

# Interreg

## Greece-Bulgaria

### SeeG

European Regional Development Fund



The project idea has been jointly developed by the partners having in mind the common challenges that the SMEs of the region are facing, and in order to jointly develop an ecosystem that nurtures entrepreneurship and entrepreneurs

# Project Outputs

The main outputs of the project that significantly improved entrepreneurship conditions on the CB area, and contributed to the main objectives of the project are:

- ▶ the implementation of networking actions such as round tables, business forums, thematic workshops & a partnership opportunity platform, contributing to the promotion of the transnational cooperation,
- ▶ the development of a business growth strategic framework containing a mapping study on a CB region and at EU level best practices on matters of innovation, extroversion and CSR,
- ▶ enhancing the SMEs' support system through the development of a training material, including webinars & toolkits,
- ▶ the implementation of trainings focusing on organization & management of SMEs with emphasis on crisis periods, viable financial management-debt recovery techniques, low cost IT efficient technologies, growth accelerators, constraint eliminators etc.,
- ▶ the implementation of boosting business skills sessions focused on 2 main categories, upon profiling of the beneficiaries (a) promoting personal growth, self-confidence & networking skills for new or to be entrepreneurs & (b) business adaptation to new ISO standards requirements, risk analysis - management, Business continuity plan, GDPR etc.,
- ▶ the realization of thematic workshops, including study visits, focusing on innovation management, extroversion, social economy, startups, evaluating funding opportunities, equal opportunities & non-discrimination in business, e-commerce & cyber security,
- ▶ the development of an entrepreneurship support model including the provision of consultancy services at business level or group, personalized consultancy services & business coaching for entrepreneurs.



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