

SeeG PROJECT

Duration: 26/4/2021-25/4/2023

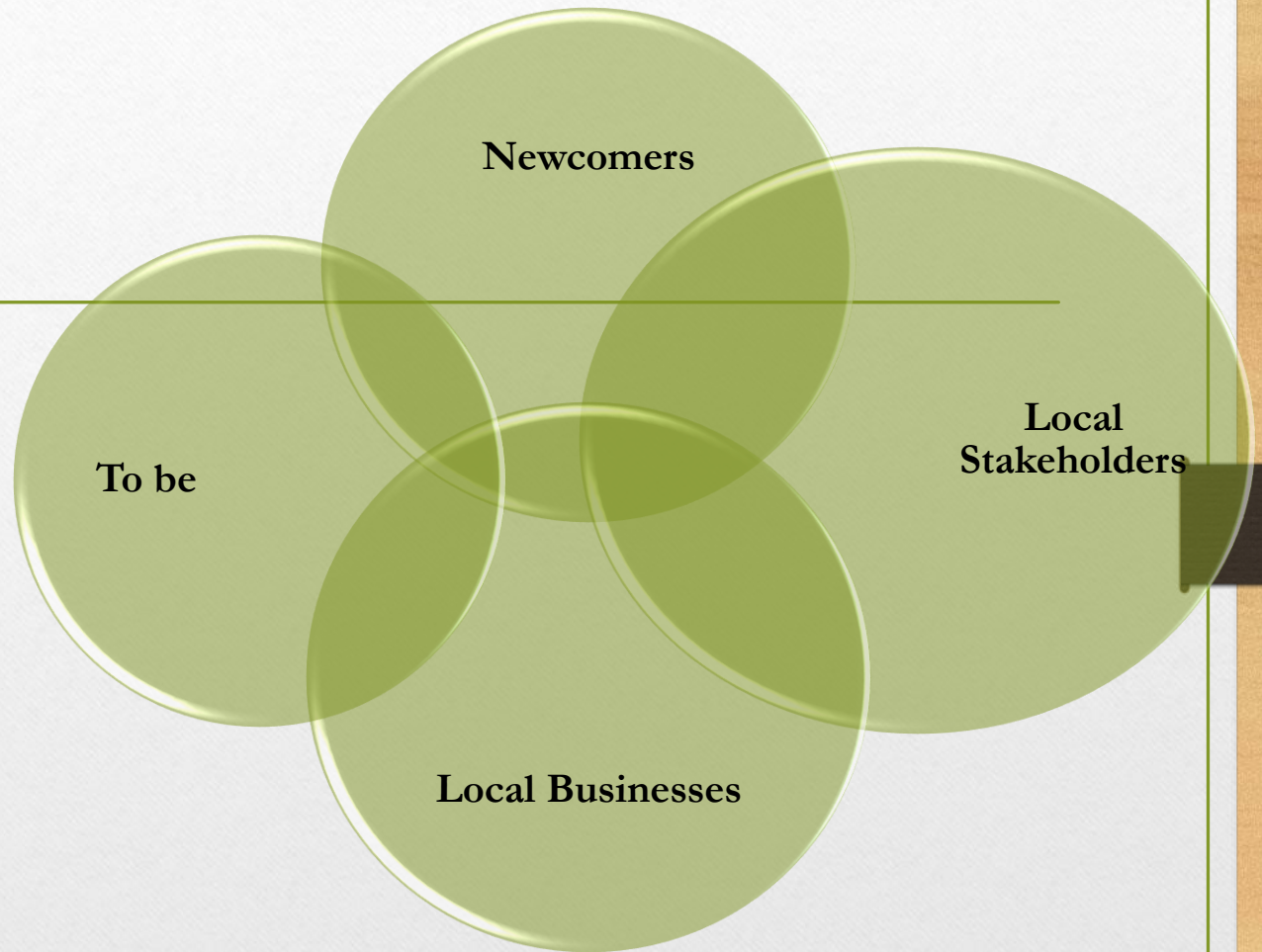
The project partners

- RODOPI CHAMBER OF COMMERCE AND INDURSTY – LEAD PARTNER
- UNIVERSITY OF MACEDONIA - Dpt of Business Administration – PB2
- ECONOMIC DEVELOPMENT AGENCY BANSKO – PB3
- LOCAL ECONOMIC DEVELOPMENT AGENCY – RAZLOG – PB4

The vision...

SeeG aims at creating an environment, supportive of entrepreneurs (incl. startups), by tailoring services to their real needs, promoting positive media coverage and bringing them together

The target groups



Work Package (1)

Project management & coordination
(26/4/2021 – 25/4/2023)

- Project team (all)
- Audits (LB&PB2)

Work Package (2)

Communication & Dissemination

(1/7/2021 – 31/3/2023)

- Communication strategy(LB)
- SeeG's site (LB)
- Dissemination material (LB, PB3,PB4)
- Press Conferences (LB, PB3, PB4)
- Closing Event – Capitalisation workshop (LB)

Work Package (3)

Networking Grid

(1/7/2021 – 31/3/2023)

- Sectoral round tables (PB3 & PB4, 3 per partner, allocation of sectors between partners)
- Business growth strategy framework (PB2)
- Bridging gaps platform (PB2)
- INNO forum (PB2)
- EXTRO forum (PB3)

Work Package (4)

Business Support Grid (1/7/2021 – 31/3/2023)

- Training material¹ (PB2, PB3, PB4)
- Skills enhancement trainings² (LB, PB3, PB4)
- Boosting business skills³ (LB, PB3, PB4)
- Thematic workshops⁴ (LB, PB3, PB4)
- Entrepreneurship support model⁵ (LB, PB3, PB4)

Work Package (4)

Training material¹ (PB2, PB3, PB4)

- guides - webinars - toolkits
- 2 thematics per partner
- thematics to be agreed between partners: how to start a business – business planning – branding – business continuity planning – social media and SMEs – sustainable growth models

Work Package (4)

Skills enhancement trainings² (LB, PB3, PB4)

- Thematic: organisation & management of SMEs with emphasis on crisis periods...
- LB will provide it for both newcomers and existing entrepreneurs
- PB3 & PB4 will agree on allocation of one target group per partner

Work Package (4)

Boosting business skills³ (LB, PB3, PB4)

- 2 thematics based on group's profile
- LB will provide both thematics to both newcomers and existing entrepreneurs
- PB3 & PB4 will agree on allocation of one target group per partner or of one thematic (recommendation: maintain the same target group throughout the WP)

Work Package (4)

Thematic workshops⁴ (LB, PB3, PB4)

- 7 thematics
- LB will provide all thematics
- PB3 on 3 thematics
- PB4 on 4 thematics
- Allocation of 7 thematics to be agreed between PB3 & PB4

Work Package (4)

Entrepreneurship support model⁵ (LB, PB3, PB4)

- 3 types of support: business support / personalized consultancy / business coaching
- With respect to previous allocation of target groups between PB3 & PB4

THANK YOU FOR YOUR ATTENTION!