

Empowering Businesses Seeking Growth – Project (SeeG)

PB2-University of Macedonia
Final report

April 2023

Progress report WPI

Del. I.2.2 :

Project management

- Completion of the necessary actions and procedures for project management (tenders, payments, procurements, reports, funding, meetings, budget modification)

Del. I.2.3 :

Audits

- 1st Expenditure Verification
- 2nd Expenditure Verification

Progress report WP3 (1/5)

- **Del. 3.2.2:**

- Staff participation in the Extro-forum (in Bansko), 6-7 April 2023

EXTRO-FORUM CERTIFICATES



Progress report WP3 (2/5)

Del. 3.2.3:

- Structure of the Del. 3.2.3 “Development of a mapping study of case studies & best practices at EU level”
- Participation in the conference in 9th International Conference on Opportunities and Challenges in Management, Economics and Accounting, Paris, 19th-21th August 2022 in order to collect data for the preparation of the Del. 3.2.3
- Literature review

Progress report WP3 (3/5)

Del. 3.2.3:

- Completion of deliverable: Creation of a Business Growth Strategy Framework in Greek and Bulgarian

Main results of the : Creation of a Business Growth Strategy Framework (I)

- **Growth**



- Business strategy



- Performance improvement



- Sales, new products, profit, assets

Main results of the : Creation of a Business Growth Strategy Framework (2)

- **Types of business growth strategies**

- **Organic:**

- “involves the internal generation of resources, e.g., by employing and training new staff”
 - can increase your market share and improve customer retention but it is considerably slower and it might well be that the marketplace will not let the SME grow beyond a certain point

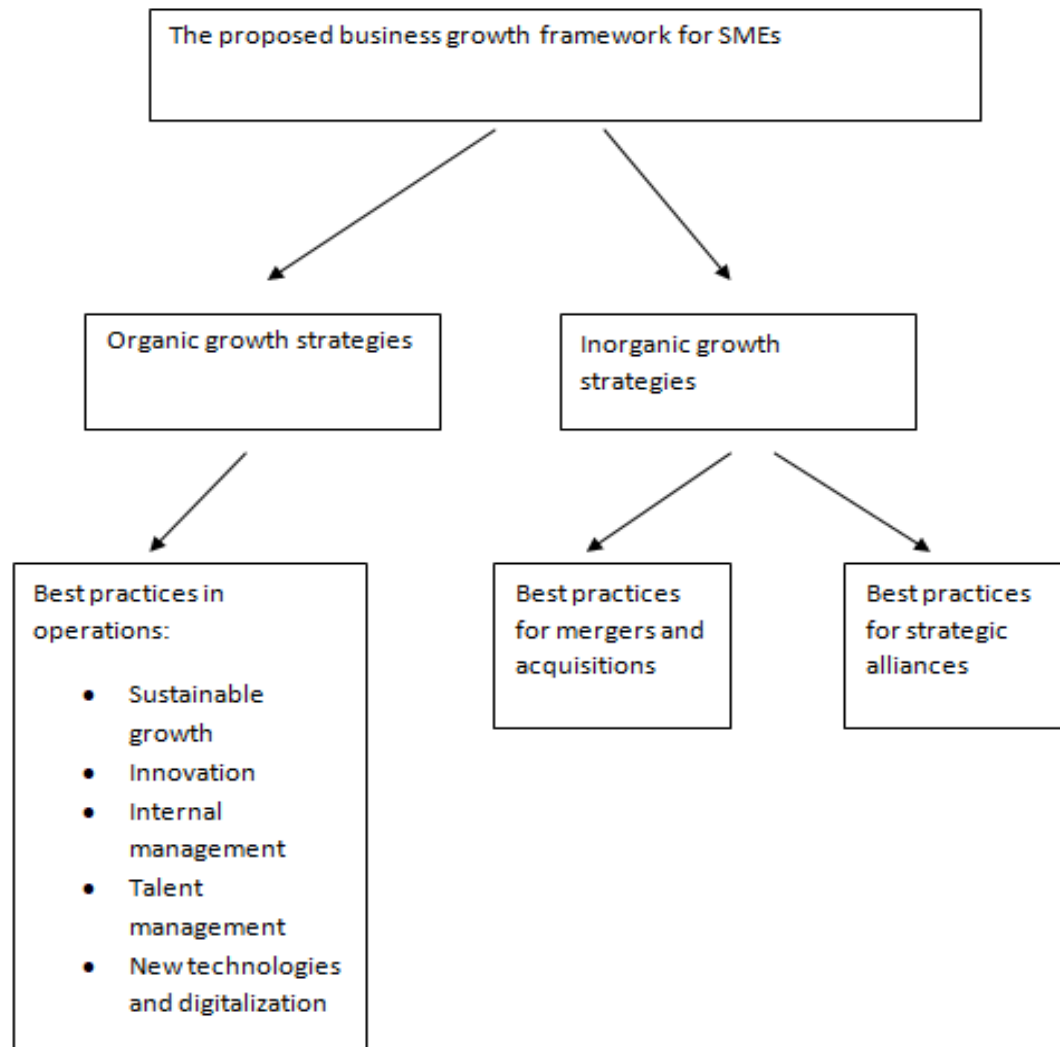
- **Inorganic:**

- “one firm buys controlling interest in another firm and the acquired business is integrated within current operations or becomes a subsidiary of the acquirer’s portfolio”
 - This form of growth has numerous advantages for SMEs such as reducing competition in the market, increasing the product portfolio of the company, providing access to new customers and leading to a “fresh breath of the management” (Hyland et al., 2013, p. 9)

