

*"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".*
*"Проектът е съфинансиран от Европейския фонд за регионално развитие (ЕФРР)
и от националните бюджети на участващите държави в рамките на
Програма за сътрудничество „ИНТЕРРЕГ V-A Гърция - България 2014-2020 г.“"*

INVITATION

DEAR LADIES AND GENTLEMEN,

Center for promoting entrepreneurship Association

Acting as Lead Beneficiary under

Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme

*Is pleased to invite you to participate in a Business club under WP 4 from the
project "Entrepreneurship innovation encouragement", acronym "InnoWave", which
will be held **on the 2nd and 3rd of September 2022, at Bansko, 2-4 Hristo Matov Str.,
conference hall of Wellness Hotel Bulgaria.***

The event will take place on the following agenda:

2nd of September 2022

12,00–12,30 – Registration of participants - filling in the presence list;

12,30–14,30 – Topic 1. The events as an important part of the company business development;

14,30–16,30 – Topic 2. What is Human Capital Management and how can business benefit from it?

16,30–17,00 – Coffee break;

*"The contents of this document are sole responsibility of Center for promoting entrepreneurship Association 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".*

*"Цялата отговорност за съдържанието на документа се носи от
Сдружение Център за насърчаване на предприемачеството и при никакви обстоятелства не може да
се приема, че отразява официалната позиция на Европейския съюз,
участващите държави, Управляващия орган и Съвместния секретариат."*

*"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".*
*"Проектът е съфинансиран от Европейския фонд за регионално развитие (ЕФРР)
и от националните бюджети на участващите държави в рамките на
Програма за сътрудничество „ИНТЕРРЕГ V-A Гърция - България 2014-2020 г.“"*

17,00–19,00 – Topic 3. Cost priorities – should I buy a new car or new computers for my staff.

19,00–20,00 – Discussion and individual conversations with the participants.

20,00 – Dinner.

3rd of September 2022

08,00–08,30 – Registration of participants - filling in the presence list;

08,30–10,30 – Topic 4. Business models in the digital era;

10,30–11,00 – Coffee break;

11,00–13,00 – On-site visit to local companies;

13,00–14,00 – Lunch;

14,00–16,00 – On-site visit to local companies.

WE ARE EXPECTING YOU!

"The contents of this document are sole responsibility of Center for promoting entrepreneurship Association 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".

*"Цялата отговорност за съдържанието на документа се носи от
Сдружение Център за насърчаване на предприемачеството и при никакви обстоятелства не може да
се приема, че отразява официалната позиция на Европейския съюз,
участващите държави, Управляващия орган и Съвместния секретариат."*

*"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".
"Проектът е съфинансиран от Европейския фонд за регионално развитие (ЕФРР)
и от националните бюджети на участващите държави в рамките на
Програма за сътрудничество „ИНТЕРРЕГ V-A Гърция - България 2014-2020 г.""*

ПОКАНА
УВАЖАЕМИ ДАМИ И ГОСПОДА,
СДРУЖЕНИЕ „ЦЕНТЪР ЗА НАСЪРЧАВАНЕ НА ПРЕДПРИЕМАЧЕСТВОТО“
в качеството си на Водещ бенефициент по
Програма „Интеррег V-A Гърция – България“ 2014-2020

Има удоволствието да Ви покани за участие в **Бизнес клуб** по РП 4 от проект "Entrepreneurship innovation encouragement", акроним „InnoWave“, който ще се проведе **на 02 и 03.09.2022 г., на адрес гр. Банско, ул. Христо Матов 2-4, зала на Уелнес хотел България.**

Събитието ще протече при следния дневен ред:

02.09.2022

12,00–12,30 – Регистрация на участниците – попълване на присъствен списък;

12,30–14,30 – Тема 1. Събитията като важна част от бизнес развитието;

14,30–16,30 – Тема 2. Какво представлява управление на човешкия капитал и как бизнесът може да се възползва от него?

16,30–17,00 – Кафе-пауза;

"The contents of this document are sole responsibility of Center for promoting entrepreneurship Association 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".

