more](#)

WiFi4EU stories: an interview with Mayor of Troyan, Bulgaria

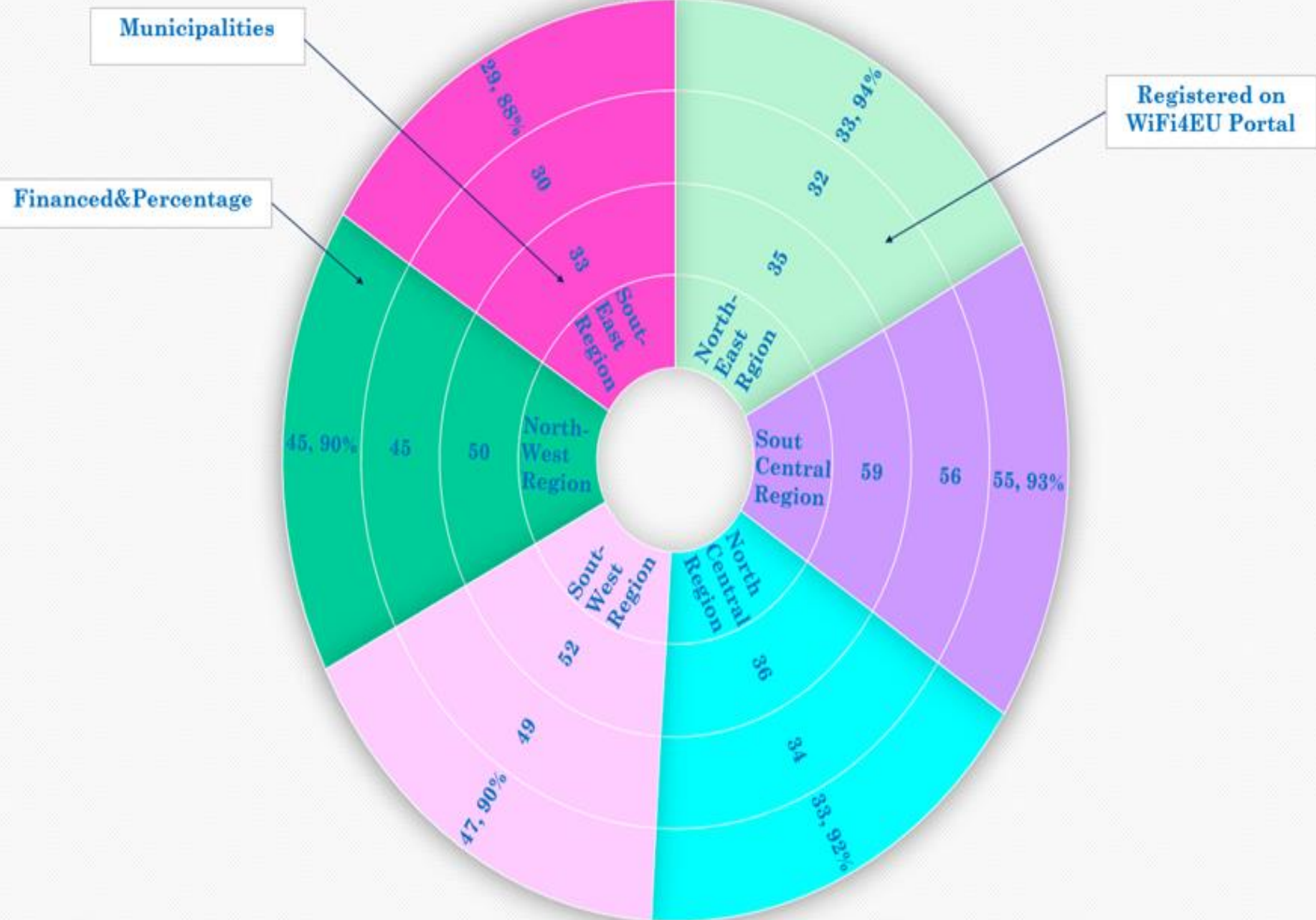


# BG Regions in WiFi4EU



- North-West Region
- North Central Region
- North-East Region
- South-East Region
- South-West Region
- South Central Region

# BG Regions in WiFi4EU



- North-West Region
- North Central Region
- North-East Rgion
- Sout-East Region
- Sout-West Region
- Sout Central Region