Main results of the : Creation of a Business Growth Strategy Framework (3)

- Identified best practices of business growth strategies in the below fields:
 - Internal management
 - New technologies and digitalization
 - Innovation development and management
 - Talent management and Human Resources Management
 - Sustainable growth strategies
 - Mergers and acquisitions
 - Strategic alliances

Main results of the : Creation of a Business Growth Strategy Framework (4)



Progress report WP3 (4/5)

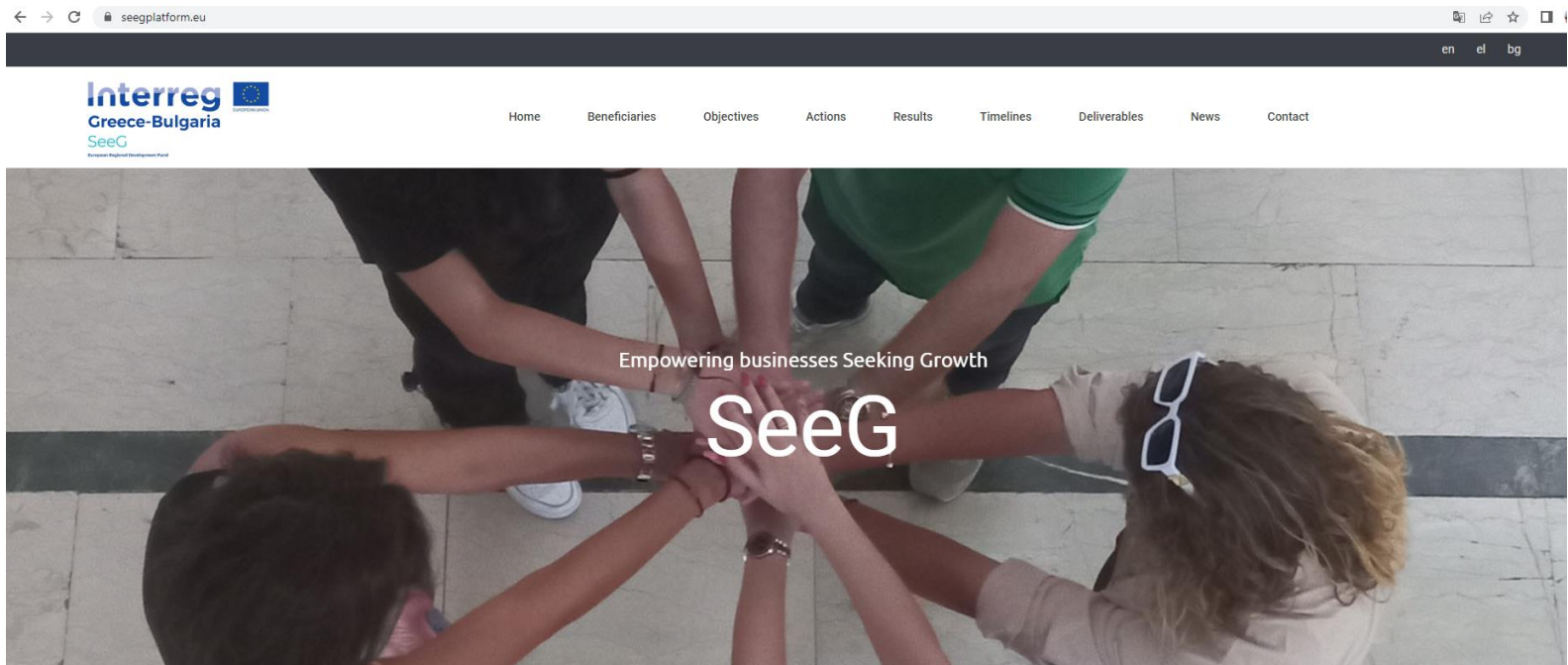
Del. 3.2.4:

- Designing, setting up and hosting of a tri-lingual (English, Greek and Bulgarian) platform titled 'BRIDGING THE GAPS' (Del. 3.2.4)

<https://www.seegplatform.eu/>

- Development of the platform

'BRIDGING THE GAPS' platform



Empowering businesses Seeking Growth

Progress report WP3 (5/5)

Del. 3.2.2:

"Innoforum" Event

Completion of the deliverable concerning:

- staff costs about the delivery of the INNO-forum event
- organization of "Innoforum" Event that took place at the University of Macedonia - Conference Room of Professor Elias I. Kouskouvelis, on December 10-11, 2022 and included 4 workshops: Talent Management (attendees 53), "Digital and Social Media Marketing" (attendees 56), "Quality and lean management in the digital era: The impact on the sustainable development of SMEs" (attendees 40), "Emerging technologies for SMEs and new Businesses" (attendees 42), and
- completion of the procurement (tools or devices)