"Цялата отговорност за съдържанието на документа се носи от Сдружение Център за насърчаване на предприемачеството и при никакви обстоятелства не може да се приема, че отразява официалната позиция на Европейския съюз, участващите държави, Управляващия орган и Съвместния секретариат."

*"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".*
*"Проектът е съфинансиран от Европейския фонд за регионално развитие (ЕФРР)
и от националните бюджети на участващите държави в рамките на
Програма за сътрудничество „ИНТЕРРЕГ V-A Гърция - България 2014-2020 г.“"*

17,00–19,00 – Тема 3. Приоритети на разходите – трябва ли да купя нова кола или нови компютри за персонала си;

19,00–20,00 – Дискусия и индивидуални разговори с участниците;

20,00 – Вечеря.

03.09.2022

08,00–08,30 – Регистрация на участниците – попълване на присъствен списък;

08,30–10,30 – Тема 4. Бизнес модели в дигиталната ера;

10,30–11,00 – Кафе-пауза;

11,00–13,00 – Посещение в местни фирми;

13,00–14,00 – Обяд;

14,00–16,00 – Посещение в местни фирми.

ОЧАКВАМЕ ВИ!

"The contents of this document are sole responsibility of Center for promoting entrepreneurship Association 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".

"Цялата отговорност за съдържанието на документа се носи от Сдружение Център за насърчаване на предприемачеството и при никакви обстоятелства не може да се приема, че отразява официалната позиция на Европейския съюз, участващите държави, Управляващия орган и Съвместния секретариат."

*"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"*

***Minutes of Business club under WP 4 from the project
"Entrepreneurship innovation encouragement", acronym "InnoWave", financed
under Interreg V-A "Greece-Bulgaria 2014-2020" Cooperation Programme***

During September 2022 Lead Beneficiary - Center For Promoting Entrepreneurship Association conducted a Business club under Work Package 4 from the project. It was held in the Bulgarian target border region - in the city of Bansko (Blagoevgrad region) on the 2nd and 3rd of September.

The event was attended by entrepreneurs with similar interests and was moderated by experts from Bulgaria and Greece. The main idea of the club was to prevent the lack of contact between the cross-border businesses. It was open to representatives from both countries with the idea of sharing experience, information and future intentions. They were introduced to issues of common interest during the business club meeting.

Within the event, groups again with common interests were organized - getting to know different entrepreneurs from one field of business and providing an opportunity for discussions and sharing of ideas and experience between them, valuable time to get to know each other and create partnerships.

Participants received useful information as follows:

"The contents of this document are sole responsibility of Center for promoting entrepreneurship Association 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"

*"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"*

- Day 1:

- ✓ The events as an important part of the company's business development.
- ✓ What is Human Capital Management and how can business benefit from it?
- ✓ Cost priorities – Should I buy a new car or new computers for my staff.
- ✓ Discussion and individual conversations with the participants.

- Day 2:

- ✓ Business models in the digital era.
- ✓ On-site visit to local companies.

The Business club lasted for two days with a sleepover and it was held in a hotel along with a comfortable atmosphere. Logistics was provided by the selected external contractor. Deliverables were assured.

Topic 2. What is human capital management and how can business benefit from it?



