

**Interreg**



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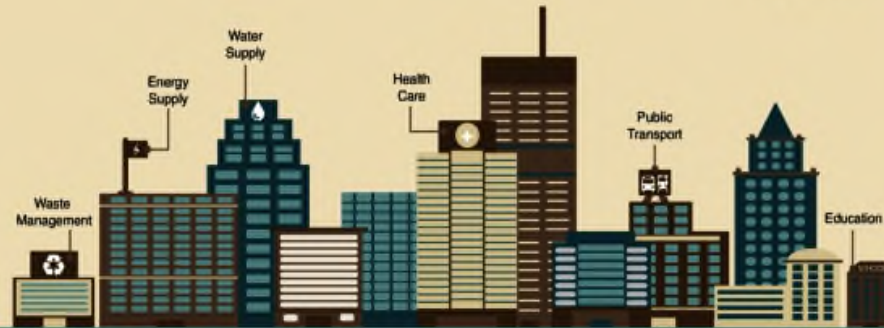
**IPA** Bulgaria – Serbia

# Intervention Logic of a SGI project proposal

*Webinar, 31.07.2025*

# 7 REASONS, WHY SERVICES OF GENERAL INTEREST SHOULD BE IN PUBLIC HANDS

Provision of essential services to the people at affordable prices



## 1 PUBLIC GOOD INSTEAD OF PROFIT

Services of general interest are serving the common welfare, and as such they should be available to everybody at affordable prices. However private companies wish to achieve profits. For a private provider a non-profitable service is not of interest.



## 2 DISAPPOINTING PRIVATISATIONS



Services should become 'better and cheaper' when provided by private operators, but frequently those promises have not eventuated. Often the results were higher prices, and poor quality because of lack of investment.

## 3 CLIMATE PROTECTION



Climate protection goals can be easily implemented by publicly owned transport and energy providers. Many recently started municipal energy providers use 100% green power. However private operators frequently still use fossil fuels (coal, oil, gas) or nuclear power.



## 4 BETTER WORKING CONDITIONS

In many cases privatisations led to job losses, as well as stress and lower pay for staff. However with public employers fair compensation at a pay schedule rate is the norm.



## 5 PROFITS REMAIN IN THE COMMUNITY

In contrast to a private operator any profits of a public business flow back to the people as investment, to maintain or improve the quality of the service.

