

Interreg Greece-Bulgaria



SeeG

European Regional Development Fund

DEL. 4.2.1 Development of training material - knowledge transfer toolkits, on thematic: Social Media and SMEs, Sustainable Growth Models

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ENGLISH ABSTRACT

This text is a toolkit - application guide for companies that want to integrate and support their operation through social networking and implementation of sustainable development models.

The guide focuses on the use of social media in business marketing, customer service, networking for potential partnerships and finding good business development practices and end in attracting and selecting staff.

The presentation of the toolkit that focuses on sustainable development and its models follows. The rate of sustainable development is analyzed and two relevant models are presented. The Sustainable Development Guide presents a detailed framework for sustainable development with a dual focus on: 1) the business contribution to the UN Sustainable Development Goals and 2) the key steps that a company must take to align with the Sustainable Development Goals.

The application toolkit ends with the main conclusions.