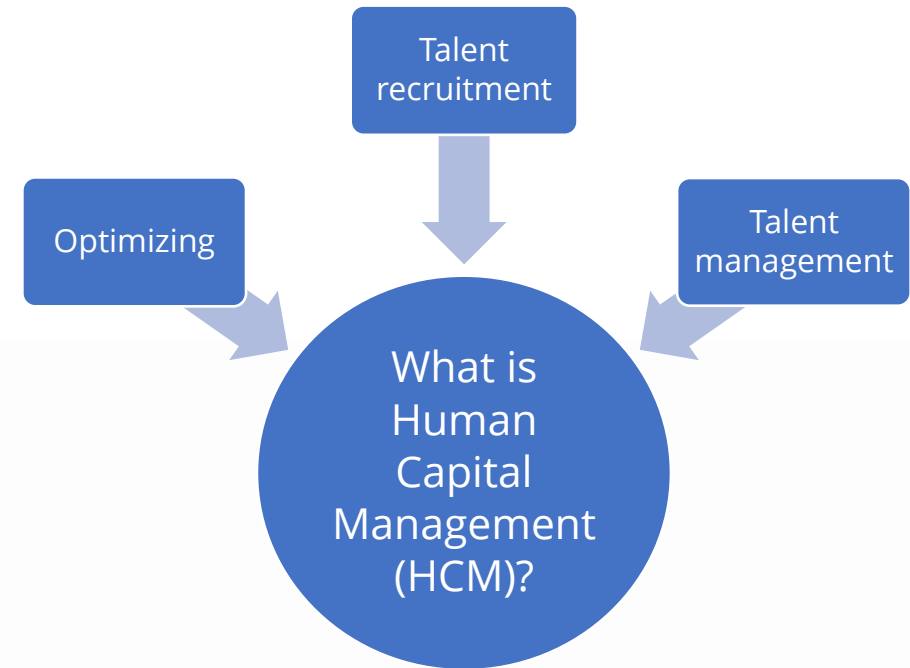
Human Capital Management: A Definition

Human capital management encompasses all the processes a business undertakes when searching, hiring and training people to optimize performance.

To get the most out of their teams and retain top talent, managers and leaders must invest in the right practices and resources.

What is Human capital management (HCM)?

HCM is the process of hiring the right employees and optimizing performance so that the workforce is managed effectively. What was once seen as a basic administrative process for an organization is now an essential part of business value.



What is the difference between HCM and HR / HRM?

- Human Resources or Human Resources Management (HR / HRM) focuses on the traditional core employee management functions for the entire organization.
- Human capital management (HCM) can encompass the above processes while supporting talent and workforce management. HCM systems tend to maximize the value and ROI (Return on Investment) of each employee.

HCM

- It focuses on increasing the economic value of employees to the organization.

HR

- It focuses on developing and managing systems and processes that enable employees to perform their jobs effectively. HR is the foundation and structure of the human recruitment function that enables HCM to grow and prosper.

What are the administrative elements of HCM?

Human capital management includes many elements that cross over into different areas of the organization.

- Talent recruitment

HCM streamlines the hiring process by increasing the speed at which it recruits candidates and the quality of its future employees. For example, it can increase engagement with work-life balance solutions that motivate candidates and show them that the organization cares about its employees. Companies attract candidates not just by sharing their list of benefits and work-life balance, but by letting them know how the company invests in employee professional development.

What are the administrative elements of HCM?

- Employee retention

HCM practices also offer administrative support to current employees. This can include workflow, benefits, payroll, information technology (IT) and other types of management. Unlike standard practices, a company's HCM is unique to the organization and the employees who work there. HCM also streamlines these operations to make them more efficient. Additionally, analytics are applied to make data-driven decisions about work culture and employee behavior.

What are the administrative elements of HCM?

- Talent development

Managers usually meet regularly with their employees to discuss career development goals and how they would like to grow within the company. From these conversations, managers work with the employee to create realistic goals and career paths. HCM can help by offering training and educational resources to further staff development.

What is HCM software?

It is crucial to understand what HCM is, how to implement it in your own business and the benefits of adopting HCM software.

To implement talent management and optimization systems within a company, organizations can use HCM software.

It differs from human resource management systems and human resource information systems in that it is managing workplace performance and development instead of gathering demographic information.

While they differ, the systems may support a similar set of features, such as payroll, employee self-service, and benefits administration, depending on the product.