Official opening of the Innoforum by Prof. George Tsiotras



Innoforum-Talent Management section



Innoforum- Digital and Social Media Marketing



Innoforum- Quality and lean management in the digital era: The impact on the sustainable development of SMEs



Innoforum- Emerging technologies for SMEs and new Businesses



Innoforum-Coffee break



Progress report WP 4

Del. 4.2.1:

- Preparation and final submission of the deliverable 4.2.1 “Development of training material - knowledge transfer toolkits, on thematic: Social Media and SMEs, Sustainable Growth Models” in Bulgarian and Greek language
 - Translation of the Del. 4.2.1 from Greek to Bulgarian



Main results of the “Development of training material - knowledge transfer toolkits, on thematic: Social Media and SMEs, Sustainable Growth Models” (I)

- Social media implementation guide for the below categories of business operation:
 - Social media marketing
 - Social media and customer service
 - Networking development and social media
 - Employee recruitment and social media

Main results of the “Development of training material - knowledge transfer toolkits, on thematic: Social Media and SMEs, Sustainable Growth Models” (2)

- **Guide of sustainable development**

- Based on the 17 goals of sustainable growth as they presented by United Nations
 - No poverty
 - Zero hunger
 - Good health and well being
 - Quality education
 - Gender equality
 - Clean water and sanitation
 - Affordable and clean energy
 - Decent work and economic growth
 - Industry, innovation and infrastructure
 - Reduced inequalities
 - Sustainable cities and communities
 - Responsible consumption and production
 - Climate action
 - Life below water
 - Peace, justice, and strong institutions
 - Partnerships for the goals

Financial report

Deliv. No	Deliverable Title	Approved Budget	Contracted Budget	Expenditure paid out during this reporting period	TOTAL Expenditure paid out including this reporting period
Deliverable 1.2.2	PROJECT MANAGEMENT (staff)	3.882,40 €	3.882,40 €	0,00 €	3.176,52 €
Deliverable 1.2.2	PROJECT MANAGEMENT (office and administration)	2.818,00 €	2.818,00 €	0,00 €	1.988,18 €
Deliverable 1.2.2	PROJECT MANAGEMENT (travel)	1.322,80 €	1.322,80 €	0,00 €	85,00 €
Deliverable 1.2.3	AUDITS (external)	1.500,00 €	1.500,00 €	0,00 €	372,00 €
Deliverable 3.2.2	BUILDING NETWORKS BUSINESS FORUMS (EXTRO&INNO) (staff)	12.132,50 €	12.132,50 €	3.640,34 €	11.814,67 €
Deliverable 3.2.2	BUILDING NETWORKS BUSINESS FORUMS (EXTRO&INNO) (office and administration)	3.193,51 €	3.193,51 €	2.903,32 €	2.903,32 €
Deliverable 3.2.2	BUILDING NETWORKS BUSINESS FORUMS (EXTRO&INNO) (travel)	1.366,25 €	1.366,25 €	0,00 €	
Deliverable 3.2.2	BUILDING NETWORKS BUSINESS FORUMS (EXTRO&INNO) (external)	11.000,00 €	10.980,00 €	0,00 €	10.980,00 €
Deliverable 3.2.2	BUILDING NETWORKS BUSINESS FORUMS (EXTRO&INNO) (equipment)	1.450,00 €	1.342,92 €	1.342,92 €	1.342,92 €
Deliverable 3.2.3	BUSINESS GROWTH STRATEGY FRAMEWORK (staff)	11.647,20 €	11.647,20 €	11.647,20 €	11.647,20 €
Deliverable 3.2.3	BUSINESS GROWTH STRATEGY FRAMEWORK (travel)	1.872,48 €	1.402,58 €	1.402,58 €	1.402,58 €
Deliverable 3.2.3	BUSINESS GROWTH STRATEGY FRAMEWORK (external)	5.246,20 €	2.170,00 €	2.170,00 €	2.170,00 €
Deliverable 3.2.3	BUSINESS GROWTH STRATEGY FRAMEWORK (equipment)	0,00 €			
Deliverable 3.2.4	BRIDGING GAPS PLATFORM (staff)	5.000,00 €	5.000,00 €	4.262,04 €	4.762,04 €
Deliverable 3.2.4	BRIDGING GAPS PLATFORM (external)	6.638,12 €	6.565,08 €	2.233,99 €	2.233,99 €
Deliverable 3.2.4	BRIDGING GAPS PLATFORM (equipment)	3.000,00 €	2.999,99 €	2.999,99 €	2.999,99 €
Deliverable 4.2.1	TRAINING MATERIAL - KNOWLEDGE TRANSFER TOOLKITS (staff)	7.420,63 €	7.420,63 €	0,00 €	7.420,63 €
Deliverable 4.2.1	TRAINING MATERIAL - KNOWLEDGE TRANSFER TOOLKITS (external)	750,00 €	602,64 €	0,00 €	602,64 €
		80.240,09 €	76.346,50 €	32.602,38 €	65.901,68 €

Thank you!