



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

Acronym: REMICRO LOCAL

Deliverable: . D 3.4.1 Development of training programmes

Partner: RTA RHODOPI

Subcontractor: EVROPROEKT EOOD

Subject: Implementation of Contract No. 6/18.05.2022 for the provision of services by "Europroject Consulting" Ltd. with the Contracting Authority: Regional Tourism Association "Rhodopes," Beneficiary No. 4 under the project "RE-thinking MICRO-credit as a tool to support SMEs and boost LOCAL economies" with acronym "REMICRO LOCAL" – MIS 5070104, approved for funding under the INTERREG V-A Greece-Bulgaria 2014-2020 Cross-Border Cooperation Programme.

The final report presents the implementation of activities and the results achieved by "Europroject Consulting" Ltd. as the Contractor under Contract No. 6/18.05.2022 for the provision of the service "Support for micro and small current and potential entrepreneurs through the development of a training program and materials; conducting coaching sessions, consultations, workshops, and seminars, as well as organizing networking events."

Contract No. 6/18.05.2022 between the Regional Tourism Association "Rhodopes" and "Europroject Consulting" Ltd. was extended until 22.08.2023 in connection with the approved extension by the Managing Authority of the INTERREG V-A Greece-Bulgaria 2014-2020 Cooperation Programme of the subsidy contract No. B6.3a.03/19.04.2019 for the project "RE-thinking MICRO-credit as a tool to support SMEs and boost LOCAL economies."

Deliverables:

Development of a Training Program and Educational Materials for Current and Potential Representatives of Micro and Small Enterprises, Including Social Enterprises, with a Focus on Business Sectors Related to Tourism

The training program and educational modules were designed for trainers, consultants, and participants in training sessions and networking events, as well as recipients of consulting services, who received the materials in printed and/or electronic format via email. Based on the needs of potential participants, the topics for each specific event (training, individual consultation, or networking meeting) were selected from the list of educational modules, and the training program was developed accordingly.

The trainer/lecturer used the relevant educational modules as a foundation, and at their discretion, depending on the program and the participants' preferences, could combine multiple topics and modules in a single training/consultation session. They could also incorporate additional information, practical examples, exercises, case studies, role-playing activities, and more.

The training program consisted of six thematic areas:

1. Core Entrepreneurial Skills and Funding Sources for SMEs
2. Financial Management
3. Personal Skills for Developing a Successful Business
4. Recruitment and Retention of Personnel
5. Leadership
6. Core IT Business Skills

The training program included 20 Microsoft PowerPoint presentations covering the six thematic areas listed above.

Educational Modules

Thematic Area 1: Core Entrepreneurial Skills and Funding Sources

- Module 1: Entrepreneurship and Starting a Business

"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"

- Module 2: Business Planning
- Module 3: Business and Tourism Prospects in the Rhodope Region
- Module 4: Marketing in Tourism
- Module 5: Social Entrepreneurship and Tourism
- Module 6: The Unique Natural and Cultural Heritage of the Rhodopes – Potential for Alternative Tourism
- Module 7: Funding Sources: SME Financing
- Module 8: Grant Funding for SMEs
- Module 9: Grant Funding for SMEs in the Cross-Border Region: INTERREG Greece-Bulgaria 2021–2027 Cooperation Programme

Thematic Area 2: Financial Management

- Module 10: Business Financial Management
- Module 11: Accounting for Company Managers

Thematic Area 3: Personal Skills for Developing a Successful Business

- Module 12: Communication and Negotiation
- Module 13: Time Management and Stress Control
- Module 14: Business Etiquette
- Module 15: Innovation

Thematic Area 4: Recruitment and Retention of Personnel

- Module 16: Hiring Personnel
- Module 17: Retaining Personnel

Thematic Area 5: Leadership

- Module 18: Building Leadership Skills

Thematic Area 6: Core IT Skills

- Module 19: Tourism in the Digital World
- Module 20: Online Commerce

Seven video clips were developed to complement certain educational modules, which were incorporated into the relevant training sessions and networking events based on the topic of the event.

- Video Clip 1: The Rhodopes and Prospects for Alternative Tourism
- Video Clip 2: Tourism in the Digital World
- Video Clip 3: Financing Your Own Business
- Video Clip 4: Hiring Personnel in a Small Company
- Video Clip 5: Retaining Personnel
- Video Clip 6: Leadership as a Choice
- Video Clip 7: Social Entrepreneurship and Tourism

Examples: Module 6



МОДУЛ:6

Природното и културното наследство на Родопите - потенциал за устойчив туризъм

Тематична област 1 : Основни предприемачески умения



1. Предпоставки за развитие на алтернативен туризъм в България

1. Биологично разнообразие
2. Защитени територии
3. Защитени зони по НАТУРА 2000



- Module 20: Online Commerce



МОДУЛ 20

ОНЛАЙН ТЪРГОВИЯ



Основни теми
Преди старта
Варианти на онлайн търговия
Маркетингова стратегия за успешен онлайн магазин
Фактори за задържане на клиентите

Тематична област: 6 Основни IT бизнес умения



Може ли всеки да продава онлайн?

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И тогава единственото условие за успех зависи от това

- ✓ колко знаем
- ✓ колко сме подготвени
- ✓ колко сме постоянни
- ✓ колко сме целенасочени



Стартът на ваш собствен онлайн магазин е само началото!
Оттук нататък започва реалната работа! Подгответе се за марафон, а не за спринт! Истинският онлайн бизнес се изгражда дълго време.