

Presentation of the deliverables

4.1.4_Thematic workshops & 4.1.5_Entrepreneurship support model

of work package 4 (WP4) of the LB

In the framework of the implementation of the project titled "Empowering businesses Seeking Growth" (SeeG) which is approved for funding by the Operational Programme Interreg V-A Greece-Bulgaria 2014-2020 (MIS 5070714)



4.1.4_Thematic workshops & 4.1.5_Entrepreneurship support model

- The deliverables concerned the implementation of 7 thematic workshops and consultancy sessions to
 - young or potential entrepreneurs and
 - existing entrepreneurs and businesses operating in the Chamber's area.
- The ultimate purpose of the project was to provide support services to existing or new businesses.
- This initiative was aimed at strengthening:
 - Access and use of ICT tools
 - Positive attitude towards cooperation and networking schemes
 - Exchange of knowledge and know-how
 - Capacity building
 - Awareness
 - Collective and individual attitude towards entrepreneurship

❖ 4.1.4_Thematic workshops

- Deliverable 4.1.4 concerned the implementation of 7 Thematic workshops, which were implemented gradually and were open to the public of Komotini.
- They were addressed to all interested parties, regardless of occupational status (Self-Employed, Employed, Unemployed), who reside or operate in the city of Komotini.
- Thematic workshops were optional for the beneficiaries who participated in the other activities of the project (consulting-training, 80 beneficiaries).



❖ 4.1.4_Thematic workshops

Duration: 18/03/2023 –
21/03/2023

The Thematic Workshops
were implemented
exclusively on site.

Each Thematic module
had a duration of 3 hours
per day, and lasted for 2
days (total 6
hours/thematic
workshop).

Implementation Place: The
thematic workshops were
held in conference rooms at
the ANATOLIA HOTEL,
KOMOTINI.

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❖ 4.1.4_Thematic workshops

Thematic modules:

- Innovation Management
- Extroversion Management
- Social Economy
- Start-ups
- Evaluation of funding opportunities
- Equal opportunities and the principle of non-discrimination in business
- E-commerce and cyber security



4.1.4_Thematic workshops: Topics



➤ Innovation Management

Workshop objective:

- Presentation of the concept and the definition of innovation
- Distinction between technological and non-technological innovation, its value in modern businesses, and
- Examples of innovation per branch of activity

Duration:

The thematic workshop occurred on Saturday 18-3-2023, with 25 beneficiaries, and on Sunday 19-3-2023 with 23 beneficiaries participating.



4.1.4_Thematic workshops: Topics



➤ Extroversion Management

Workshop objective:

- The importance of extroversion in the development of a business
- Tactics and strategies for achieving extroversion, and
- Synergy between businesses that contributes to their development

Duration:

The thematic workshop occurred on Saturday 18-3-2023, with 25 beneficiaries, and on Sunday 19-3-2023 with 23 beneficiaries participating.



4.1.4_Thematic workshops: Topics

➤ Social Economy

Workshop objective:

- Definition of social economy
- The characteristics of Social Economy initiatives
- Presentation of Social Enterprises, and
- Areas of development

Duration:

The thematic workshop occurred on Saturday 18-3-2023, with 29 beneficiaries, and on Sunday 19-3-2023 with 24 beneficiaries participating.





4.1.4_Thematic workshops: Topics

➤ Start-ups

Workshop objective:

- Presentation of the definition of Startup Businesses
- Ways of development and financing, and
- Presentation of successful examples

Duration:

The thematic workshop occurred on Saturday 18-3-2023, with 29 beneficiaries, and on Sunday 19-3-2023 with 24 beneficiaries participating.





4.1.4_Thematic workshops: Topics

➤ Evaluation of funding opportunities

Workshop objective:

- Types of investments
- Analysis of funding sources, linking them to their source and destination, and
- Presentation of search and selection methods

Duration:

The thematic workshop occurred on Sunday 19-3-2023 , with 21 beneficiaries, and on Monday 20-3-2023 with 21 beneficiaries participating.





4.1.4_Thematic workshops: Topics

➤ **Equal opportunities and the principle of non-discrimination in business**

Workshop objective:

- Definition and ways of incorporating the principle of equal opportunities and non-discrimination in businesses, and
- Presentation of the institutional framework

Duration:

The thematic workshop occurred on Sunday 19-3-2023 , with 21 beneficiaries, and on Tuesday 21-3-2023 with 22 beneficiaries participating.





4.1.4_Thematic workshops: Topics



➤ E-commerce and cyber security

Workshop objective:

- The importance of e-commerce and transaction security
- The connection of digital footprint to cyber security, and
- Tips for achieving a high level of security.

