

# Creating “Circular” Business by young ENGINEERS at the cross-border area of Greece- Bulgaria

## ENGINE-HUBs

Final Conference

October 31<sup>st</sup>, 2023

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*TEE/TKM*

**Interreg**  
**Greece-Bulgaria**  
**ENGINE-HUBs**



European Regional Development Fund

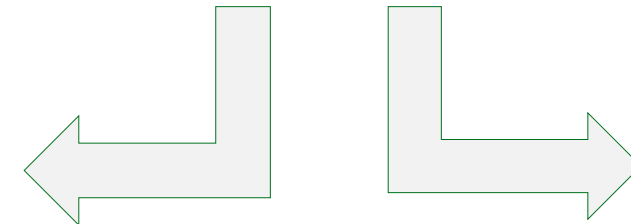
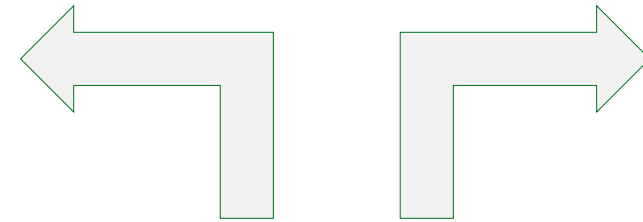


БЪЛГАРСКА ТЪРГОВСКО-ПРОМИШЛЕНА ПАЛАТА  
BULGARIAN CHAMBER OF COMMERCE AND INDUSTRY

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.

- The EU is working on the transition to a carbon neutral, circular economy to decrease resource dependence, increase resource productivity, employment and growth.
- Young people living in the cross border area can boost the economic development and the prosperity of the area.
- Growth of SMEs should be the gear for such a development.
- Circular Economy is both an opportunity and a need and corresponds to the features of the Cross Border area's economy.
- This project highlights fields with great potential for circular economy in the area

# Project Beneficiaries (PBs)



# Project Beneficiaries (PBs)

**LB: TECHNICAL CHAMBER OF GREECE  
/SECTION OF CENTRAL MACEDONIA**

**B2: FEDERATION OF INDUSTRIES OF GREECE**

**B3: UNION OF CIVIL ENGINEERS IN BULGARIA**

**B4: CHAMBER OF COMMERCE AND INDUSTRY  
GOTSE DELCHEV**

## Objectives

- Identify circular economy business opportunities in the Cross – Border area of Greece-Bulgaria
- Enhance entrepreneurship of young scientists through training, mentoring/coaching and networking
- Establishment of hubs for ideas transforming into businesses plans and supporting entrepreneurs to implement these business plans

## Budget

Total Project Budget: 682.991,00€

ERDF: 580.542,35€

National Co-Financing: 102.448,65€

## Project Duration

Start : 8-11-2021 Subsidy Contract signed

End: 30-11-2023 (Extended by 23 days)

# ENGINE-HUBs

*Deliverables : Brief Descriptions*



## WP1: Management & Coordination

### **Del. 1.2: Management Plan, Monitoring & Evaluation**

→ Including internal rules, Del.s' control & evaluation etc.

### **Del. 1.3: Project Reporting**

→ Report the technical & financial progress of the project

### **Del. 1.4: Project Meetings**

→ Discuss about project's progress, obstacles, timeline deviations etc.

### **Del. 1.5: Financial Audit**

→ Verification of expenditures by FLC

## WP2: Information & Publicity

### Del. 2.1: Communication Plan

→ Includes the communication strategy, that is all tools, means and some monitoring indicators used during the project for its dissemination.

### Del. 2.2: Monitoring & Evaluation of Communication Plan

→ The monitoring & evaluation will be conducted at least 4 times during the project according to indicative timeline.

### Del. 2.3: Publicity Material & Public Relations

- ✓ project's leaflet & poster (both in English and national languages) prepared including info such as objective, activities, expected results, partnership and reference to ERDF
- ✓ 4 newsletters and 4 Press Releases. In addition, 1 PR before/after every project meeting
- ✓ Press conferences according to the project's needs
- ✓ 1 press conference and 1 PR for the need of the final conference

## WP2: Information & Publicity

### **Del. 2.4: WEB tools (site, social networks)**

→ project's website and social media including progress, deliverables, results and presenting news & events and the social media both in English and national languages.

### **Del. 2.5: Final Conference**

→ Presentation of the results/major outcomes of the project and next steps/perspectives.

