



Project title: RE-thinking MICROcredit as a tool to support SMEs and boost LOCAL economies

Acronym: REMICRO LOCAL

Deliverable: 4.1.1 Workshops

Partner: Business and Cultural Development Centre



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

Abstract in English

The deliverable includes the implementation of thirty-four (34) workshops, six (6) webinars and nine (9) master classes, namely:

LB managed to organize 44 activities related to workshops, webinars, master classes reaching out almost 350 beneficiaries until the end of year 2022. Within the first half of 2023, 5 activities relating to workshops and master classes were held, reaching out almost 100 beneficiaries. Wide promotion was achieved in the local and regional media, social media, through professional associations and other stakeholders.

1. Implementation of thirty-four (34) workshops in the cities of Thessaloniki, Kavala, Drama, Komotini, and Xanthi

1A. 13 Workshops in Thessaloniki

1. 9/5/2022 [360° Digital Marketing: Marketing Strategy](#)
 2. 11/5/2022 [360° Digital Marketing: Tips and Tools](#)
 3. 23/5/2022 [Sustainable micro entrepreneurship, Innovation](#)
 4. 25/5/2022 [Sustainable micro entrepreneurship, SDGs](#)
 5. 8/6/2022 [e-Commerce: tips and tools for successful sales](#)
 6. 20/6/2022 [Developing Business Skills](#)
 7. 27/6/2022 [Green Business Skills in Tourism](#)
 8. 21/9/2022 [Tailor made Customer Service](#)
 9. 28/9/2023 [How to evaluate the efficiency of my e-shop](#)
 10. 12/10/2022 [How does digital marketing help my business grow](#)
 11. 19/10/2022 [Clientele development and evaluation of potential customers](#)
 12. 9/11/2022 [Digital Transformation of businesses](#)
 13. 21/11/2022 [How to increase sales of an e-shop by improving digital activities online](#)
- ⇒ Training Material and corresponding pictures available in the shared folder

1B. 12 Workshops in Kavala

1. 30/3/2022 [Sales Promotion Techniques](#)
 2. 6/4/2022 [Developing Business Skills](#)
 3. 18/5/2022 [Developing Soft Skills](#)
 4. 25/5/2022 [Green Business Skills](#)
 5. 15/6/2022 [e-Commerce: tips and tools for successful sales](#)
 6. 22/6/2022 [Social Media: tips and tools for successful sales](#)
 7. 14/9/2022 [Funding Tools for micro entrepreneurs](#)
 8. 21/9/2022 [How does digital marketing help my business grow](#)
 9. 12/10/2022 [Development of Sales](#)
 10. 24/10/2022 [Branding](#)
 11. 22/3/2023 [Effective Branding and the role of photography](#)
 12. 27/3/2023 [Effective Communication](#)
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1C. 5 Workshops in Drama

1. 19/10/2022 [How does digital marketing help my business grow](#)
 2. 2/11/2022 [Funding tools for micro entrepreneurs](#)
 3. 30/11/2022 [Social media: Effective Brand Promotion](#)
 4. 13/3/2023 [e-Commerce: tips and tools for successful sales](#)
 5. 29/3/2023 [How to increase sales of an e-shop by improving digital activities online](#)
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1D. 3 [Workshops in Komotini](#)

1. 6/4/2022 [Sales Promotion Techniques](#)
 2. 18/5/2022 [Developing Soft Skills](#)
 3. 25/5/2022 [2nd Chance for Entrepreneurs and Funding Tools](#)
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1E. 1 Workshop in [Xanthi](#)

1. 11/4/2022 [Developing Business Skills](#)
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2. Implementation of six (6) webinars for companies located in Halkidiki, upon the kind invitation from the [Halkidiki Chamber](#) to further support its local entrepreneurs.

1. 16/2/2022 [Business Skills, tailored made services to customers](#)
2. 23/2/2022 [Soft Skills for Entrepreneurs](#)
3. 28/2/2022 [Green Economy and Business Skills for Tourism](#)
4. 14/11/2022 [How to use Digital Marketing to attract more customers](#)
5. 23/11/2022 [Communication and Events Management](#)
6. 28/11/2022 [e-Commerce: tips and tools for successful sales](#)

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- 3. Implementation of nine (9) master classes for organizations, such as:**
- a. The American Farm School in Thessaloniki (7 sessions)
 - b. The Generation AG Greece (1 session)
 - c. The “skywalker.gr” (1 session)

3a. The American Farm School in Thessaloniki invited [KEPA to deliver a series of master classes to its students](#), aiming to promote entrepreneurship. Within the framework of REMICRO LOCAL Project, KEPA implemented the following sessions:

3/10/2022 How to start a Business Idea
10/10/2022 Introductory Session on Entrepreneurship and Business Model Canvas
17/10/2022 Funding Tools for micro entrepreneurs
31/10/2022 How to develop a Marketing Plan
7/11/2022 Soft Skills in Business
14/11/2022 Skills to develop an entrepreneurial mindset
8/3/2023 [Family Business](#)

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3b. The Non-Profit Organization Generation AG invited KEPA to deliver a master class to its beneficiaries, aiming to create career and entrepreneurship opportunities for youth and [women in the Agrifood sector](#) in Greece. Within the framework of [REMICRO LOCAL Project](#), KEPA implemented the following session:

13/11/2022 Business Strategy and Business Model Canvas

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3c. The company “skywalker.gr” invited [KEPA](#) to deliver a master class at a renowned event that is called “[Job Festival](#)”, aiming to create career and entrepreneurship opportunities for people in Greece. Within the framework of REMICRO LOCAL Project, KEPA implemented the following session:

19/11/2022 The Customer Service

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