Duration:

The thematic workshop occurred on Monday 20-3-2023 , with 23 beneficiaries, and on Tuesday 21-3-2023 with 22 beneficiaries participating.

❖ 4.1.4_Thematic workshops

- Implementation methodology



1. Determination and securing of the required human and material resources, implementation planning regarding the tools as well as organization and compilation of a feasible schedule



2. Appointing a designated Project Manager, project team and other stakeholders, as well as the distribution and determination of their responsibilities and duties,



3. Finalization of equipment and educational material specifications, as well as Detailed design of the thematic modules of the workshops



4. Search and selection of lecturers, taking into consideration their accumulated experience and specialty



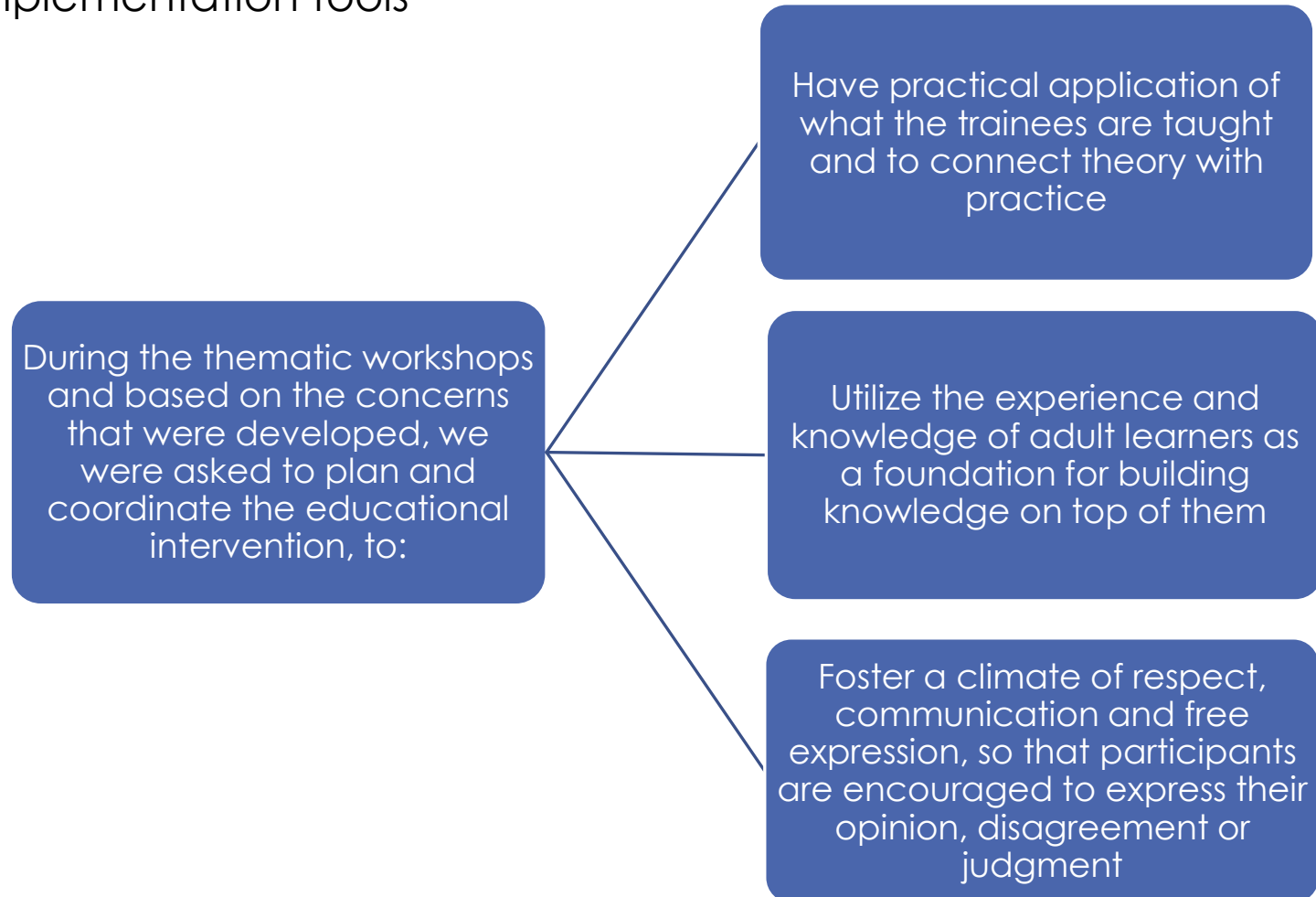
5. Subsequently, both the lecturers and the beneficiaries were informed about the timeframe of the Thematic workshops, through Press Releases and announcements of the Chamber



6. And finally we proceeded to evaluate individual parameters of the action, from the perspective of both the Beneficiaries and the Lecturers

❖ 4.1.4_Thematic workshops

- Means and implementation tools



❖ 4.1.4_Thematic workshops

- Means and implementation tools

The main educational method applied was based on the active participation of the beneficiaries and learning through practice.

