

CLOSING EVENT

PROJECT EMPOWERING BUSINESSES SEEKING GROWTH, SeeG IMPLEMENTED ACTIVITIES BY PB4 LEDA-RAZLOG

20 APRIL 2023, KOMOTINI, GREECE



**THE PROJECT IS CO-FINANCED BY THE EUROPEAN REGIONAL
DEVELOPMENT FUND /ERDF/ AND BY THE NATIONAL FUNDS OF THE
PARTICIPATING COUNTRIES IN THE INTERREG V-A "GREECE -
BULGARIA 2014 - 2020" COOPERATION PROGRAMME**



IMPLEMENTED ACTIVITIES WITHIN WORK PACKAGE (2)

Communication & Dissemination

- **Deliverable 2.3:**
- The following advertising materials were prepared: badges – 1000, roll banners – 2, Information board – 1, Posters – 4, Advertising in social and online media – 10, Video – 1

IMPLEMENTED ACTIVITIES WITHIN WORK PACKAGE (2)

Communication & Dissemination

- **Deliverable 2.4:** Organized one press conference in the town of Razlog for 30 participants on 29th August 2022.

IMPLEMENTED ACTIVITIES WITHIN WORK PACKAGE (3)

Networking Grid

- **Deliverable 3.1:** Organized and conducted 3 sectoral round tables for 20 participants each in the town of Razlog for the following stakeholders: 1) farmers; 2) food processors; 3) wood processors and furniture makers.
- The events were aimed at:
- Bringing out the problems in the sector, the solution of which will lie in future trainings, seminars, consultations, etc. according to the project, according to the needs of the entrepreneurs;
- Promotion of entrepreneurship and entrepreneurs in the cross-border region, promotion of an environment supporting entrepreneurs /incl. start-ups/, by adapting services to their real needs, encouraging positive media coverage and bringing them together;
- Strengthening cross-border cooperation links, improving networking, exchanging know-how and raising awareness, business idea generation, the ability to access funding instruments, etc.

3 SECTORAL ROUND TABLES

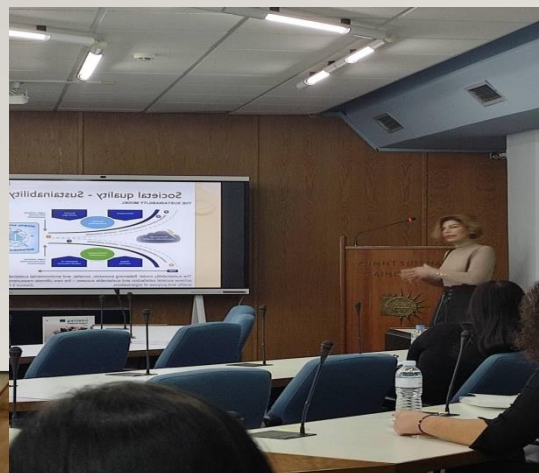


IMPLEMENTED ACTIVITIES WITHIN WORK PACKAGE (3)

Networking Grid

- **Deliverable 3.2**
- 15 entrepreneurs from the territory of the municipality of Razlog took part in the INNO forum, which was held in the city of Thessaloniki, Greece, organized by project partner 2 - University of Macedonia. In connection with the implementation of the planned project activities, a total of 4 seminars were held during the forum on the following topics: "Talent Management", "Digital and Social Media Marketing Strategy for New Business", "Quality and lean management in the digital era: The impact on the sustainable development of SMEs" and "Emerging technologies for SMEs and new Businesses".

INNO FORUM THESSALONIKI, GREECE 10-11.12.2023



IMPLEMENTED ACTIVITIES WITHIN WORK PACKAGE (3)

Networking Grid

- **Deliverable 3.2**
- 15 entrepreneurs from the territory of the municipality of Razlog took part in the EXTRO forum, which was held in the city of Bansko, Bulgaria, organized by project partner 3 - Economic Development Agency-Bansko. Specialists in the field of business participated in the event and key issues regarding the development and future of business in the cross-border region were touched upon. Information was provided to analyze the opportunities and necessary conditions, as well as the difficulties, limitations and gaps to improve the business environment.

EXTRO FORUM BANSKO, BULGARIA 6-7.04.2023



IMPLEMENTED ACTIVITIES WITHIN WORK PACKAGE (3)

Networking Grid

- **Deliverable 3.4**
- A guideline "Opportunities for financing SMEs and business projects" has been drawn up. National plans, programs and financial instruments are presented providing support to businesses in Bulgaria at the beginning of 2023 until 2027

IMPLEMENTED ACTIVITIES WITHIN WORK PACKAGE (4)

Business Support Grid

- **Deliverable 4.1**
- The following training materials have been prepared:
- **“STARTING YOUR OWN BUSINESS”** -The guide aims to familiarize start-up and future entrepreneurs with basic concepts and moments of the process of planning and starting a business, orienting them to the numerous opportunities that self-employment offers and motivating them with important guidelines and useful practical advice.
- **“BUSINESS PLANNING AND BUSINESS PLAN”** - The guide presents in a structured form the definitions and information about the importance of business planning in today's highly competitive market environment, the types of plans and strategies, the structure of the business plan and the connections between the internal company and the external economic environment.

IMPLEMENTED ACTIVITIES WITHIN WORK PACKAGE (4)

Business Support Grid

- **Deliverable 4.2**
- Implementation of training to improve the adaptation of skills for enterprises in crisis situations on the topic "Organization and management of SMEs with an emphasis on crisis periods" for 36 trainees and for 5 training days.

IMPLEMENTED ACTIVITIES WITHIN WORK PACKAGE (4)

Business Support Grid

- **Deliverable 4.3**
- Implementation of short sessions to enhance business skills, after profiling the beneficiaries (a) for new/entrepreneurs and (b) for existing enterprises, for a total of 30 trainees and for 16 hours/session.
- Training topics for start-ups: Encouraging personal development and confidence and Networking skills;
- Training topics for existing entrepreneurs: Business adaptation to the new requirements of the international standardization organization /ISO/, Risk analysis-management and Business continuity plan /BCP/

IMPLEMENTED ACTIVITIES WITHIN WORK PACKAGE (4)

Business Support Grid

- **Deliverable 4.4**
- Conducting four 2-day thematic seminars (incl. study visits) for 10 participants each on the following topics: Start-ups, Evaluating funding opportunities, Equal opportunities and non-discrimination in business and E-commerce and cyber security

STUDY VISITS



STUDY VISITS



IMPLEMENTED ACTIVITIES WITHIN WORK PACKAGE (4)

Business Support Grid

- **Deliverable 4.5**
- Development of a model to support entrepreneurship by providing consulting services at business or group level, personalized consulting services and business coaching for entrepreneurs.
- In implementation, the following was provided:
Business level group support for 16 participants;
Personalized consulting services for new or existing entrepreneurs, including business plan development for 10 participants and **group business coaching** for 32 participants

REQUEST FOR FLC WITHIN THE PROJECT BY PB4 - LEDA-RAZLOG

The approved budget of LEDA is 148 265,60 euro.

On 3rd August 2022 LEDA-Razlog submitted a Request for FLC amounting to 74 323,73 euro which represents 50,13% of the whole budget dedicated to PB4. On 19 January 2023, the LB transferred the requested amount.

The next /final/ Request for FLC amounting to 73 012,90 euro will be submitted within 30 days after the project completion date.

THANK YOU FOR YOUR ATTENTION!

Disclaimer: The content of this presentation is sole responsibility of the LEDA-Razlog and can in no way be taken to reflect the views of the European Union, the participating countries, the Managing Authority and the Joint Secretariat.