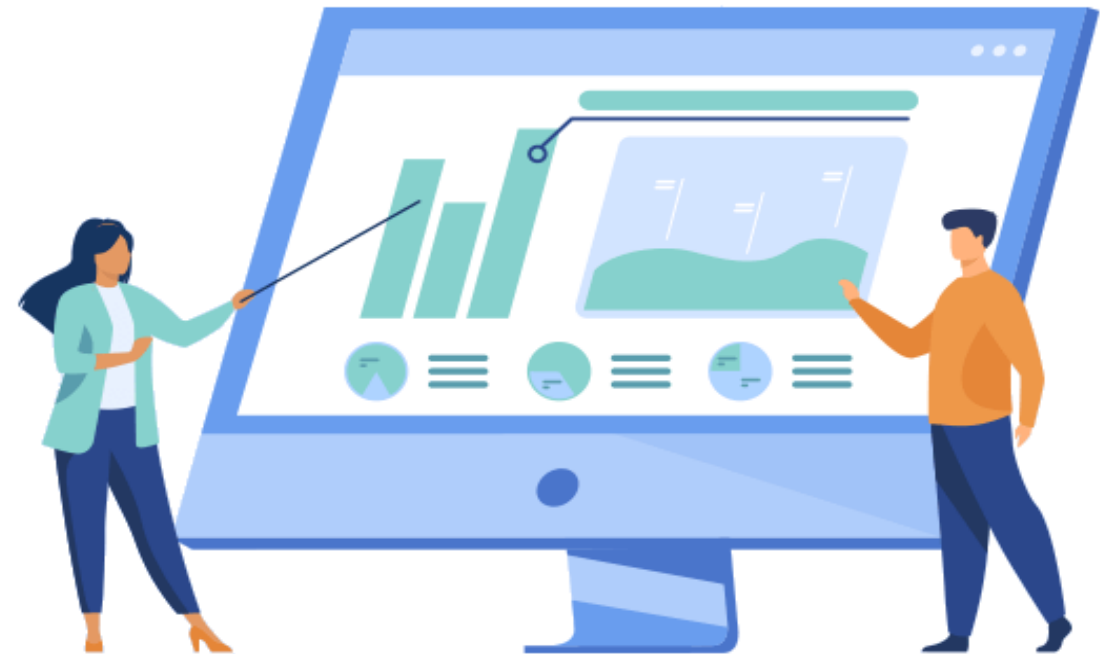
What is HCM software?

HCM software can customize and automate the functions your organization needs to maximize employee performance. The application can record, organize and store employee data to help you make data-driven decisions about each employee's performance. Software managers can add and monitor specific KPI's (key performance indicators) and record employee metrics to show their progress.

Other features include talent management, applicant tracking, onboarding, internal training and attendance monitoring.

Features to look for in HCM software

- Price
- Compatibility
- Productivity
- Adaptability
- Practical information about data
- Technological connectivity of ecosystems
- Support



What are the benefits of HCM software?

HCM software enables you to make data-driven decisions. This can save money in the long run.

These systems also help to increase the satisfaction of employees, who will become more productive and pleased if business decisions are made based on their development. With software that supports development goals and encourages professional development, employees will feel that the company values them and invests in their work.

This will also improve employee retention rates. This will reduce the cost and time spent on hiring and training new employees.

What are the potential disadvantages of HCM software?

The most important thing is the cost of implementing this software. You need to make sure you have the funds within your budget to afford these systems in the long run.

Also consider the risk of data leaks. As with any computer system or application that collects employee data, there is a risk that this information could be hacked. There are strong security measures your company can take to keep your HCM data safe.



Core HR capabilities and Talent management

- This is the basic requirement that any HCM software needs to fulfill. These capabilities include platform integrations for payroll, benefits administration and employee data management. With these everyday functionalities, the HCM software can help free up a lot of time from admin tasks that are routine and mundane.
- Managing people is the cornerstone of effective human capital management. Under this feature, the software should ideally provide the sub-features of recruiting, employee onboarding, performance management, compensation management, learning & development, succession planning, and talent analytics.

Workforce and HR Service management

- While the core HR functionalities help manage all everyday aspects of an employee's life, the workforce management feature takes into account work and productivity aspects that help in planning work better.
- HR service management is exceptionally relevant where work is employee-led, people-focused, and aimed at improving the overall employee experience.