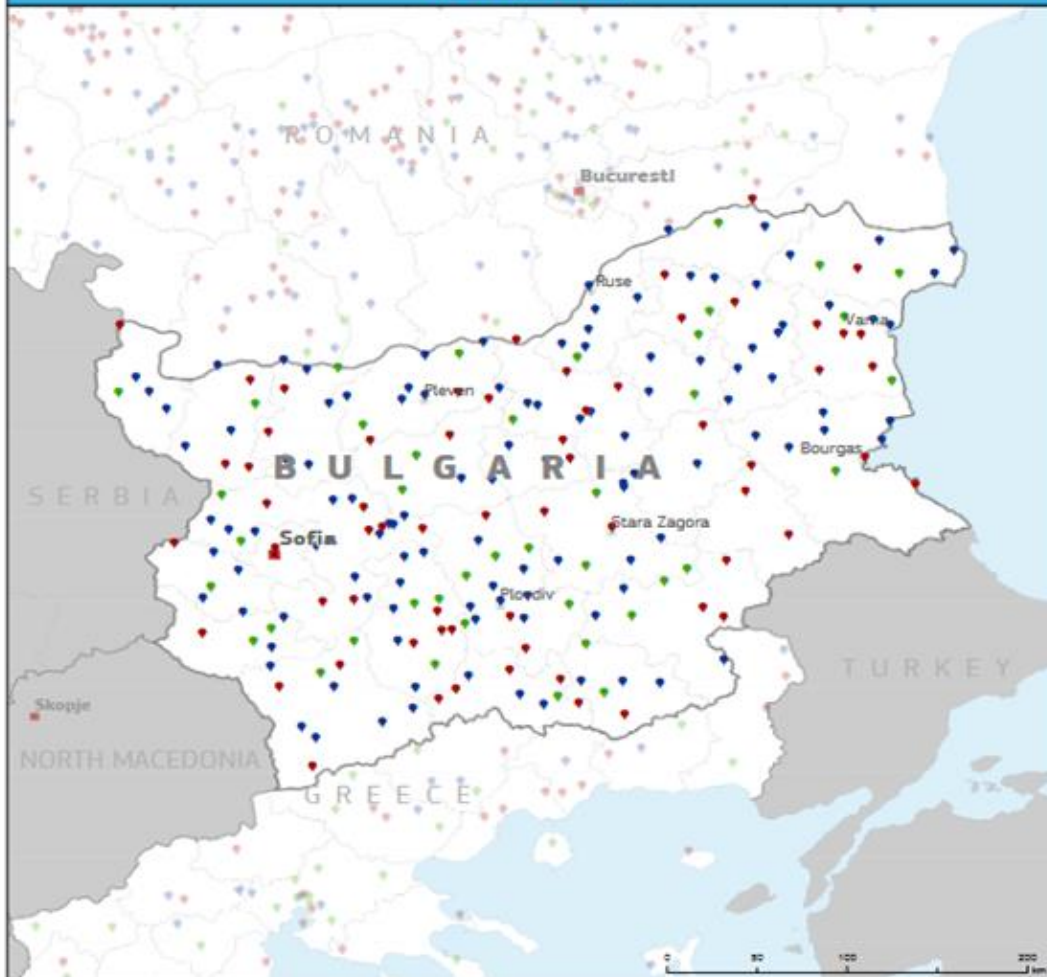




# WiFi4EU

Innovation  
and Networks  
Executive Agency

## Awarded municipalities - Bulgaria (Call 1, 2 and 3)



- Call 1 (November 2018)
  - Call 2 (April 2019)
  - Call 3 (September 2019)
- EU countries (incl. overseas territories)

Background represents Eurostat administrative regions (NUTS3).

## Awarded municipalities - Bulgaria (Call 1, 2, 3 and 4)



- Call 1 (November 2018)
- Call 2 (April 2019)
- Call 3 (September 2019)
- Call 4 (June 2020)
- EU countries (incl. overseas territories)

# Reasons for the Success 1/3

Convenient and easy application despite the frequent technical problems.

Applying directly from the municipalities.

Good communication with the colleagues from the EC and INEA.

# Reasons for the Success 2/3

Direct contact with the operators.

Good understanding of the initiative and possibility to provide assistance to municipalities and operators.

Patience, understanding, approach to different people.

# Reasons for the Success 3/3

EU Commissionaire for Digital Economy and Society - Mariya Gabriel.

Good popularization of the initiative in the country through different channels.

Good results for registered municipalities and participants from the first call.

**Thank you for the attention!**

**HRISTINA DOBREVA**

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