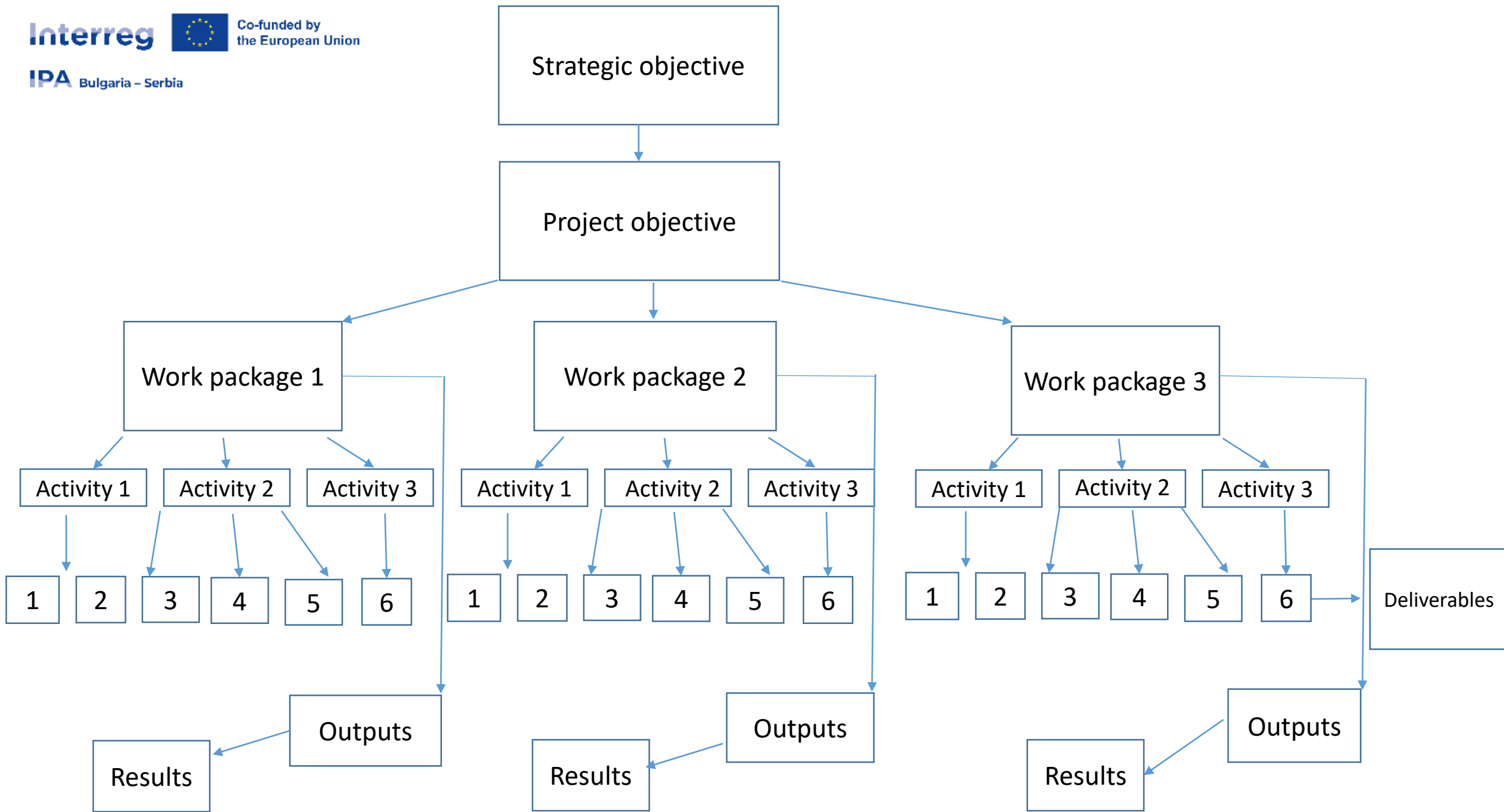
## 6 MORE FLEXIBILITY

Municipally owned businesses offer a range of options for the population to exert political influence on the quality and cost of services of general interest.



## 7 RESIDENTS PREFER THE PUBLIC HAND

In the past years citizens' initiatives were formed in several European countries to take action against the sale of publicly owned assets or to demand a return to public service provision. This shows that people prefer services of general interest to be in public hands.