Business Intelligence (BI)

We live in a world that is data-driven and powered by information. Data and analytics enable organizations to build people-centric cultures that are focused on achieving business excellence. Sub-features include data visualization, effective reporting processes, and predictive analytics.

A people-centric culture considers how your people want to work and how to inspire them to do their jobs well.

Sub-features include data visualization, effective reporting processes, and predictive analytics.

Human capital development systems in business organizations

Systems of internal interactions of the elements of the functional / motivational environment.

These elements are development motivation, adaptability / engagement and stress management. They represent the motivational complex that is needed for the development of human capital in the organization.

These are those factors that create the most general, background prerequisite for development - a basis, dynamically changing its strength and frequency, which provides the opportunity for employee development, for a constant increase in the own value of human capital, an internal seeking in employees for self-actualization and lifelong learning.

Human resources development in Bansko

- Not enough qualified employees, which leads to low levels of service and loss of the typical Bansko image.
- The lack of specialists with language training to serve the priority markets, such as Greece, as well as the relatively low level of specialists with higher education in the field of tourism, lead to dependence on temporary employees who arrive in Bansko only for the season. Despite the prestigious universities in the field of tourism, human resources with higher education in Bansko municipality are extremely low. This also leads to a decrease in the quality of service provided to the tourists.

Human resources development in Bansko

- A good option would be to pursue a change in quality indicators - more investment, more workers, more graduates, prevent the outflow of young people.
- The bad option is to take an administrative approach - with the idea of absorbing the maximum amount of funds at any cost, as well as setting the general framework from above based entirely on a macro view.

Thank you for your attention!

Center for promoting entrepreneurship Association

Lyubena Dimitrova

T.: +359 878 307 714

M.: innowave.interreg@gmail.com



BUSINESS CLUB BULGARIA UNDER PROJECT "ENTREPRENEURSHIP INNOVATION ENCOURAGEMENT"

Search ...



Popular Post



Final conference
under WP 2 of
project
"Entrepreneurship
Innovation Encouragement"



Results of the
"Online contest for
the best applicable
innovative idea"



Trainings under WP
5 of project
"Entrepreneurship
innovation
encouragement"



Online contest for
the best applicable
innovative idea



Mini Maker Fairs
under WP 5 of



55°F Sunny



БГР 10:00
BG 10.10.2023 г.

Business club Bulgaria under pro

innowave-interreg.eu/en/blog-news/126-business-club-bulgaria-under-project-"entrepreneurship-innovation-encouragement"

HOME NEWS FOR PROJECT BUSINESS CATALOG CONTACTS



innovation encouragement"

During September 2022 Lead Beneficiary - Center For Promoting Entrepreneurship Association conducted Business club under Work Package 4 from the project. It was held in the Bulgarian target border region - in the city of Bansko (Blagoevgrad region) on the 2nd and 3rd of September.

Experts from Bulgaria and Greece moderated the event and it was attended by entrepreneurs with similar interests.

The main idea of the club is to prevent the lack of contact between the cross-border businesses. It was open to representatives from both countries with the idea to share experience, information and future intentions. They were introduced to issues of common interest during the business club meeting.

Within the event, groups again with common interests were organized - getting to know different entrepreneurs from one field of business and providing an opportunity for discussions and sharing of ideas and experience between them. Valuable time to get to know each other and create partnerships.

The business club lasted for two days with a sleepover and it was held in a hotel along with a comfortable atmosphere. Coffee breaks, lunch and dinner were provided.