## **WP3: ENGINE-HUBs**

### **Establishment & Operation**

#### **Del. 3.1: Establishment of ENGINE-HUBs**

→ Goal and target group: Support emerging young entrepreneurs - link the new enterprises with the market.

#### **Del. 3.2: Operation of ENGINE-HUBs**

→ Providing mentoring, motivation, hospitality space, networking, financing.

#### **Del. 3.3: ENGINE E-PLATFORM**

→ Hosted at the project's website and offering training modules, interactive questions and answer page.

#### **Del. 3.4: ENGINE-HUBs Sustainability Plan**

→ Ensures the sustainability of the ENGINE-HUBs and its expansion of its activities after the financial ending of the project.

### Del. 4.1: Market and GAP Analysis

#### → Market Analysis:

- ❖ Analysis of value chains of several sectors of economy to identify the opportunities/needs for development of circular Business.
- ❖ Analysis of Circular economy model in CBC area in order to identify the current status (existing enterprises) on sustainable design, re-use, remanufacturing, recycling, repair and maintenance.
- ❖ The Global circular economy market in relation to the Circular economy model in CBC area.

#### → GAP Analysis:

- ❖ Matchmaking between the results of the analysis of value chains and the current status of circular business in order to propose ‘circular business’ opportunities.
- ❖ A market research in order to identify the demand and acceptance on circular products.
- ❖ Best practices for circular business per value chain or/and circular economy model
- ❖ Proposal for the sectors of economy and the circular models should be targeted by the project.

## WP4: ENGINE-HUBs Garden & Academy

### Del. 4.2: Motivation Campaign

→ Motivation campaign (including incentives such as free training, money award etc.) towards young engineers in order to participate in the competition with their business ideas and in the project's activities.

### Del. 4.3: Competition and Awards for new Entrepreneurs

→ 2 days- seminars:

- ❖ Provision of information on the principles of the circular economy concept and the circular economy sectors identified. Training on how a business plan can be developed.
- ❖ Evaluation of their business plans during the competition.

→ An award 1.000 € for the 10 better business plans will be given.

## WP4: ENGINE-HUBs Garden & Academy

### Del. 4.4: ENGINE Academy

#### **Seminars on existing technologies and best practices**

→ Training material about existing technologies and best practices on the emerging sectors on circular economy to transform young entrepreneurs' idea to business. Material available to website and e- platform.

→ Training seminars/lectures

→ 2 study visits ( 1 in each country) expected to be organized to existing companies of circular economy at the CBC area in order the new entrepreneurs to see how these business work.

→ Support new entrepreneurs to prepare their business plans

#### **Seminars on supplies, sales, marketing, finance**

→ Training material on supplies, sales, marketing, low, finance. Material available to website and e- platform.

→ 4 seminars on supplies, sales, marketing, low, finance for the entrepreneurs

→ Personal assistance (P2P meetings) of the entrepreneurs.

## WP4: ENGINE-HUBs Garden & Academy



### Del. 4.5: Business Plans Implementation – Mentoring

→ Support entrepreneurs to implement their business plans (P2P meetings per entrepreneur) and creation of their business in order to be assisted in real market conditions.



## WP5: ENGINE-HUBs Networking

### **Del. 5.1: Portfolio with Business Ideas**

→ Brochures prepared presenting the best business ideas used as a motivation tool for interested parties to express their interest in the new “circular business”.

### **Del. 5.2: Development & Operation of the ENGINE-HUBs Networks**

- Identification of market actors and potential investors in the sector of circular economy.
- Motivation campaign of the market and investors to participate in the network.
- Networking of entrepreneurs with the market and investors.

## WP5: ENGINE-HUBs Networking

### Del. 5.3: Networking Events

- B2B meetings for new entrepreneurs and potential investors or/and clients
- Provided assistance during B2B meetings

# *ACTIVITIES*

Market & GAP analysis exploring the potential of the circular economy at the cross-border area

Establishment of HUBs within the professional/scientific chambers and antennas-centers in the business chambers

Information and motivation campaign towards young engineers/scientists in order to participate in the project

Development and operation of an e-platform that hosts project's training material and an interactive Q&A module.

Training in Circular economy technology and practices, marketing, sales and financing.

Consulting for business planning and competition for business ideas in sectors of the circular economy at the cross-border area

Support of the new Entrepreneurs to network with the market and investors.

Motivation of market and investors to participate in the network.

Study Visits

Mentoring/coaching for the implementation of business plans in the circular economy

# ENGINE-HUBs

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*Thank You*

Ioannis Mouratidis

*Engine-Hubs Project Manager*

*TEE/TKM*



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