# MONICA

A EU Horizon  
2020 Project

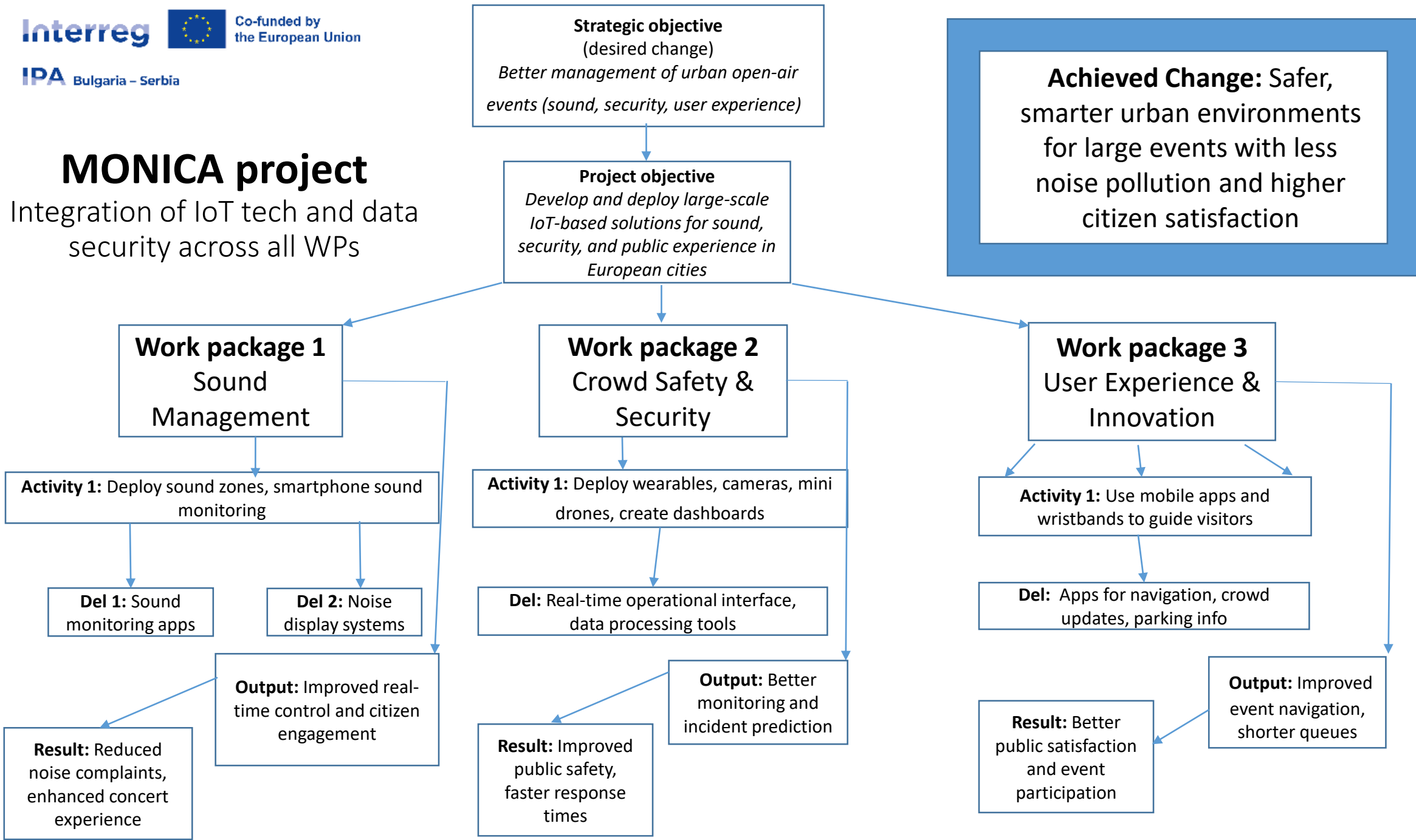
29 PARTNERS,  
9 COUNTRIES

The MONICA Project is a large-scale demonstration  
of how cities can use IoT technologies to meet  
sound, noise and security challenges at big, open-air  
cultural and sport events, which attract and affect  
many people