Participants received useful information as follows:

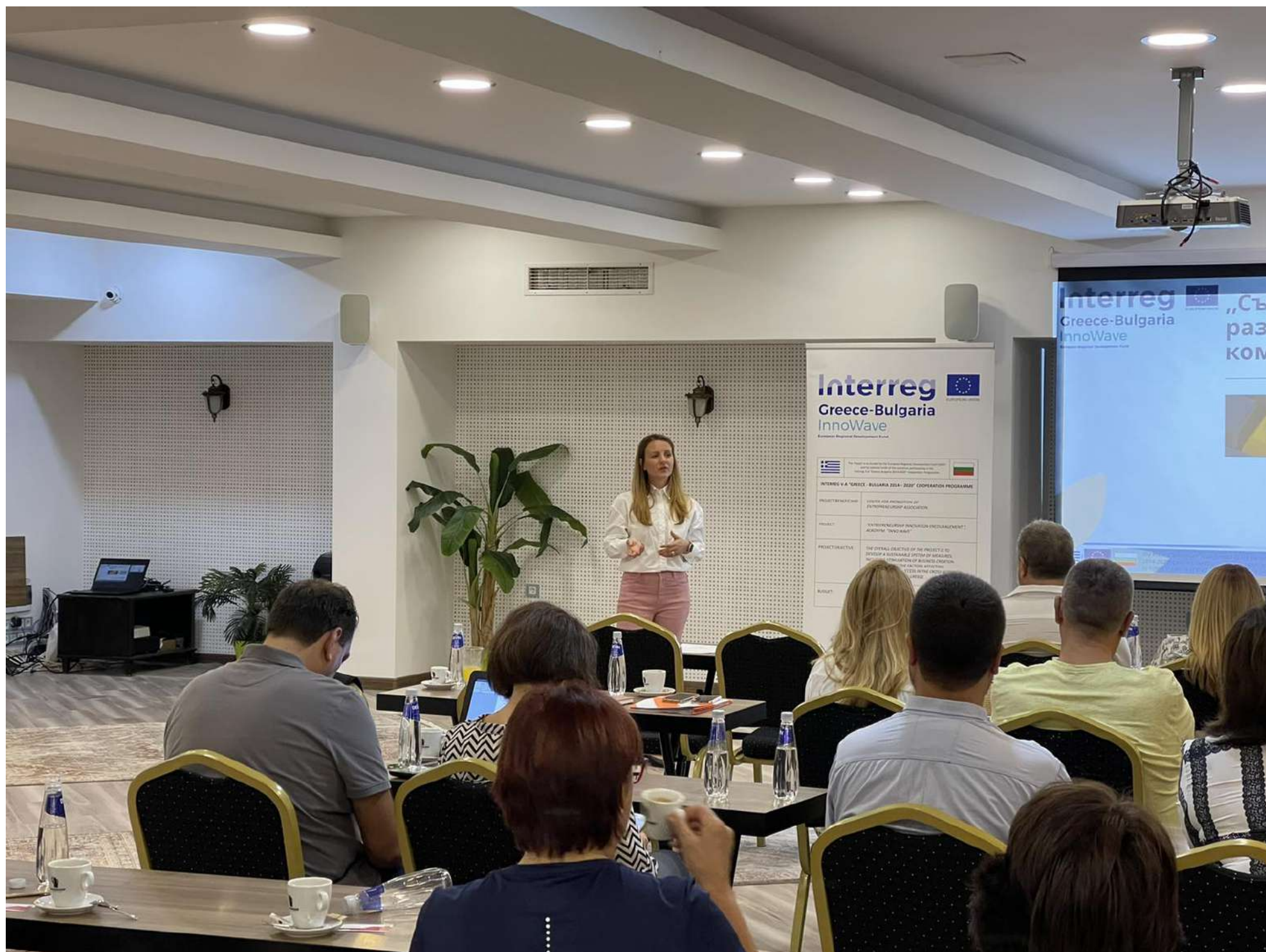
- Day 1:

- The events as an important part of the company business development.
- What is Human Capital Management and how can business benefit from it?
- Cost priorities – Should I buy a new car or new computers for my staff.
- Discussion and individual conversations with the participants.

- Day 2:

- Business models in the digital era.
- On-site visit to local companies.

Windows taskbar with icons for Start, Search, File Explorer, Edge, Word, Teams, and other applications. System tray shows 'Near record', signal strength, and date/time '10:01 10.10.2022'.





Interreg Greece-Bulgaria InnoWave



European Regional Development Fund



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.



