



Entrepreneurship innovation encouragement

“Inno wave”

Work Package 2

Deliverable 2.2.1

Expenditures for the elaboration of information and publicity material:

- 1 Roll-up banner**
- 80 Posters**
- 800 Brochures**



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Introduction

The “Inno wave” project idea and the partnership were born as an opportunity for joint overcoming of pressing problems in the field of entrepreneurship and business development in the CBR between BG & GR. Separately, each of the 3 project partners sets the main goals of its development to support business, disseminate new knowledge and encourage entrepreneurial initiative. Combining the specific knowledge and experience of each of the partners provides an opportunity to achieve even stronger influence, cover a larger area, a larger target group and to multiply the results in a larger scale. The common challenges tackled by the project are:

- Difficulties in obtaining business finance: The funds finance priority sectors of the economy, certain activities and money do not reach all CB entrepreneurs. Banks also find it difficult to finance SMEs that do not have adequate collateral. This puts a lot of entrepreneurs in a non-competitive position. They need other resources to stay on the market and grow their businesses sustainably. Another difficulty in reaching adequate funding is the lack of awareness of funding opportunities.
- Limited access to business know-how: For both countries – BG and GR the business model of self-development is typical. There is a lack of networks to support entrepreneurs in their businesses and sharing of know-how. Young entrepreneurs do not have communities to share their ideas.
- Limited access to general information and contacts: There is a lack of summary info for all businesses in the region, and if it exists in the public space, access to it is complex and difficult for small businesses. Entrepreneurs in the border region suffer from a lack of enough information about other working companies with whom they can collaborate. They have no capacity for activities other than direct day-to-day operations.
- Lack of support services for developing competitive products-services: Entrepreneurs in the region are not able to pay for expensive external services to optimize their products/services. This is a common reason to apply traditional production methods. There are no ways and methods to develop new products/services that are competitive in the market.
- Lack of access regarding cost saving technologies: The lack of networks and organizations by type of economic sector determines the lack of know-how among SMEs. For this reason, the cost they achieve is high and does not allow them to reach competitive market levels.
- Lack of capacity to generate innovation: SMEs in Bulgaria and Greece suffer from a lack of capacity to generate innovation, which, to improve their day-to-day operations. This applies to both start-ups and those with a history. There



is almost no connection between business and the scientific community that is the generator of innovation and capable of supporting business development.

The current project offers a well-structured methodology for conducting initiatives for business support in both sides of the CBA in a period of 2 years. In a chronological order, events of different forms will be held, covering topics such as: research and innovation, technologies, management, marketing, law & standards, business financing, networking, Circular economy, etc. The innovative element of the project comes to the non-standard methods for stimulation and strengthen the development of business in CBR. The project envisages the conduction of original events on a large scale (the target region) including webinars, distance interactive trainings, simulations of real market conditions and situations. Another innovative feature of the project is the establishment of sustainable relations and dialogue between the business sectors and scientific circles in the CB area. In addition, the project envisages the development of a web-platform guarantying its sustainability.

The project is focused on two main target groups: the existing SMEs and the start-ups in the CBA. These two large groups are expected to include all entrepreneurs wishing to start a business, develop it, renew it or internationalize it. Special focus will be given to vulnerable groups of entrepreneurs - young people, women, disadvantaged people. Approximately 160 enterprises from BG and GR will be directly involved in the project activities. Over 700 individuals (entrepreneurs or future ones) will participate in the events. The project idea will reach about 7000 end users who will visit the interactive web platform "Innowave".

The overall objective of the project is to develop a sustainable system of measures, including stimulation of business creation and strengthen the factors affecting entrepreneurial success in the cross-border area of Bulgaria and Greece. Two specific project objectives are distinguished:

On the one hand the project partners have decided to overcome the obstacles in front of new businesses formation by conduction of series of measures for raising awareness of the entrepreneurs on relevant topics. All the actions will acquaint the participants with the specific requirements and regulations for business creation in both countries, with the most appropriate spheres for business development and with the needed conditions for successful business formation.

On the other hand, a series of events that will contribute to the long-term success of the existing businesses are envisaged. All the events will grab the attention of the entrepreneurs for the new tendencies in the business development, will make a sustainable connection between the enterprises in the cross-border region, will



stimulate the dialogue between the business and between the business and the scientific organization in the area, will increase the awareness for existing financial institutions and schemes.

The project's Beneficiaries are:

- CENTER FOR PROMOTING ENTREPRENEURSHIP Association
- INTERNATIONAL HELLENIC UNIVERSITY, Special Account for Research Funds
- Research and Innovation and Development Consortium

1. Elaboration of information and publicity material

For the effective dissemination of the “Inno wave” project, under the WP2 “Communication & Dissemination”, information and publicity material were elaborated in compliance with the project's Information and Publicity Guidebook.

More specifically, the following material were produced:

- 1 Roll-up banner
- 80 Posters
- 800 Brochures



Annexes



Annex 1 Roll-up banner



The project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme"



Annex 2 Posters



The project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme"



Annex 3 Brochures



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