Experiential learning plays a key role.

The Lecturers always provided the answers through their presentations to the beneficiaries, but helped them to research and identify the right questions and find the optimal answers.

That is why the Lectures had to possess a wide range of skills related to creativity and entrepreneurship.

The participation of the beneficiaries in the thematic workshops was related to the cultivation of abilities and skills, which would allow the person to turn creative ideas into business opportunities.

❖ 4.1.4_Thematic workshops

- Evaluation of thematic workshops by the beneficiaries:

EVALUATION OF ORGANIZATION OF THEMATIC WORKSHOPS	GRADING
General laboratory coordination	9,66
Management support	9,62
Cooperation with staff of the implementing body	9,63
Use of audiovisual media	9,59
Quality and adequacy of notes provided	9,56
CONTENT EVALUATION OF THEMATIC WORKSHOPS	GRADING
Responding to your educational needs	9,62
Fulfillment of your expectations	9,60
Knowledge offered by the laboratory	9,62
Interest in the subject matter	9,60
EVALUATION OF LECTURERS	GRADING
LECTURERS	9,69
Rating on a 10-point scale	

❖ 4.1.4_Thematic workshops

► Evaluation of thematic workshops by the Lecturers:

EVALUATION OF ORGANIZATION OF THEMATIC WORKSHOPS	GRADING
General laboratory coordination	10,00
Management support	10,00
Collaboration with implementation managers and other project team members	10,00
Use of audiovisual media	9,86
Quality and adequacy of notes provided	9,86
CONTENT EVALUATION OF THEMATIC WORKSHOPS	GRADING
Acquisition of skills - knowledge for the beneficiaries	9,86
Fulfillment of expectations	10,00
Overall adequacy of subject matter coverage	9,71
Interest of the subject / adequacy of available means	10,00
EVALUATION OF BENEFICIARIES	GRADING
Adherence to prescribed schedule	10,00
Integration of beneficiaries / homogeneity of knowledge	10,00
Interest of beneficiaries	10,00
Attendance and participation of beneficiaries	10,00
Development of good relations with the beneficiaries	10,00
Total evaluation	10,00
Rating on a 10-point scale	

❖ 4.1.4_Thematic workshops

➤ Conclusions

- The implementation of the deliverable 4.1.4_Thematic workshops occurred without any particular problems or delays.
- The contracting parties (lecturers-project team-beneficiaries) cooperated successfully throughout the action.



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❖ 4.1.5_Entrepreneurship support model

- Deliverable 4.1.5 concerned the implementation of 3 advisory support modules, which were carried out gradually, across consecutive segments and concerned 80 beneficiaries, who were chosen by the Chamber (Contracting Authority).
- Among the beneficiaries, some were Self-Employed (Businesses who are members of the Chamber), some Employed and some Unemployed, all of whom reside or operate in the city of Komotini.



❖ 4.1.5_Entrepreneurship support model

Duration: 16/01/2023 –
16/02/2023

The Consulting sessions
were implemented
exclusively on site.

Implementation Place:
The consulting sessions
were held in Chamber's
conference rooms.

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❖ 4.1.5_Entrepreneurship support model

3 Modules:

- Entrepreneurship consulting
- Personalized business support (development of business ideas up to access to financing)
- Business coaching

❖ 4.1.5_Entrepreneurship support model : Modules



➤ Entrepreneurship consulting

Module objective:

- Business operation and management issues
- Tax-Accounting issues
- Tax Monthly obligations
- Changes in tax legislation

Duration:

- 16/01/2023 - 27/01/2023

Beneficiaries:

- 80 beneficiaries indicated by the Contracting Authority
- 20 groups of 4 people, they attended 4 sessions of 2 hours/session

❖ 4.1.5_Entrepreneurship support model : Modules



➤ Personalized business support (development of business ideas up to access to financing)

Module objective:

- Specification-Recording of needs
- Basic principles of labor laws
- Human capital expenditures
- Employer's Monthly Obligations
- Leave-Allowances-General employee benefits
- Basic principles of insurance laws
- Labor cost financing opportunities through DYPA programs

Duration:

- 30/01/2023 – 10/02/2023

Beneficiaries:

- 20 beneficiaries (potential entrepreneurs), individual sessions
- 8 individual sessions lasting 2 hours/session

❖ 4.1.5_Entrepreneurship support model : Modules

➤ Business coaching

Module objective:

- Equal distance rules for transactions with associated companies, **(Transferpricing)**
- Administrative operation of small entities and costing – determination of costs of products and services.
- Financial analysis and Financial tools for business development: search for funding-implementation