INTERREG V-A "GREECE - BULGARIA 2014 - 2020" COOPERATION PROGRAMME

PROJECT BENEFICIARY:	CENTER FOR PROMOTION OF ENTREPRENEURSHIP ASSOCIATION
PROJECT:	"ENTREPRENEURSHIP INNOVATION ENCOURAGEMENT" ACRONYM: "INNO WAVE"
PROJECT OBJECTIVE:	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.
BUDGET:	408 710.00 € (ERDF: 347 403.50 € / National Funds: 61 306.50 €)

www.innowave-interreg.eu

Interreg

Greece-Bulgaria

InnoWave

European Regional Development Fund



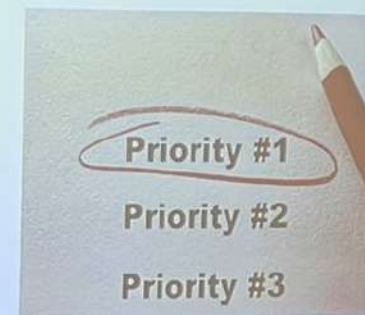
Решение

✓ Възприемане на разходите като инвестиции (проекти)

Приоритизиране на проекти пред индивидуалните разходи

Приоритизиране на инвестиции, които ще генерират приходи/печалба впоследствие

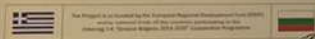
Използване на методи за приоритизиране на разходите



Проектът е финансиран от Европейския фонд за регионално развитие (ЕФРР) и от националните бюджети на участниците държави в рамките на Програмата за икономическо сътрудничество „INTERREG V-A Гърция - България 2014-2020“. Цялата отговорност за съдържанието на документа се носи от Сдружение за научна съдействие и развитие „ИННОВАВЕ“ и при никакви обстоятелства не може да се приема, че отразява официалната позиция на Европейския съюз, участниците държави, Европейския съюз и Съветския съюз.

Interreg Greece-Bulgaria InnoWave

European Regional Development Fund

	
INTERREG V-A 'GREECE - BULGARIA 2014 - 2020' COOPERATION PROGRAM	
PROJECT BENEFICIARY:	CENTER FOR PROMOTION OF ENTREPRENEURSHIP ASSOCIATIONS
PROJECT:	'ENTREPRENEURSHIP' INNOVATION ENCOURAGING ACROINIA: 'INNO WAVE'
PROJECT OBJECTIVE:	THE OVERALL OBJECTIVE OF THE PROJECT IS TO DEVELOP A SUSTAINABLE SYSTEM OF MARKS INCLUDING STIMULATION OF BUSINESS IDEAS AND STRENGTHENING THE FACTORS AFFECTING ENTREPRENEURIAL SUCCESS IN THE CROSS-BORDER AREA OF GREECE AND BULGARIA.
BUDGET:	EUR 710,000 (ERDF: 547,000; SD: 173,000)

www.innowave-interreg.eu

Interreg
Greece-Bulgaria
InnoWave

ΤΠΕ και επιχειρηματικότητα

Η καινοτομία βελτώνει την αλυσίδα αξίας μιας επιχείρησης και εισάγει νέα προϊόντα, υπηρεσίες, λύσεις και διαδικασίες εργασίας.
Η καινοτομία παίζει σημαντικό ρόλο όχι μόνο στις επιχειρήσεις αλλά και στην οικονομική ανάπτυξη μιας χώρας και στο ανταγωνιστικό πλεονέκτημα μιας επιχείρησης.
Οι καινοτόμοι επιχειρηματίες κερδίζουν πλεονέκτημα πρώτης κίνησης φέρνοντας νέες ιδέες, διαδικασίες, προϊόντα ή υπηρεσίες ή βελτιώνοντας τη χρησιμότητα ενός προϊόντος ή μιας υπηρεσίας, αυξάνοντας έτσι την κερδοφορία.
Οι ΜΜΕ θεωρούνται σταδιακά ως η κρίσιμη πηγή ανάπτυξης νέων προϊόντων και νέων τεχνολογιών.