# MONICA project

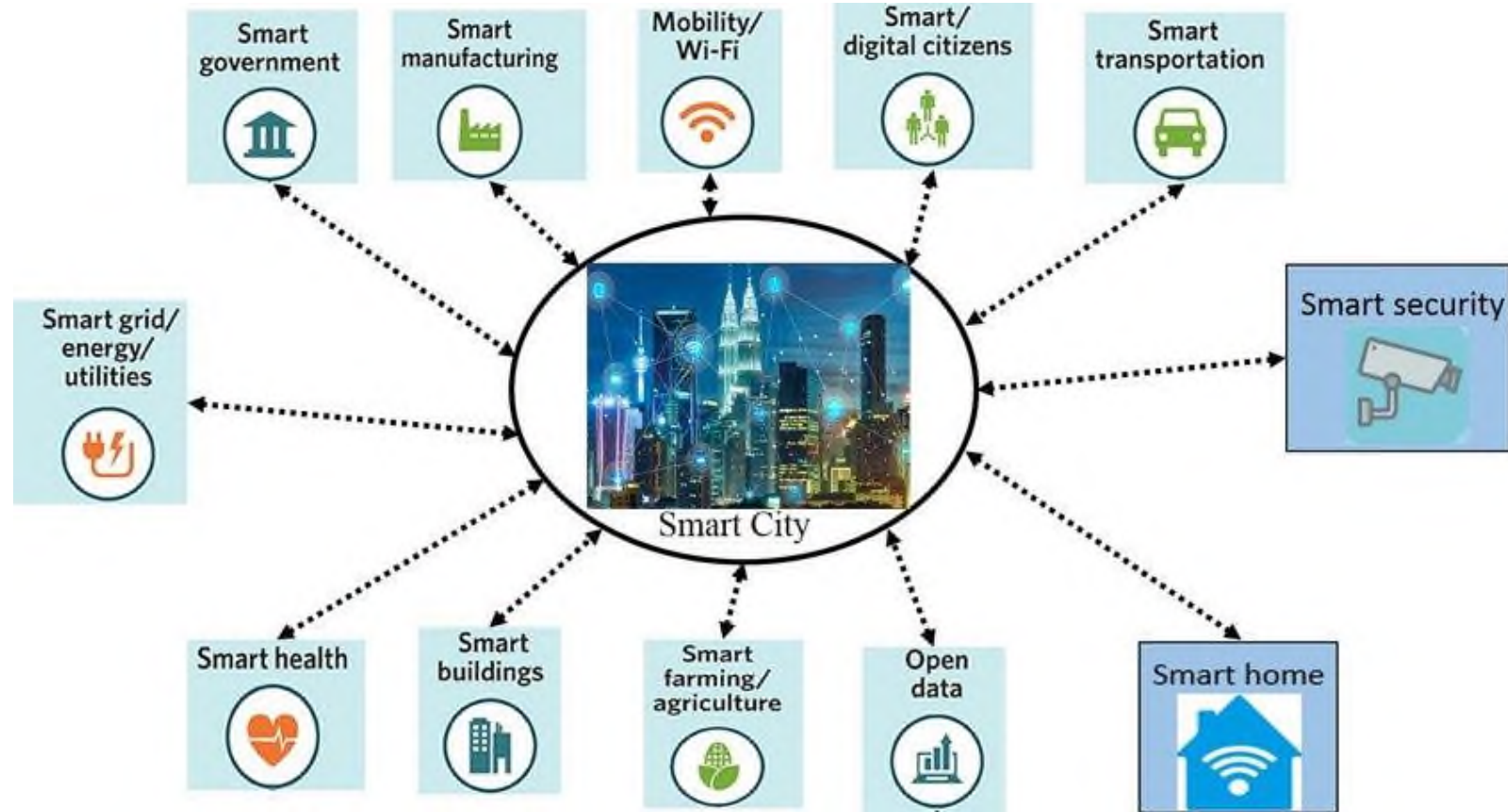
Integration of IoT tech and data security across all WPs



**Achieved Change:** Safer, smarter urban environments for large events with less noise pollution and higher citizen satisfaction

**SMART TECHNOLOGIES** enable cost-effective, secure, and citizen-centered services of general interest—even in small border municipalities - by enhancing efficiency, control, and sustainability through digitalization and AI

Sensors, IoT devices, and AI-powered video analytics enable real-time detection of technical issues and suspicious activity - helping municipalities monitor infrastructure, predict failures, and respond quickly without on-site inspections.



They are “**ready-made solutions,**” i.e. these solutions/products have already been tested, are fully operational, and can be implemented immediately without being designed from scratch.



## HOW DO DIGITALIZATION AND ARTIFICIAL INTELLIGENCE HELP?

Emergency Assistance Stations concept:

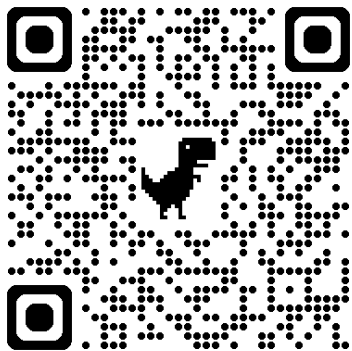
- **Accessible Local Healthcare:** Small digital stations in village offices or community spaces provide basic health checks (blood pressure, temperature) without requiring travel to urban hospitals.
- **Smart Health Kiosks:** CS Smart-type booths enable remote doctor consultations with no on-site medical staff, using built-in diagnostic tools and video links.
- **Municipal Support Model:** Trained local staff or volunteers assist residents and maintain emergency contact with hospitals or 112 services.





# Contacts of the Joint Secretariat

## CALL FOR PROJECT PROPOSALS FOR SERVICES OF GENERAL INTEREST



### Telephone

+359 2 9405 666

+381 18 513 224



### Website

<https://ipa-bgrs.mrrb.bg/>



### Addresses

**Sofia 1000, Bulgaria**  
9 Stefan Karadzha Str.

**Nis 18 000, Serbia**  
Obrenovica St., II floor, lamella "C"  
local "C-67"