Duration:

- 13/02/2023 - 16/02/2023

Beneficiaries:

- 40 beneficiaries
- 10 groups of 4 people, they attended 3 sessions of 2 hours/session



❖ 4.1.5_Entrepreneurship support model

- Implementation methodology



1. Determination and securing of the required human and material resources, implementation planning regarding the tools as well as organization and compilation of a feasible schedule



2. Search and selection of counselling executives, depending on accumulated experience and specialization, based on formal scientific qualifications, professional experience and other parameters



3. Once the consultancy executives were selected, a briefing was carried out by the Project Manager on issues of presentation, description and organization of the action



4. Then the consultants and the beneficiaries were informed on the timetable and the start of the consulting sessions.



5. Then the consulting sessions (individual and group) commenced



6. And finally we proceeded to evaluate individual parameters of the action, both from the Beneficiaries' and Consultants' perspective

❖ 4.1.5_Entrepreneurship support model

- Means and implementation tools



During the first meeting of the project team with the consultants, who were involved in the action, were presented with the available tools and instruments and proceeded to update the tools that the executives eventually deemed appropriate for use.



The main criterion in the process of selecting the mix of tools, instruments and methods used during the consulting sessions was their suitability for:

- The creation of a complete individual profile of the beneficiaries (in terms of their personal, social and professional - business characteristics)
- The exploration and recording of existing knowledge - skills
- The investigation and recording of their needs based on the observations of the consultants



The tools used to compile the individual file of the beneficiaries were in the form of:

- Questionnaires
- Open interviews



In conclusion, the tools used throughout the sessions and detailed in the implementation reports are:

- Presentations - Recommendations
- Questionnaires
- Dialogue

❖ 4.1.5_Entrepreneurship support model

➤ Evaluation of Consulting Sessions by the beneficiaries:

EVALUATION OF THE CONSULTANCY ORGANISATION	GRADING
General laboratory coordination	9,65
Management support	9,63
Cooperation with staff of the implementing body	9,63
Use of audiovisual media	9,54
Quality and adequacy of notes provided	9,65
EVALUATION OF THE CONTENT OF THE CONSULTANCY	GRADING
Responding to the needs of the beneficiaries	9,55
Meeting the expectations of the beneficiaries	9,55
Knowledge provided during the sessions	9,56
Interest of the subject matter	9,55
EVALUATION OF CUNSLTANTS	GRADING
CONSULTANTS	9,69
Rating on a 10-point scale	

❖ 4.1.5_Entrepreneurship support model

► Evaluation of Consulting Sessions by the Consultants:

EVALUATION OF THE CONSULTANCY ORGANISATION	GRADING
General laboratory coordination	10,00
Management support	10,00
Collaboration with implementation managers and other project team members	10,00
Use of audiovisual media	10,00
Quality and adequacy of notes provided	10,00
EVALUATION OF THE CONTENT OF THE CONSULTANCY	GRADING
Responding to the needs of the beneficiaries	10,00
Meeting the expectations of the beneficiaries	10,00
Knowledge provided during the counselling sessions	10,00
Interest of the Action	10,00
EVALUATION OF BENEFICIARIES	GRADING
Adherence to prescribed schedule	10,00
Integration of beneficiaries / homogeneity of knowledge	10,00
Interest of beneficiaries	10,00
Attendance and participation of beneficiaries	10,00
Development of good relations with the beneficiaries	10,00
Total evaluation	10,00
Rating on a 10-point scale	

❖ 4.1.5_Entrepreneurship support model

➤ Conclusions

- The implementation of deliverable 4.1.5_Entrepreneurship support model occurred without any particular problems or delays.
- The contracting parties (consultants-project team-beneficiaries) cooperated successfully throughout the action.



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► CONCLUSIONS CONCERNING THE DELIVERABLES

- The implementation of deliverables 4.1.4_Thematic workshops & 4.1.5_Entrepreneurship support model occurred without any particular problems or delays.
- The contracting parties (consultants-lecturers-project team-beneficiaries) cooperated successfully throughout the action.
- There was adequate coordination between the participants in each phase and a continuous exchange of information.
- The cooperation and support stemming from the beneficiaries played a key role in the smooth and successful implementation of the project
- The purpose of the actions, which was the exchange of knowledge, experiences and know-how and their transformation into sustainable business ideas was achieved.

❖ **4.1.4_Thematic workshops**

&

4.1.5_Entrepreneurship support model

THANK YOU FOR YOUR ATTENTION

PALAIOLOGOU ELENA -BUSINESS CONSULTANT

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& ΕΚΠΑΙΔΕΥΤΙΚΕΣ ΥΠΗΡΕΣΙΕΣ

